Project Overview

This project aimed to create a comprehensive dashboard in Tableau to visualize and compare sales performance between two selected regions. The goal was to provide upper management with actionable insights to understand and improve regional sales performance.

Key Responsibilities and Achievements:

1. **Data Preparation and Organization:**

   o **Dataset Utilization:** Selected the Sample Superstore dataset containing over 10,000 records for the analysis.

   o **Data Segregation:** Grouped and organized data in Tableau to create a structured and easily navigable dataset.

2. **Hierarchy Creation:**

   o **Location Hierarchy:** Developed a hierarchy called "Location" to streamline the analysis process, facilitating better data segmentation and drill-down capabilities.

3. **Parameter and Calculated Field Implementation:**

   o **Dynamic Parameters:** Created parameters for "Primary Region" and "Secondary Region" to enable flexible comparison between any two regions.

   o **Calculated Fields:** Developed calculated fields for key metrics including First Order Date, Total Sales, Average Sales per Order, Number of Customers, Number of Orders, and Number of Products in Sale.

4. **Dashboard Development:**

   o **Interactive Dashboard:** Designed and aligned multiple sheets in a single dashboard to provide a comprehensive view of sales data.

   o **Partitioned Views:** Partitioned the dashboard to display detailed metrics for both the Primary and Secondary Regions, enhancing comparative analysis.

5. **Outcome and Visualization:**

   o **Sales Insights:** Enabled visualization of key performance metrics, allowing management to identify strengths and weaknesses across regions.

   o **Data-Driven Decisions:** Provided actionable insights to assist in strategic decision-making, aiming to improve sales performance by 40%.

Technical Skills Utilized:

- **Data Visualization:** Tableau

- **Data Management:** Data preparation and organization, hierarchy creation

- **Dynamic Analysis:** Parameter and calculated field creation

- **Dashboard Development:** Interactive and partitioned dashboards

- **Data Analysis:** Comparative sales performance analysis

Tools and Technologies:

- Tableau

- Sample Superstore dataset

Project Outcome:

- Successfully completed and published the dashboard on Tableau Public.

- Provided a link to the dashboard and included screenshots of results for documentation.

- Facilitated improved regional sales performance insights for the organization.

Project Link:

[Project | Tableau Public](#)