

Sales Report – A Narrative visualization

Messaging

- This visualization lets user explore themselves the sales and profit numbers for by Country, state and city, for a fictional Superstore. Users can also view the Profit each month, thus drilling down themselves the data themselves and conclude.

Narrative Structure

- This visualization follows Drill down story Narrative structure. Users can click on the Total sales chart to drill down to more granular regional data.
- When they click on a country 's bar, it will open the country's sales data for each state. When clicked on a state, it will open the state's sales data for each city.

Visual Structure

- This visualization follows minimal style with only 2 charts per scene, and the type and style of the charts remains same across scenes, keeping users engaged.
- To avoid user distractions, All scenes contains only necessary elements without fancy colors and UI elements such as colors and 3D graphics.
- Users can navigate to previous scene and home page via buttons on top right, except for the home page for which the Back and home actions doesn't apply.
- Tiles on the pages lets the user know about the actions they can take , including drill downs they can take.

Scenes

- Scene 1: Contains Total Sales by each Country. Also contains Total Profit for each month.
- Scene 2: Contains Total Sales by each State for a given Country (passed via URL parameter). Also contains Total Profit for each month for the same country.
- Scene 3: Contains Total Sales by each City for a given State (passed via URL parameter). Also contains the Total Profit for each month for the same State.
- Scenes are ordered this way so the user can drill from bigger region to smaller region.

Annotations

- Visualization uses tooltips to annotate the charts that highlight the Sales and profit Values more precisely.

- Titles on the pages lets the user know that they can click on charts to trigger another scene and also they can move mouse over the charts for more details.
- Annotations slightly vary in the last page since there is no drill down action anymore.

Parameters

- Scene 2 accepts URL parameter “country” that will be used to drill down the sales data for the states present in that country.
 - States of the parameter: This parameter accepts names of a country to drill down to.
- Scene 3 accepts URL parameter “state” that will

Triggers

- Clicking on the bar chart for the Total Sales will trigger transition to the granular data bar chart for both country and state charts.
- Titles on the page communicates to the user about the actions they can trigger.