

PEER GRADED ASSIGNMENT WEEK-4

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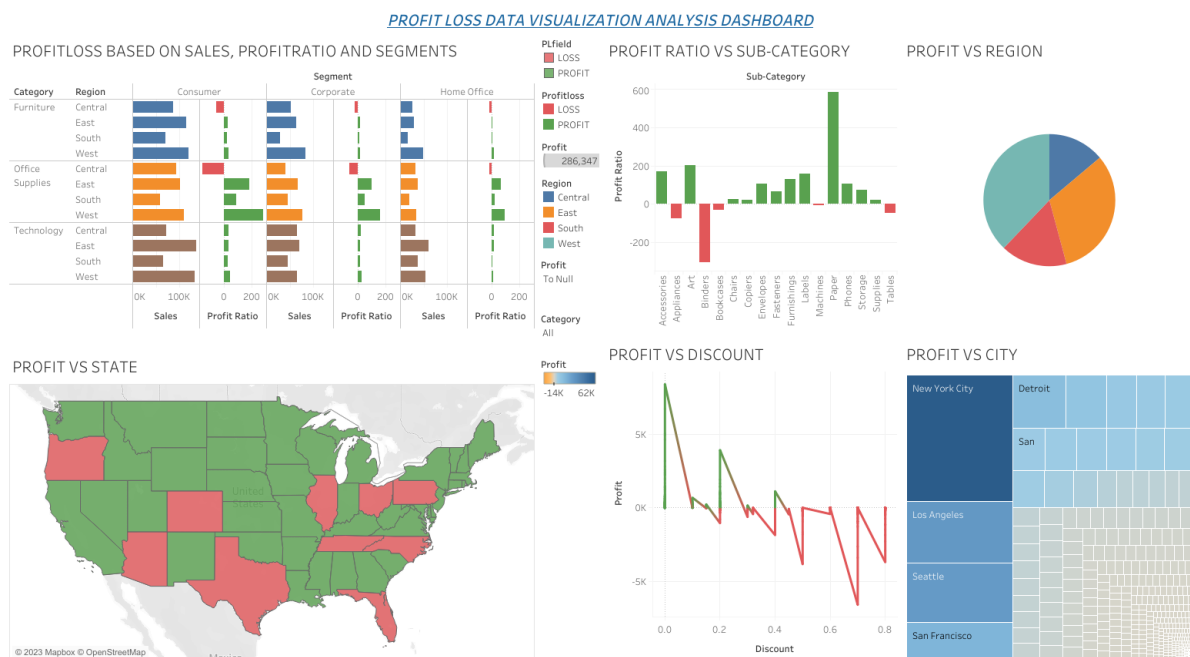
This is a Tableau Visualization of Profit vs Loss for a Super Store Sales Database.

The analysis is done based on several visualizations namely

Profit, profit ratio, Sales, Categories Region etc....

My public tableau link is given below,

<https://public.tableau.com/app/profile/shreeram.venkatesh/viz/ProfitLossSalesSuperStore-Dataset/Dashboard1?publish=yes>



Q&A:

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

Ans: The varied colours used to color-code the graphs give them their pre-attentive quality and identify the profit ratios for the categories throughout the various regions. Pie charts have a pop-out effect because choosing one helps to filter the data.

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

Ans: When using visualization, the Gestalt Principle is used by considering items that are related to one another in some way, such as through a line, to be a single unit. It replaces other principles like proximity and similarity in terms of visual grouping perception because putting a direct connection between objects is a strong factor in determining the grouping of objects.

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

Ans: This dashboard's purpose is to display the profit ratios, Profit and loss and aid in determining what is bad and what is not. It only does so because Sylvia only wants to display the sales performance. Due to the consumer not receiving an excessive amount of information, cognitive load and clutter is significantly reduced.

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

Ans: It is an interactive dashboard that makes it possible to see how sales have performed according to the chosen category. The user may choose between the three product categories on the dashboard by using the category dropdown tile. Additionally, the dashboard's worksheets' regions, state, city, sub-categories, and segments may be highlighted by clicking on the profit-loss pies, map-charts, line graph, bar graph etc.

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

Ans: This visualization makes it clear to the user which areas need more attention in order to increase revenues and which areas are underperforming. Salespeople and analysts are able to develop procedures that can aid in repairing loss-prone area