

1. I used color as pre-attentive attribute. I used red color to indicate the three worst performing sub-categories and green color for rest categories, this allows us to clearly draw attention and identify we want to get.
2. I used the proximity principle, I sorted the sub-categories by their performances and assigned the three worst performing sub-categories near to each other as they are more related.
3. In my visualization, the charts are clear and simple without any clutter things like: 3D effect, no apparent sorting of data being shown, which results in my visualization not requiring huge cognitive load.
4. I used static visualization, because the persona Sylvia is not good with numbers and stats and she has limited time with executives, I assume she wants to get the insights from data by looking at the visualization directly without spending too much time on exploring visualization to find some key insights.
5. By using this visualization, we can clearly see the performance differences between the three worst performing sub-categories and other sub-categories, in order to determine whether there is a clear large gap between them. Sometimes if there is not a large gap, maybe we need to consider the cutting problem again.

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