**Course-end Project 2**

**Comparison of Region Based on Sales -- Writeup**

DESCRIPTION

The director of a leading organization wants to compare the sales between two regions. He has asked each region operators to record the sales data to compare by region. The upper management wants to visualize the sales data using a dashboard to understand the performance between them and suggest the necessary improvements. Help the organization by creating a dashboard to visualize the sales comparison between two selected regions.

SUMMARY:

The project aims to assist a leading organization's upper management in comparing sales data between two regions. The director of the organization has requested each region's operators to record the sales data for the purpose of comparison. To facilitate this comparison and gain insights into the performance of the regions, the project's objective is to create a dashboard that visualizes the sales data.

The dashboard will serve as a powerful tool for understanding the sales performance of the selected regions. By presenting the data in an intuitive and interactive manner, the dashboard will allow decision-makers to identify patterns, trends, and potential areas for improvement. The various steps involved in this project are listed below:

1. Data Gathering and Preparation: The sales dataset from the operators of both regions. This data includes sales figures, dates, product categories, and any other relevant metrics. The collected sales data was organized, and formatted appropriately to ensure it can be visualized for details that would help decision making
2. Dashboard Design: The dashboard was designed with a focus on user-friendliness and data visualization best practices. It includes various charts, graphs, and filters to provide a comprehensive overview of sales performance.
3. Region Comparison: The main highlight of the dashboard is a side-by-side comparison of sales data for the selected regions. This comparison will enable stakeholders to quickly grasp the differences in performance.
4. Insights and Recommendations: Based on the visualized data, the dashboard presents key insights into the regions' strengths and weaknesses. These insights can be used to suggest necessary improvements and strategies to enhance sales performance.
5. Interactivity: Another highlight of the dashboard is that they are interactive, allowing the users to explore the data further, apply filters, and drill down into specific details for a more granular analysis.

By successfully creating and implementing this Tableau dashboard, the organization's management will be empowered to make informed decisions and take the appropriate steps to optimize sales in both regions. Ultimately, the project will contribute to the organization's growth and success by leveraging data-driven insights.