

Dashboard Link:

<https://public.tableau.com/profile/yibing.qi#!/vizhome/worst3byRegion/PerformanceByRegion?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 used color as the pre-attentive attribute. It gives the audience an intuitive that which three sub-categories have the lowest profit rate by presenting them in red, and the others are in gray.

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

I used one Gestalt principle – similarity. I sorted the data and those profit ratio on the top are negative number, which means we are losing money on those sub-categories. Similarity helps identify those data in the same trend, make it easier to group those data and present the group that we interested in a “pop-out effect’.

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

I want to minimize the cognitive load for my audience and keep my data visualization easy and meaningful. To do that, I need to reduce clutter, for example, I remove the unnecessary column grid line in the visualization, but keep the row grid, so the readers can easily match the sub-categories name and their corresponding bars. In addition, to keep visualization simple and meaningful, I chose bar chart and used red color for the important data and gray color for the less important ones.

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

My visualization is static. Because she only has limited face time with executives, she does not have time to explore the data. Even if she has enough time, she is not good at finding the most meaningful data. Therefore, I decided to present her an overview (quick view) of the data by showing the 3 sub-categories with least profit ratio in each region.

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

This visualization provide a more straightforward way to high-light the data that we are interested in and make it easier for audience to understand the data.