

Designing a visualization for your manager

https://public.tableau.com/views/assignment_16008760474470/Dashboard1?:language=es&:display_count=y&publish=yes&:origin=viz_share_link

Question 1: How does your visualization leverage at least one “pop-out effect” or “preattentive attribute?” Which one(s) was (were) chosen and why?

I chose the color of the worst over the best as a pre-attention attribute. This allows the managers own observation and to initiate an analytical discussion of the exposed data.

Question 2: How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?

Continuity tells us that elements oriented in the same direction request one to organize themselves in a certain way. This means that we prefer to interpret visual information as connected rather than disconnected.

Question 3: How does your design reflect an understanding of cognitive load and clutter?

The message is communicated accurately without using extra information that can be distractive. only color and size are used for comparison.

Question 4: Is your visualization static or interactive? Why did you choose that format?

It's a static visualization because you do not need to adjust the final results in order to explain to other people what is the purpose of the data exposed in tableau. It only uses the characteristic color and size.

Question 5: What need does this visualization address that words or numbers alone cannot fill?

You need to know which subcategories are the worst in sales.