Imagine you are an analyst working for the Super Store Corporation. Your boss Sylvia is the VP of Sales and she is conducting a review of the company discount policy. As research for her review, she has asked you to perform an exploratory analysis of the Super Store discount data. Specifically, Sylvia has asked you to investigate if there is a relationship between discounted sales and profit, and how much the company is profiting or losing based on discounted sales.

She also wants to see if there are opportunities for efficiencies with respect to how discounts are handled. Perhaps certain customers are receiving more discounts than other customers. Perhaps certain product categories or product segments are receiving more discounts than others. Sylvia has given you wide latitude to explore this question however you see fit, and will ultimately make a recommendation to the board of directors based on your findings.

Sylvia will have only 5-7 minutes to present to board members, and she knows that her board members don’t understand the minutiae of the business and prefer quickly hearing only the top-level facts. She also knows the room the presentation will be held in is large, meaning the visualization will be viewed from a great distance across the room. Please consult the Persona document included in this project for specific requirements of this audience.

After reading the project brief and the personas, answer the questions provided in the template to create a design checklist to guide your exploration of the data and your design decisions for the final deliverables. The key objective with this activity is to be able to define audience (user), stakeholders (business or personal goals), and the dataset (Super Store).

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? Are discounted sales more or less profitable for the business? Are discounted sales being distributed to customers and across products in the most efficient manner?
* **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 use for the exploratory analysis. Yes, we have customer and regional demographic information to explore if certain customers or regions are being discounted disproportionately and the effect it’s having on the company’s sales.
* **Who is the audience** of this visualization (to whom are these findings ultimately being presented)? The audience is the 15 executive board members who will be attending the monthly board meeting she’ll be presenting at.
* **How will your findings ultimately be displayed?** Please list any special requirements of the user. 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.