

# Survey on QuickInsights

## Background

1. What best describes your primary role(single choice)?  
 Software Developer  
 Program Manager  
 Researcher  
 Other: \_\_\_\_\_
2. How often do you conduct tasks involving data analysis?  
 Daily  
 Weekly  
 Once or twice per month  
 Seldom : \_\_\_\_\_
3. What is your age?  
 21 - 30  
 31 - 40  
 41 - 50  
 > 50
4. What is your gender?  
 Female  
 Male

## Questions of dataset “CarSales”

### Description

As shown in Figure1, this dataset contains 5 columns, where the left-sided 4 columns are dimensions, and the last column is measure. This dataset illustrates the car sales over different Models, Category, Brand in past several years.

Year	Brand	Category	Model	Sales
1/1/2008	BMW	SUV	BMW X6	4548
1/1/2009	BMW	SUV	BMW X6	4787
1/1/2010	BMW	SUV	BMW X6	6257
1/1/2011	BMW	SUV	BMW X6	6192
1/1/2007	Ford	Compact	Focus	173213
1/1/2008	Ford	Compact	Focus	195823
1/1/2009	Ford	Compact	Focus	160433
1/1/2010	Ford	Compact	Focus	172421
1/1/2011	Ford	Compact	Focus	175717
1/1/2007	Ford	Fullsize	Crown Victoria	60901
1/1/2008	Ford	Fullsize	Crown Victoria	48557
1/1/2009	Ford	Fullsize	Crown Victoria	33255
1/1/2010	Ford	Fullsize	Crown Victoria	33722

Figure 1. Snapshot of sample entries in Census dataset

### Note

Column	Explanation
Year	'1/1/2008' means the year of 2008

### Questions

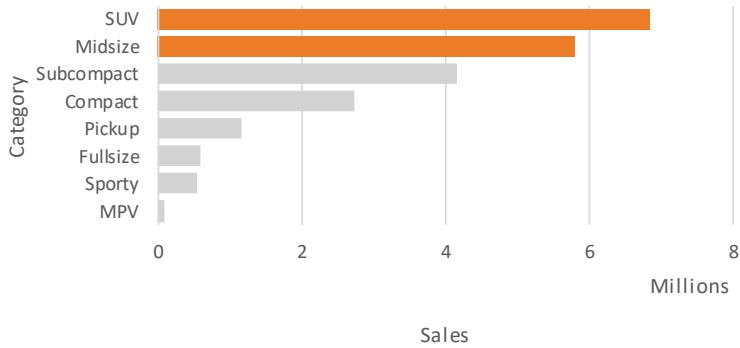
Note: if you have any additional feedback or concerns besides the two questions, please write down to share with us, many thanks!

If you have any feedback on any insights, please leave your comments at the blank places right after.

Table 1. Questions for individual insight

Insight: each insight is composed with a visual chart and corresponding natural language description.	how interesting do you feel of this insight? (1 for least interesting, 5 for most interesting)	how helpful is this insight for you to understand the data characteristic? (1 for least helpful, 5 for most helpful)
<p>For 'Brand: Toyota', Sales decreases over time.</p>	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5

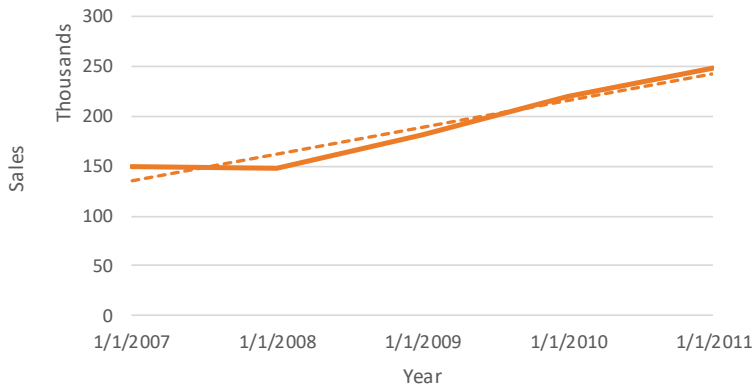
'Category': SUV and Midsize have noticeably higher 'Sales'.



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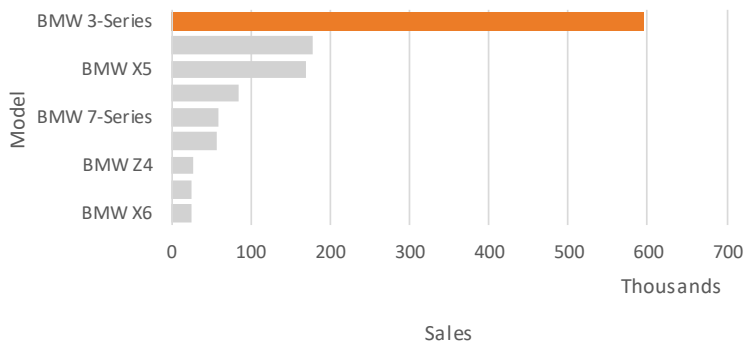
For 'Model: Fusion', Sales increases over time.



