

(Data Visualization) Project #1 Plan

- Define business questions to be answered from the data

Sales by region/state

cust count by region/state

Sales by month

Item popularity by store/state/region

Item profitability (top/bottom 5) by region/state

- Why is it significant to answer those questions?

Adjust purchasing to match sales data, reduces overhead.

- How do you plan to find the data that will answer those questions?

I will use the superstore dataset

- Who is your audience for your data visualization?

Store managers and logistics.