

Tableau Project 1- Comparative Study of Countries

Description:

You are a data analyst working for an insurance company. The company is expanding and wants to open new branches in various parts of the world. Your task is to compare various parameters such as income, life insurance share, market share, penetration, ratio of reinsurance accepted, and retention ratio of different countries using the sample insurance dataset and world development indicators dataset.

Objective:

Create a dashboard to compare all the parameters mentioned above for different countries, to strategize market penetration and to target new customers.

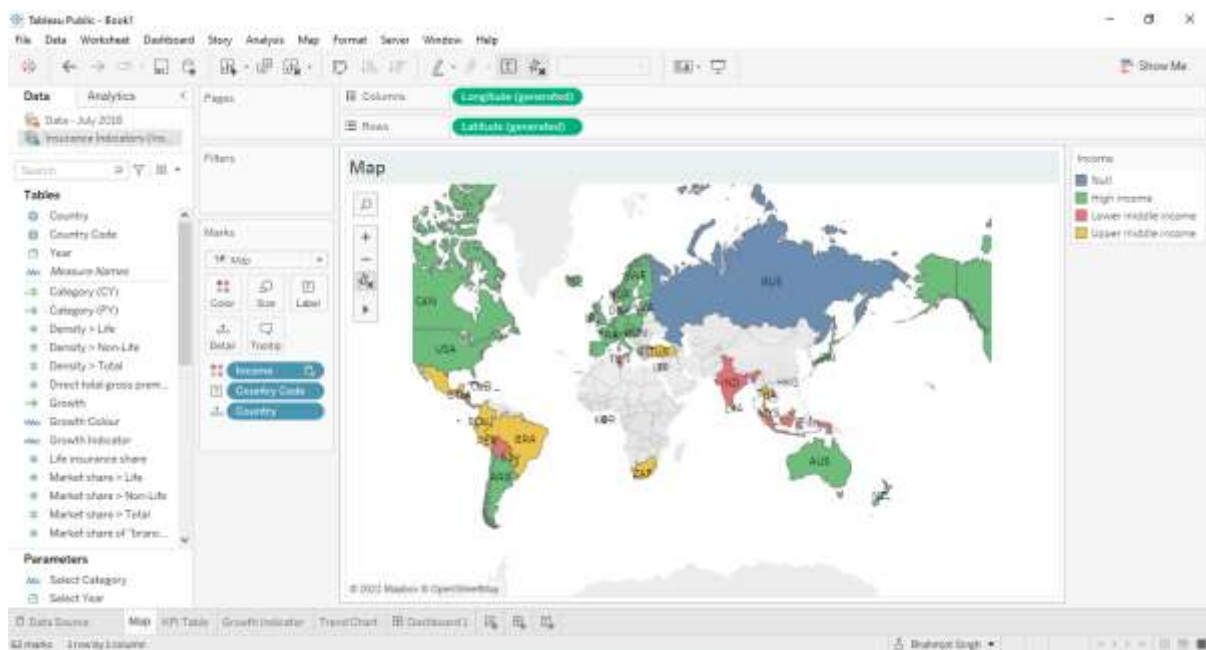
Datasets:

Primary Dataset – Insurance Sample Dataset

Secondary Dataset – Global Financial Development Database

Main Tasks Performed:

- Create a geographic map showing the countries' fields



- Create a KPI Table

Edit Parameter [Select Category]

Name

Select Category

Properties

Data type

String

Current value

Life Insurance Share

Value when workbook opens

Current value

Allowable values

☐ All
☒ List
☐ Range

Value	Display As
Life Insurance Share	Life Insurance Share
Market Share	Market Share
Penetration	Penetration
Ratio of Reinsurance &...	Ratio of Reinsurance &...
Retention Ratio	Retention Ratio
Click to add	

☒ Fixed
☐ When workbook opens

Add values from

Remove Selected

Cancel

OK

Edit Parameter [Select Year]

Name

Select Year

Properties

Data type

Date

Current value

2012

Value when workbook opens

Current value

Allowable values

☐ All
☒ List
☐ Range

Value	Display As
01-01-2006	2006
01-01-2007	2007
01-01-2008	2008
01-01-2009	2009
01-01-2010	2010
01-01-2011	2011
01-01-2012	2012

☒ Fixed
☐ When workbook opens

Add values from

Remove Selected

Cancel

OK

Creating Required Parameters

Category (PY)

Insurance Indicators (Insurance Sample Dataset)

IF YEAR([Year])=YEAR([Select Year]) -1

THEN [Select Category] END

The calculation is valid.

