

Tableau Public Online Link -

https://public.tableau.com/profile/pradeep.kumar3761#!/vizhome/Course2Week4_15698591819150/Sheet1?publish=yes

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

I have used color as a pre-attentive attribute, because using the makes it clear for the decision makers to quickly see and make decisions according to that.

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

Gestalt Principle used - Similarity. Because it easily shows a trend between the negative average profit and positive average profit.

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

Most of the things which are not necessary are removed from the visualization to clearly see the figure, and also the values are also added in addition to the figure to make quick decisions.

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

The visualization shown is static, because as given by the VP, she does not have time to analyze the data, and she is poor in working with data, she just wants to get the insight from the data.

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

Using the figure provided, the decision maker can easily interpret from the figure rather than looking into the data.