**Author:** Divya Pardeshi

**Date:** 15-11-2023

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

The project aimed to facilitate a comparative analysis of sales data between two distinct regions within an organization using the Sample Superstore dataset. The objective was to create an informative dashboard that visualizes and contrasts the sales performance across these regions, enabling effective decision-making and identifying areas for improvement.

**Dataset Used: Sample Superstore**

**Key Steps Performed:**

1. **Data Selection and Segregation:** Utilized the Sample Superstore dataset, segregating relevant data by Customer Name and Order ID for analysisA screenshot of a computer

   Description automatically generatedA screenshot of a computer

   Description automatically generated
2. **Location Hierarchy Creation:** Implemented a hierarchy named 'Location' to categorize data based on the 'Country' variable.

A screenshot of a computer

Description automatically generated

1. **Parameter Creation:** Developed two essential parameters, 'Primary Region' and 'Secondary Region', listing all regions to be compared.

A screenshot of a computer

Description automatically generated

**A screenshot of a computer

Description automatically generatedA screenshot of a computer

Description automatically generated**

1. **Calculated Fields Creation:** Constructed calculated fields for both the 'Primary Region' and 'Secondary Region' to streamline region-specific data analysis.

**A screenshot of a computer

Description automatically generated**

**A screenshot of a computer

Description automatically generated**

1. **First Order Date Calculation:** Generated a calculated field, 'First Order Date', to establish the initial date of the orders placed.

A screenshot of a computer

Description automatically generated

1. **Dashboard Visualization:** Organized the dashboard to exhibit essential details for the Primary and Secondary Regions:
   * First Order Date
   * Total Sales
   * Average Sales per Order
   * Number of Customers
   * Number of Orders
   * Number of Products in SaleA screenshot of a computer

     Description automatically generatedA screenshot of a computer

     Description automatically generated

A screenshot of a computer

Description automatically generated

1. **Dashboard Creation:** Compiled all the relevant visualizations into an informative dashboard layout. A map of the united states

   Description automatically generatedA screenshot of a computer

   Description automatically generated

A screenshot of a computer screen

Description automatically generatedA screenshot of a computer

Description automatically generated

**Final Dashboard:** A screenshot of a computer

Description automatically generated

**Dashboard Link:** [**https://public.tableau.com/shared/BKRZGZ6G3?:display\_count=n&:origin=viz\_share\_link**](https://public.tableau.com/shared/BKRZGZ6G3?:display_count=n&:origin=viz_share_link)

**Conclusion:**

* This project aims to develop a dashboard that visualizes sales comparisons between two selected regions.
* By utilizing these dashboards, the organization can proactively implement measures to enhance sales in these Regions in order to increase sales, the organization can take preventive measures using dashboards.