Design Checklist

1 .   What is/are the business question(s) this project will answer?
- ➢ Explore relationship between discounted sales and profit
- ➢ The reason for differentiated discount rates
- ➢ How much the company is profiting or losing based on discounted sales and different regions
- ➢ How should the discount rate for products be set to make the company more profitable next year

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

- ➢ The sample data, SuperStore Dataset, will be used to conduct the exploratory analysis.
- ➢ The data is capable enough to answer questions mentioned above
- ➢ The following columns will help with the design and further exploratory analysis:
  - ● Demographic Factors: City, State, and Region
  - ● Product Information: Product ID, Category, Sub-Category, and Product Name
  - ● Sales Information: Sales, Quantity, Discount, Profit, and Salesman
  - ● Logistics Information: Order ID, Order Date, Ship Date, Ship Mode

3   . Who is the audience of this visualization (to whom are these findings ultimately being presented)?
- ● Stakeholder: Sylvia, VP of Sales
- ● SME: Terrence, Active Board Member of Superstore Corporation
- ● Audience: 15 Board Meeting Attendees

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

➢ Keep the presentation short but refined by making it static and explanatory.
➢ Demonstrate critical KPIs to display potential relationships and correlations between discounted sales and profit
➢ My findings will be shown in the dashboard with a story mode

Special Requirements
● Need Large Fonts
● A printed summary(handouts)