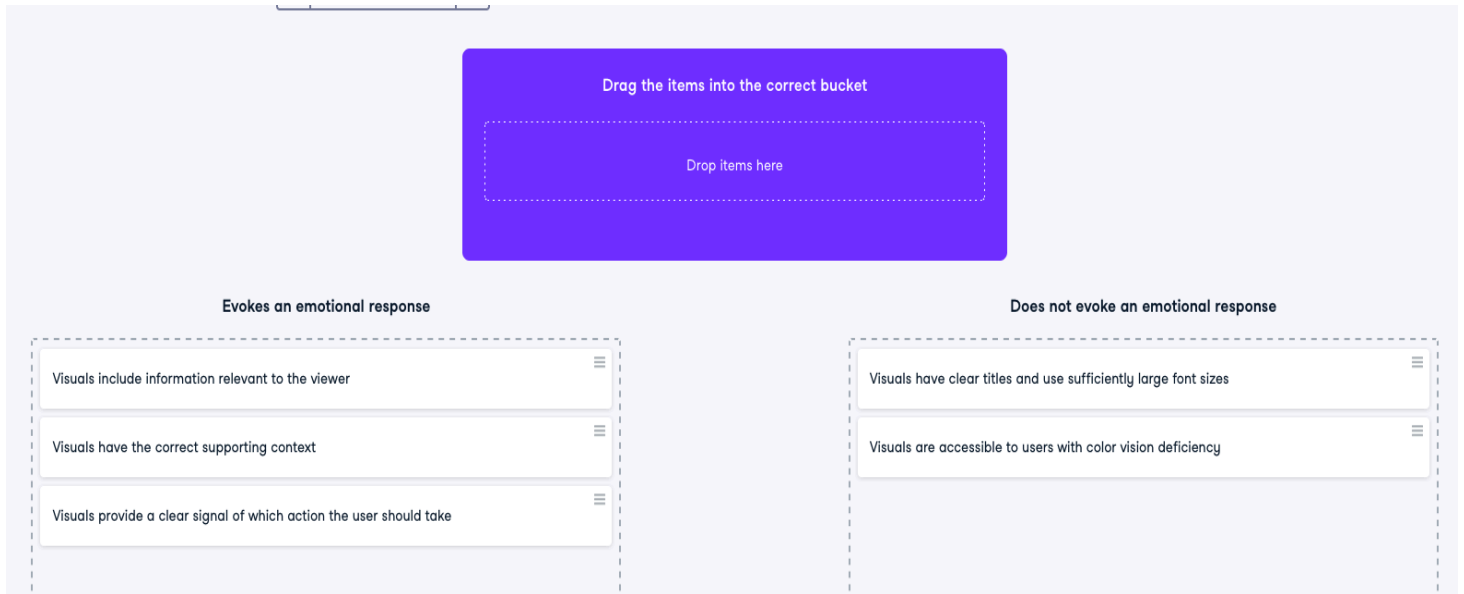


Screenshots



1 2 3 4 5 6

What product has the highest total sales amount from all "Women" only products sold in 2021 to Supermarket retailers?

☐ Typhon Performance Fleece-lined Jacker

☒ Hera Pullover Hoodie

☐ Helios EverCool Tee

☐ Montana Wind Jacket

Which product has total sales amount just below the ideal sales amount constant line?

Troy Yoga Short

Which channel had the most orders in 2021 for products in the "Shorts" category?

Franchise

Which gender and product color combination had the highest total orders from "Franchise" channels in 2021?

- ☐ Green, Men
- ☐ Lavender, Women
- ☒ Blue, Men
- ☐ Purple, Women

Effective

Remove borders, expressive backgrounds, and shapes which do not convey information

Focus on one story per page

Use visuals the users already understand

Ineffective

Use a larger font size

Use several complex visuals to tell a story

Which month-year had the highest total profit over the four year period?

March 2018

What was the percentage of the lowest average profit margin achieved for products in the "Tank Tops" category?

46.24%







Which statement is true when looking at the total revenue and total costs in 2021?

- ☒ Revenue is greater than cost for each category.
- ☐ No category surpassed £200,000 in total revenue.
- ☐ "Jackets" category had the highest total cost.

Does this contribute to the story?

Is this the right visual element?

Is this visual element necessary?

Engineering wants to show 99th percentile response times for their APIs on a sales pipeline. 	Sales wants to use a line chart to show how many prospective customers are in each step of the sales pipeline. 	Marketing would like the company logo to take the top 25% of every internal report. 
Project Management wants to add number of outstanding customer requests on a report showing build status by project. 	Engineering wants to show 99th percentile response times for each API endpoint as a pie chart. 	The CEO wants you to add arrows pointing to specific visuals, as "They're too hard to find otherwise." 

What was the total order quantity for "M" sized products from Small chain stores?

332

Comparing orders with products in the "Tees" category for 2021 and 2020, which year had more orders above the target profit margin?

2020

How much worse did the company do with respect to total orders versus the target? Answer in the form of a percent.

-21.67%

What is the third product that fits the dark red conditional formatting rule? Enter the product name as it appears on the graph.

Erica Evercool Sports Bra

♀ Daily XP 1800

