

Prep Course 2 – Week 4

<https://public.tableau.com/profile/conrad.w.#!/vizhome/PrepCourse2-Week4-Viz2/LowestProductSalesTotal>

How does your visualization leverage at least one “pop-out effect” or “pre-attentive attribute?” Which one(s) was (were) chosen and why?

I chose to use color and size because they’re very simple to use but very effective on the reader.

How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?

The colors use the Gestalt principle of similarity to show that those colored items belong to the same region or product category.

How does your design reflect an understanding of cognitive load and clutter?

I didn’t use any labels or legends and just looking at the viz you can easily distinguish the lowest sales, product categories and regions.

Is your visualization static or interactive? Why did you choose that format?

I chose static because this was an explanatory viz and I wanted to answer the questions directly with the viz. One interactive element was given on the regional sales viz so the reader could filter a single category to compare it across regions.

What need does this visualization address that words or numbers alone cannot fill?

The biggest thing to me would be how easy it is to identify and see not only the lowest performers but the difference in the amounts from high to low that you wouldn’t see as easily with numbers and words.