

How does your visualization leverage at least one “pop-out effect” or “pre-attentive attribute?” Which one(s) was (were) chosen and why?

My visualization leverage color as a pre-attentive attribute and the size. Color is used to lead the viewer directly to understand that three of the sub-categories perform poorer than the others. I highlight them in a brighter color, leaving the other sub-categories in secondary layer. I also use different coloring for labels to highlight their values. Finally, to highlight the negative interpretation of the 3 sub-categories I used red color.

How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?

I used the Gestalt principle of proximity and similarity. Proximity because I sorted columns so that similar performance sub-categories are closer. And similarity because the different coloring help to highlight the interpretation of different groups.

How does your design reflect an understanding of cognitive load and clutter?

The use of color and proximity provides the viewer with more direct interpretation, leading them to conclusions with reduced cognitive load. Also, I deleted unnecessary labels and axis to reduce clutter, resulting in a cleaner visualization.

Is your visualization static or interactive? Why did you choose that format?

My visualization is static because I understand the complexity of the interpretation we are trying to convey doesn't justify the effort of producing an interactive visualization.

What need does this visualization address that words or numbers alone cannot fill?

This visualization can provide an understanding of how sub-categories compare to each other regarding sales totals by region and subcategory. Because the main goal is to identify the poorest performers, the visualization can avoid exhaustively looking to numbers and datasets to manually compare them and find the 3 worst sub-categories for each region. Looking to the visualization one can instantaneously identify that information and understand how poorer those categories are in comparison to the others and also how the distributions of sales within categories behaves across regions.