Sample Superstore

Comparison of Region Based on Sales.

Data Segregation

Group the data based on customer name and order ID to organize the dataset, making it easier to analyse relationships between customers and their orders. This helps in segregating and managing the data thoroughly for better insights.

Creating a Hierarchy

Build a hierarchy for the variable Country under a folder called Location to allow for drilling down into geographic data. This makes the location-based analysis more intuitive by organizing it into levels such as Country, Region, State, etc.

Parameters for Region Comparison

Define two parameters, Primary Region and Secondary Region, to compare sales performance between two selected regions. All regions available in the dataset (like East, West, Central, etc.) will be part of these parameters, and they will serve as dynamic filters for the comparison.

- **Calculated Fields for Region Data:**

Create calculated fields based on the two selected regions (Primary and Secondary). These fields will categorize data into Primary and Secondary regions, which will then be used to filter and display region-specific information on the dashboard.

- **Identify First Order Date:**

Extract the first order date for each region to determine when sales activities started. This gives context on the timeline for sales and customer interaction in each region.

- **Create Key Metrics:**

Use calculated fields to track and display key sales metrics for both Primary and Secondary regions. The metrics include:

- **Total Sales:** The overall revenue generated in each region.
- **Average Sales per Order:** The average amount of money made per order.
- **Number of Customers:** The total number of unique customers in each region.
- **Number of Orders:** The total count of orders placed in each region.

- **Number of Products in Sale:** The total number of unique products sold.

- **Dashboard Creation:**

Develop a dashboard that presents a side-by-side comparison of sales performance in the two regions. The dashboard will display the metrics for the Primary and Secondary regions, making it easy to compare sales trends.

- **Alignment and Partitioning:**

Organize the dashboard by aligning all sheets in a clear layout. Partition the dashboard to ensure the metrics for each region are presented distinctly, providing a direct comparison of the key indicators such as sales, customer count, and product data.

- **Interactive Map Filter:**

A filter is added to the dashboard so that, when a user clicks on a region, the map updates dynamically. This interaction helps the user drill down into specific regions and visualize the geographical data clearly.

- **Region-Based Colour Coding:**

The map's colour will change based on the selected Primary and Secondary regions. For example:

- **Primary Region:** The map could highlight the primary region in one distinct colour (e.g., blue).
- **Secondary Region:** The secondary region will be coloured differently (e.g., green).

This visual distinction makes it easy to compare the two regions at a glance.

- **Map Synchronization:**

The Primary and Secondary maps are synchronized with the selected regions. When you apply the filter, both maps reflect the appropriate region, showing relevant sales and customer metrics for each.

- **Visual Focus on Regions:**

By clicking on a specific region, the map zooms into that region and applies the colour coding, which helps in focusing on the sales metrics for that particular region.

GitHub:- https://github.com/Deep-Dubey/Comparison-of-Region-Based-on-Sales..git