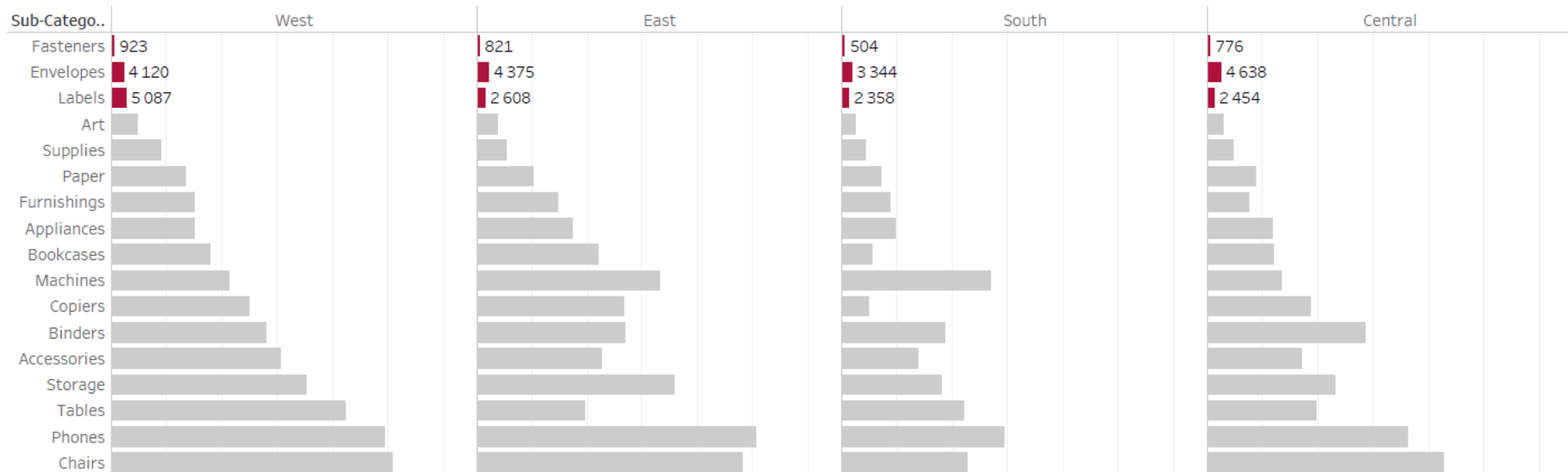


Unfortunately I do not have access to public tableau – packaged workbook can be found here: <https://github.com/zarniak/tableau/raw/master/essential-design-principles-for-tableau/Orders-and>Returns-Sample-Superstore-Data-Workbook3.twbx>

Below you can find screenshot from visualisation:

Sales 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 (ranked) are popped-out with red color and the rest is “greyed-out”
- How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?
 - I have used closure principle: sorting elements according to performance make it even more visible.
- 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 and get rid of additional numbers and labels.

- 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?
 - It is very straight forward and Sylwia can easily find top 3 underperformers. Additionally I added numbers for scale.