6 Dependencies

Apply

OK

Category (CY)

Insurance Indicators (Insurance Sample Dataset)

IF YEAR([Year])=YEAR([Select Year])

THEN [Select Category] END

The calculation is valid.

6 Dependencies

Apply

OK

Growth

Insurance Indicators (Insurance Sample Dataset)

AVG([Category : (CY)]) - AVG([Category : (PY)])

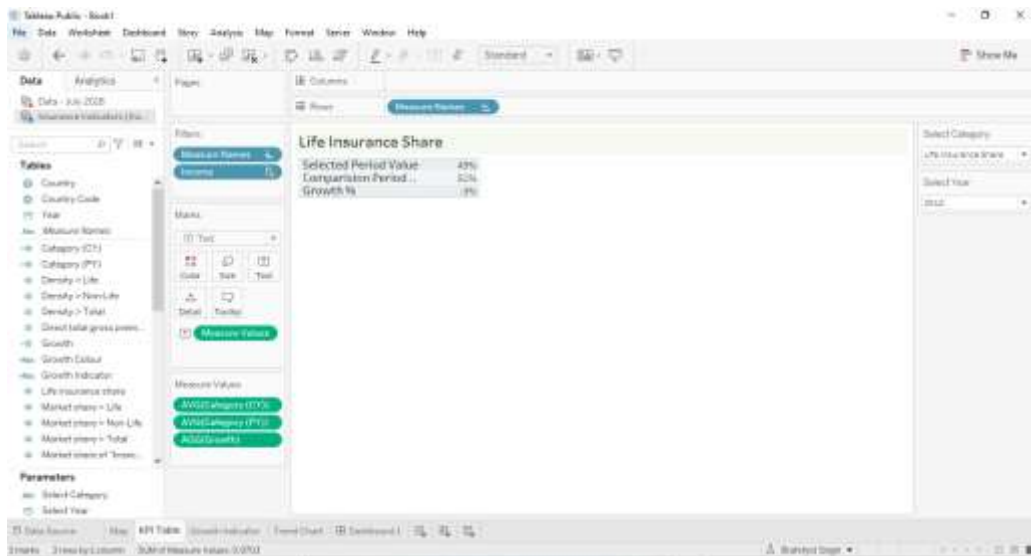
The calculation is valid.

