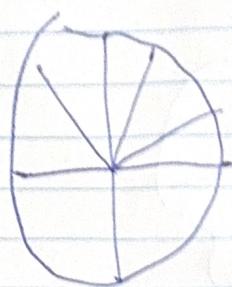
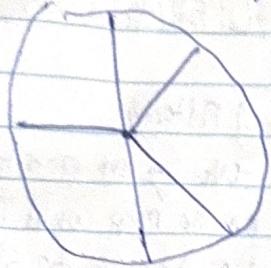


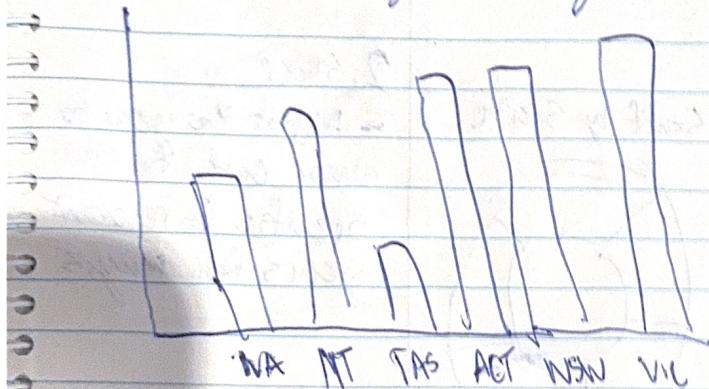
## IDEAS.

### PIE Chart

Number of Staff by State | Wages Paid by state



### BAR Chart: Wages Paid by State



### Choropleth Map: Gross Profit by State



### Combine & Refine

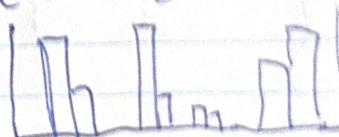
- Have both pie charts side-by-side for better comparison
- Arrange in a logical flow where sales & profit go together then expenses
- Highlight trends

## FILTER

Bar Chart: Staff by state

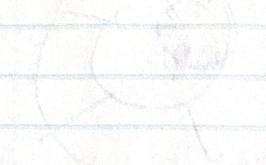


Stacked Bar Chart: Wages & Staff by state



### CATEGORISE

- Gross Profit by State
- Wages Paid by State
- Sales by State (Normalised)
- Margin Profit vs Age of Store



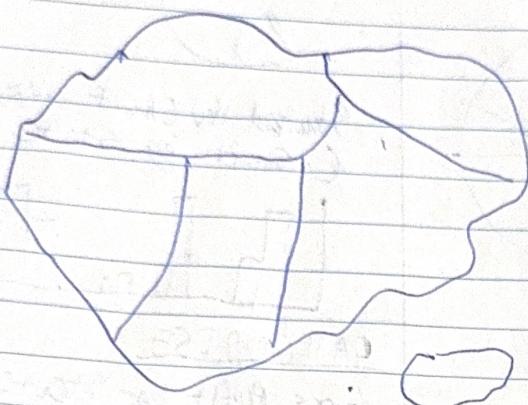
### Questions?

- How do combined visualisations improve clarity & storytelling?
- Do the current visualisations highlight key trends effectively?
- How can I ensure that viewers are drawn to the most important trends in the data?

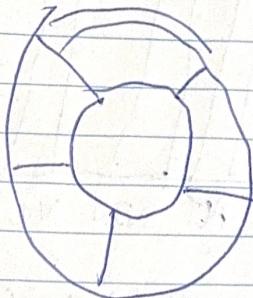
# LAYOUT

Choropleth Map

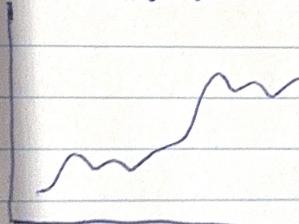
Choropleth Map: Gross Profit (Normalized)



Donut Chart Wages by State | Staff by State



Line Chart Sales



## FOCUS

- The map focuses on illustrating regional differences in sales per capita, highlighting which states have higher or lower sales volumes, relative to their populations
- The line chart emphasizes sales trends over time

KBA

Title: FoodMart Business Analysis

Author: Ivan Melvin

Date: 10/10/2020

Sheet: 2

Task: FST3719 A2

## OPERATIONS

### 1. Filtering

- Clicking on a state on the map could filter the donuts to show wages & staff for that state

### 2. Slider

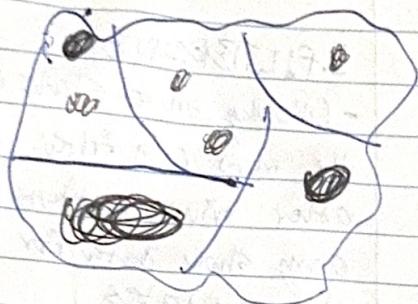
- Adjust the year to show data for specific & relevant years for analysis

