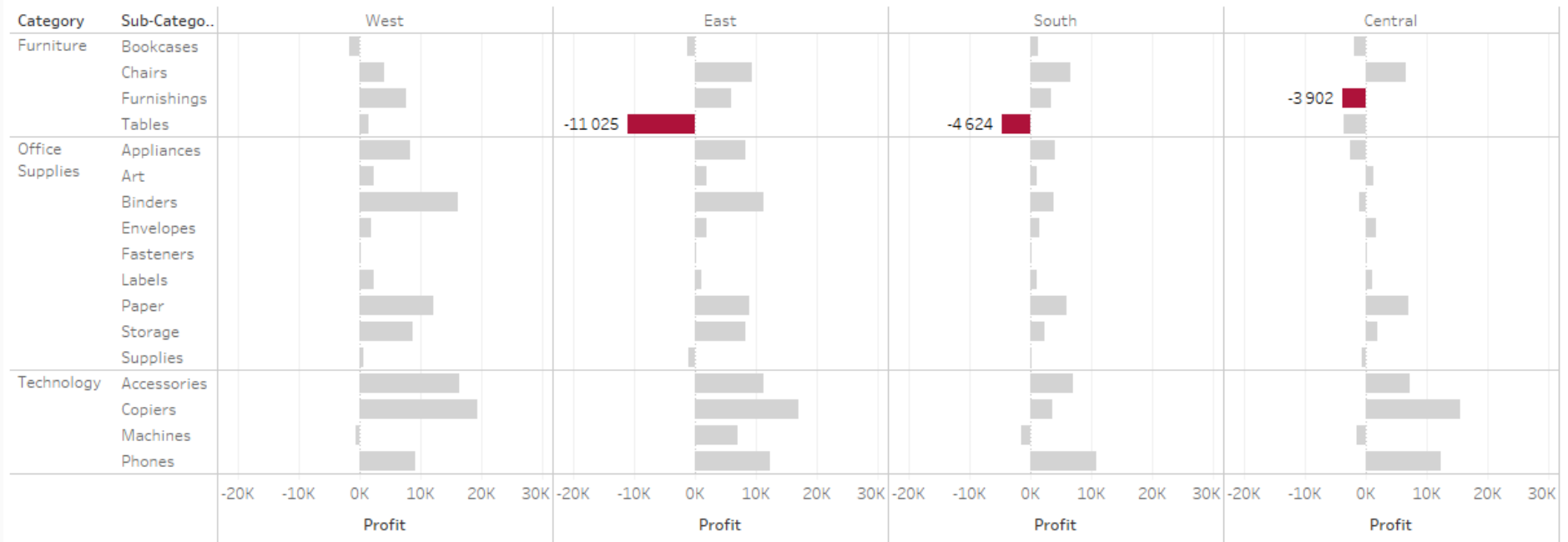


Profits by Subcategory and Region



- How does your visualization leverage at least one “pop-out effect” or “pre-attentive attribute?” Which one(s) was (were) chosen and why?
 - Top 3 underperforming subcategories are popped-out with red color.
- How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?
 - I have used closure principle: grouped elements according to region (in columns)
- How does your design reflect an understanding of cognitive load and clutter?
 - I have decluttered visualisation by “graying” out all the data that are not in the interest of Sylvia.
- Is your visualization static or interactive? Why did you choose that format?
 - Static – top 3 underperformers does not need for additional interactive features.

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

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