

Please answer the following questions based on the project brief and user personas provided to create your Design Checklist for this project:

- What is/are the **business question(s)** this project will answer?

We need to identify for the board whether or not discounted sales are more or less profitable for the business and are discounted sales being distributed to customers and across products in the most efficient manner. The data will need to tell the story of whether or not the business is more or less profitable from discounting their products and if those discounts are being proportionately given in the most efficient way.

- **What data will be used** to answer this question? **Is the data capable** of providing the information you are looking for?

The superstore sales data will be used for the exploratory analysis; the data set contains customer, sales, discount, profit and regional data for the past four years that we'll use to explore the data and tell our story. These categories of data are enough to answer our business questions and determine if discounts are affecting profits and if discounts are being used efficiently.

- **Who is the audience** of this visualization (to whom are these findings ultimately being presented)?

The audience is the 15 executive board members (including Terrance) who will be attending the monthly board meeting she'll be presenting to. The stakeholder is Sylvia, VP of sales.

- **How will your findings ultimately be displayed?** Please list any special requirements of the user.

The visual will be static and explanatory, not interactive. The story will only be able to be 2-3 story points because of the 5-7 minute time frame. I'd use bar and line charts to with pre-attentive attributes such as color for regions or size to help the audiences perception. The visual will be projected across on a large screen in a large room and they'll also be given a handout of the presentation. Some of the special requirements are: need quick and credible updates, prefers data driven decision making and he has poor eyesight.