Please answer the following questions based on the project brief and user personas provided to create your Design Checklist for this project:

- What is/are the **business question(s)** this project will answer?

A: Business questions this project can/will answer are:

How discount policy is being abused to fetch high number in sales?

How are the sales/profits doing in major states/regions?

What are some unusual scenarios or conditions (in terms of profits or loss) which are to be studied?

Overall or region specific or category specific trend line of business?

- **What data will be used** to answer this question? **Is the data capable** of providing the information you are looking for?

A: Yes, we can answer the above questions with the help of available data with variables like profit, regions, sales, profit ratio, states, customer name, order date details, discount.

- **Who is the audience** of this visualization (to whom are these findings ultimately being presented)?

A: Sylvia, VP of sales is the audience of this visualization. Later a Story is developed through these visualizations over a month, and is presented to Terrence and other 15 people in board meeting with some confident conclusions. They can be said as ultimate audience of our visualizations.

- **How will your findings ultimately be displayed?** Please list any special requirements of the user.

A: Visualization with less clutter and including more meaningful insights. For example, removing axes and introducing Mark labels and Tooltips.

Sorting the graphs to provide quick insights from the visualizations.

Using bigger fonts to highlight important details to help people with poor eye sight see better.

Using Appropriate and limited (necessary) colors to quickly convey the insights to the user.

Reduce statistical numbers and details and increase visuals instead to convey details.