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Practice Peer-graded Assignment: Part 1

Data Storytelling Design Checklist

WHO

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

It's a High Level Board Meetings involving key members who are going to take decisions

Audience	Description

Board Member
	Name: Terrence
	Role : Active Board Member of Super Store Corporation
	Age:56
	Gender: Male
	Education: MBA
	Key Features
	  ▪ Financial stability and make company more efficient
	  ▪ Wishes to end fraud and abuse of company policy
	  ▪ Prefers data-driven decision making
	Limitation: Needs large fonts (poor eyesight)

 Presenter	Name: Sylvia Role: VP of Sales of ACME Superstore Key Features: She's a good sales person and focused on growth Limitation: Not great with numbers.
15 Members	Positions unknown Can be assumed to be high-ranking Each will have handouts, but we cannot assume deep knowledge of the data

WHAT

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

Data Source	Excel (Global Superstore.xls)
Granularity	Showcasing data into months or Quarters
Key Data Points	Sales, Discount, Order date, Profit, Geography
Key Data Features	Complete set of aggregated Sales and discount data Comparison on discount to profitability Comparison on geography to discount column Comparison on product (sub)categories to discount volume Comparison on customer discount habits to customer profitability

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

Questions	Purpose
What is the overall relationship between discounts and profitability?	To Investigate the relationship between discounted sales and profit
Where are discounted products most frequently sold?	To analyze and all inventory decisions
Which products are frequently impacted by discounted sales?	To determine whether certain product categories or segments are receiving more discounts than others
Are certain customers gaming the system via discount fraud	To detect if there is any fraud and abuse of company policy.

HOW

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

Displayed	Findings will be displayed in a dynamically interactive driven dashboard.
Key Features	Drill down charts to answer multiple questions raised in the meeting
Special Requirements	For Sylvia: Very Visually Oriented so that she can understand data and correlate with numbers. For Terrence: Keeping Large fonts. The analytics should be rather static then actionable(Sylvia is not famililar with tableau).

	What's more there should be basic financial KPI's for Terrence but KPI's should be understandable for the rest of the audience.
	Presentation should be short because Sylvia has got only 5-7 minutes.

WHY

Findings	Correlation between the
	Correlation between discount to profitability
	Correlation between geography to discount column
	Correlation between product (sub)categories to discount volume
	Correlation between customer discount habits to customer profitability
	whether there is any possibility to fraud money
	Confirmation of stable financial situation