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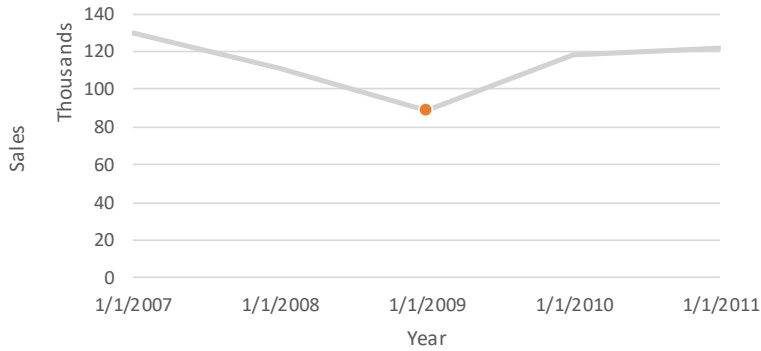
For 'Brand: BMW', 'Model': BMW 3-Series has noticeably higher 'Sales'.



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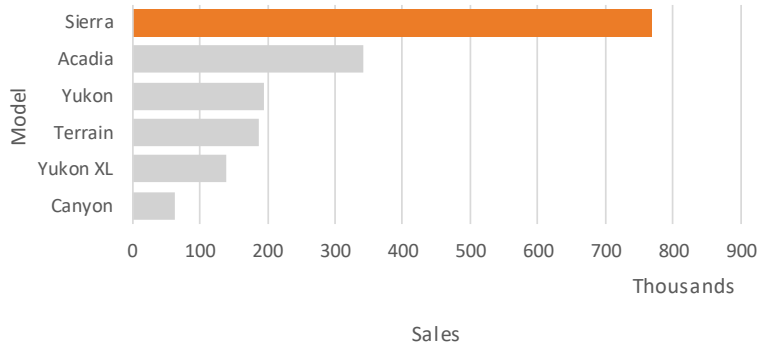
For 'Category: SUV' and 'Model: Edge', 1/1/2009 has minimum 'Sales'.



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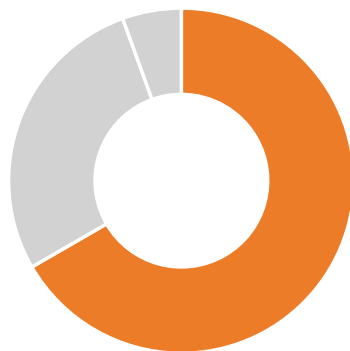
For 'Brand: GMC', 'Model': Sierra has noticeably higher 'Sales'.



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For 'Category: Pickup', 'Model': Sierra accounts for the majority of 'Sales'.



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- 1
- 2
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<p>For 'Model: Highlander', 1/1/2009 has minimum 'Sales'.</p> <table border="1"> <caption>Highlander Sales Data</caption> <thead> <tr> <th>Year</th> <th>Sales (Thousands)</th> </tr> </thead> <tbody> <tr> <td>1/1/2007</td> <td>130</td> </tr> <tr> <td>1/1/2008</td> <td>100</td> </tr> <tr> <td>1/1/2009</td> <td>85</td> </tr> <tr> <td>1/1/2010</td> <td>95</td> </tr> <tr> <td>1/1/2011</td> <td>105</td> </tr> </tbody> </table>	Year	Sales (Thousands)	1/1/2007	130	1/1/2008	100	1/1/2009	85	1/1/2010	95	1/1/2011	105	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5				
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<p>For 'Brand: Toyota', 'Model': Camry and Corolla have noticeably higher 'Sales'.</p> <table border="1"> <caption>Toyota Model Sales Data</caption> <thead> <tr> <th>Model</th> <th>Sales (Millions)</th> </tr> </thead> <tbody> <tr> <td>Camry</td> <td>1.9</td> </tr> <tr> <td>Corolla</td> <td>1.5</td> </tr> <tr> <td>RAV4</td> <td>0.8</td> </tr> <tr> <td>Highlander</td> <td>0.5</td> </tr> <tr> <td>Yaris</td> <td>0.4</td> </tr> <tr> <td>4Runner</td> <td>0.3</td> </tr> <tr> <td>Land Cruiser</td> <td>0.1</td> </tr> </tbody> </table>	Model	Sales (Millions)	Camry	1.9	Corolla	1.5	RAV4	0.8	Highlander	0.5	Yaris	0.4	4Runner	0.3	Land Cruiser	0.1	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
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Free Comments (especially explanation for low score if there is)