

1. What is/are the business question(s) this project will answer?

The business questions this project will answer are: Is there a relationship between discounted sales and profit? How much is the company profiting or losing based on discounted sales? Are there opportunities for efficiency with respect to how discounts are handled?

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

Data on discounted sales and profit will be used to answer the above questions. The dataset contains all the information needed such as data on sales, quantity, discount, profit, so the data is capable of providing the information I am looking for.

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

The findings are ultimately being presented to about 15 board members. They have heard anecdotal reports of the company discount policy being abused and are interested in learning if discounted sales are resulting in more or less profitable sales, and how much the company is profiting or losing based on discounted sales.

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

My findings will ultimately be displayed in a large room both on handouts as a single-frame visualization and in multi-story points presentation. Presentation will be viewed from a great distance across the room and a printed summary will be handed out at the beginning of the presentation. A member of the board, Terrence, needs large fonts due to poor eyesight.