5 Dependencies

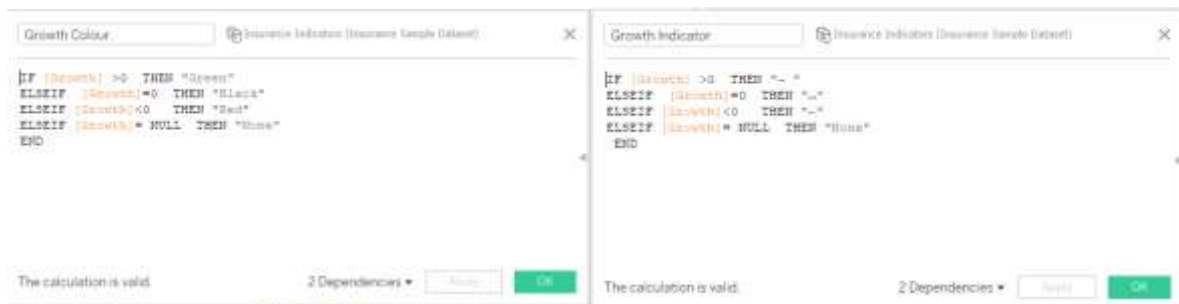
Apply

OK

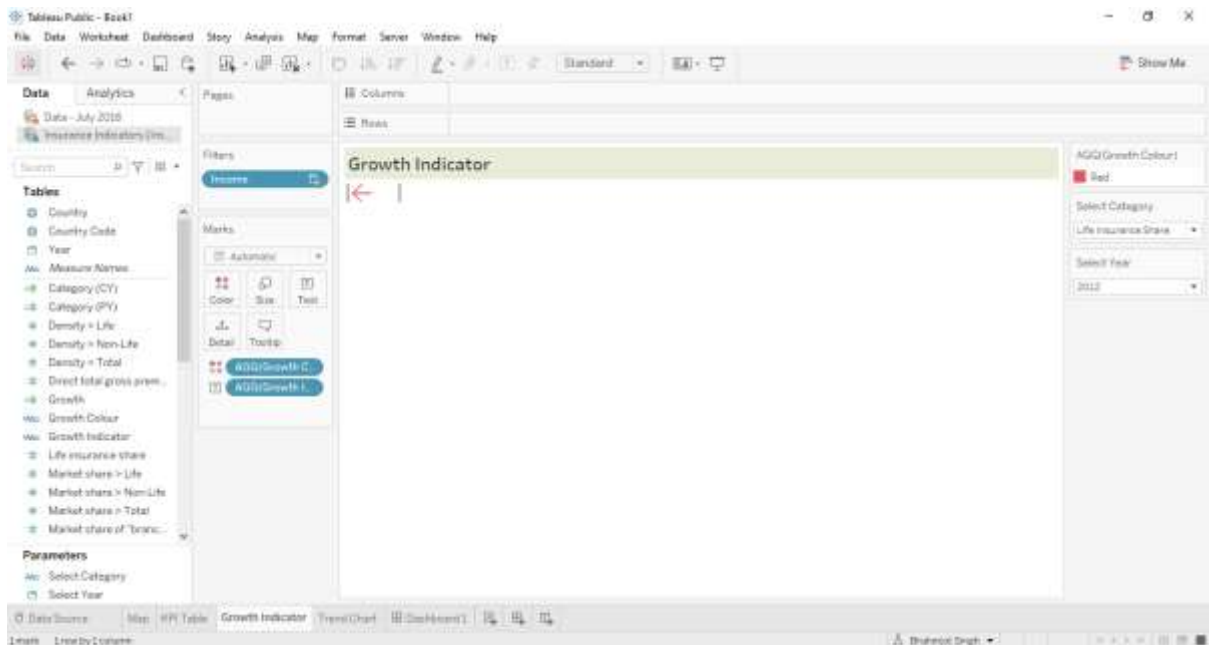
Creating Required Calculated Fields CY, PY & Growth for KPI Table



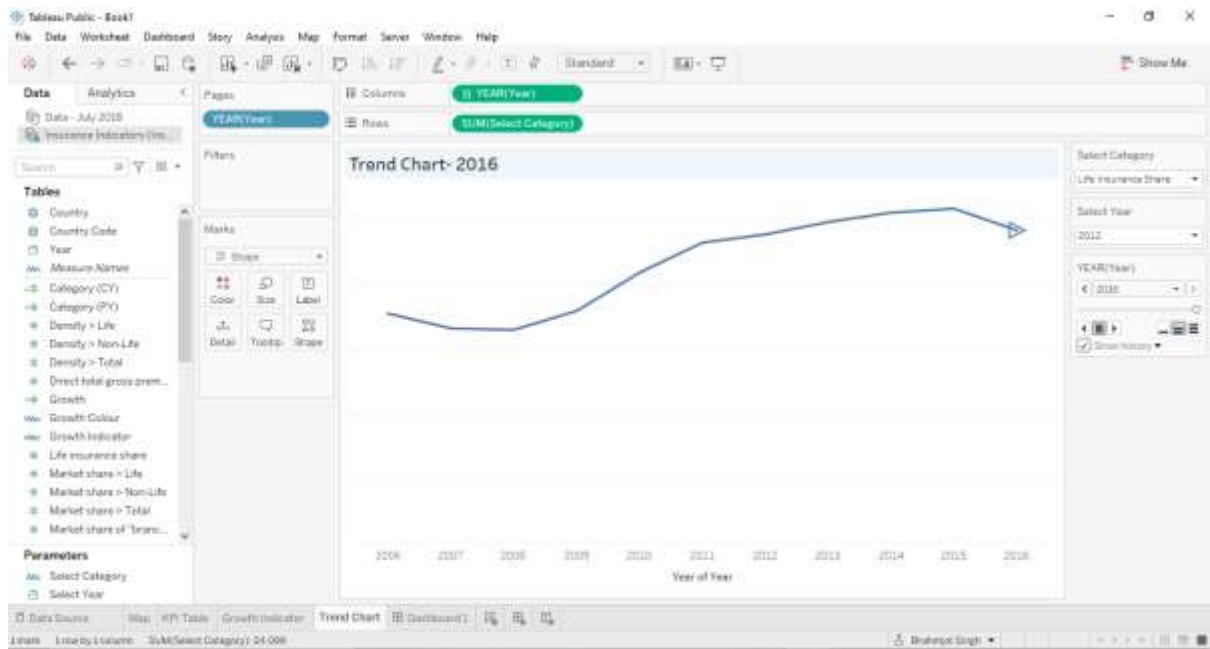
- Create Growth Indicator Shapes based on the Growth %



Creating Required Calculated Fields for Growth Indicator



- Create a trend line to show the selected category values



- Create a dashboard filter for income group