## DISCUSSION

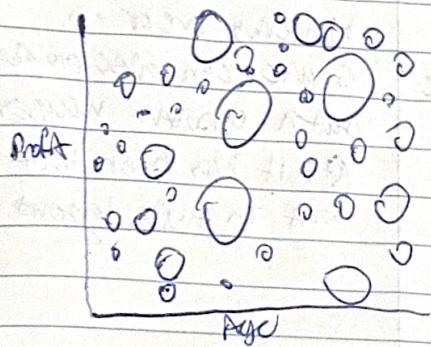
- The map may have color issues for smaller differences in sales per capita
- Line chart makes it harder to isolate for specific events & changes

## LAYOUT

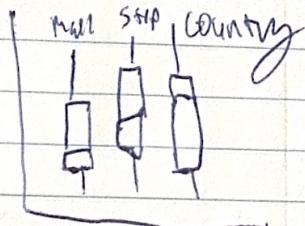
### Heat Map: Store Profits



### Bubble Plot: Gross Profit vs Store Age



### BoxPlot: Gross Profit for Store Type



## FOCUS

- The heat map highlights regions where the highest & lowest profits are, helping to find out which areas need the most attention & focus
- The box plot shows a summary of each store type, helping to identify which type of store is most contributing to business success

Title: Business Analysis  
 Author: Ivan McLean  
 Date: 10/10/2024  
 Sheets: 3  
 Fush: FIT3179 A2

## OPERATIONS

### 1. Filtering

- Users can click on a specific region on the heat map to filter down into about that region, allowing them to see further details like store numbers in that region

### 2. Drop down Selection

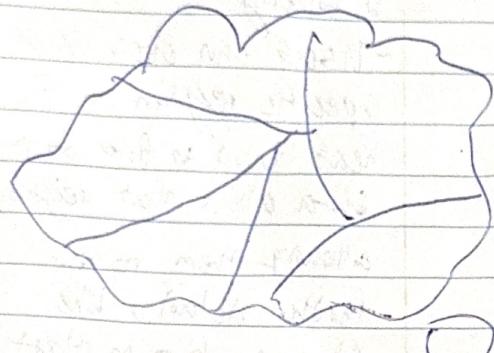
- Use a dropdown filter on the bubblechart to see data by store type

## DISCUSSION

- The colour coding of the heat map could be too overwhelming & hard to read
- Outliers in the box plot may show the perception of how well these stores perform

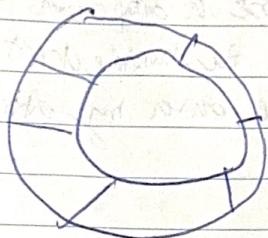
## LAYOUT

Choropleth Map: Wages by state (normalised)



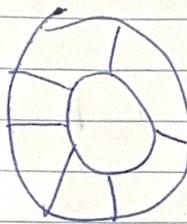
### Donut chart

Gross Profit by State

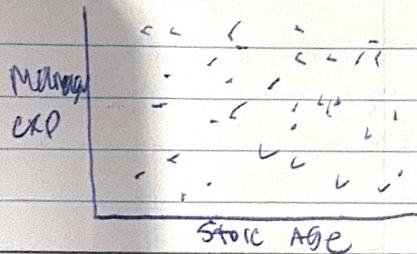


### Donut Chart

Sales by State



Scatter Plot: Store Age vs Manager Exp



## FOCUS

- The map is focussed on comparing wages paid across states, normalized by population size
- The donut charts highlight which states contribute most to business success & profitability

Title: Roadmap Analysis  
Author: Evan Herman  
Date: 10/10/2024  
Sheet: F55372 A2  
Task: F55372 A2

## OPERATIONS

### 1. FILTERING

- Clicking on a state on the map can filter other visualizations to only show data for those states

### 2. Tooltip

- Hovering over a state can also provide data about wages as it has been left out in this layout

## DISCUSSION

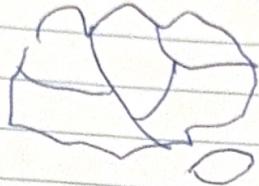
- The use of normalisation provides a fair comparison between states & expenses
- The scatter plot allows users to see patterns between store age & manager expense

## LAYOUT

### Intro

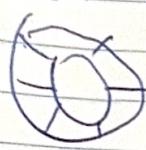
- Foodcourt business analysis
- Stakeholders & benefits explained

### Map of Sales by State

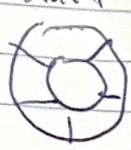


### Types of Expenses & Where

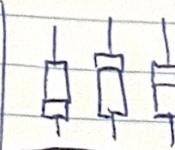
Wages



Staff



### The Profitability by Store Type



Mail shop country

### Conclusion

- Summary of key findings

Title: Foodcourt Analysis  
Author: Ivan Melvin  
Date: 10/10/2024  
sheets: 5  
Task: F5537a A2

## OPERATION

### 1. FILTERING

- Users can filter by state & all charts on the page will show data for that state only

### 2. TOOLTIPS

- Hovering over a state may show all data for that state like wages, profit, sales, etc.

## FOCUS

- Highlight key performance indicators & insights into business operations
- Emphasises the distribution of wages & staff by state to visualise staff & wage allocations (key expenses)
- Explores variation in profitability & zooms into specific channels they come from

## DETAIL

- The donut charts will be divided by state, showing percentages
- The scatter plot will use a different colour for each store type
- These altogether show insights & key info