Comparison of Region Based on Sales

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PROJECT 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.

Objective:

Help the organization by creating a dashboard to visualize the sales comparison between two selected regions.

Datasets to be Used for Project:

Sample Superstore data set as provided by Simplilearrn.

Tasks to Perform:

1. Select Sample Superstore as Dataset

   o   Use Sample Superstore Dataset

   o   Select Data

   o   Use Group by from Data Source Table on a Folder to create a folder to segregate the required data for Customer Name and Order ID in order to organize the data thoroughly.

2. Create a hierarchy called Location for the variable Country.

3. Create two parameters: Primary Region and Secondary Region with all regions listed in them. Here, primary and secondary region are the two regions where the sales are being compared.

   o   Create Parameters for Primary Region and Secondary Region

   o   Create a Calculated Field for both Primary Region and Secondary Region

4. Create a First Order Date

   o   Create a Calculated Field and name it as the First Order Date

5. Create a dashboard

   o   Align all sheets in the dashboard

6. Partition the dashboard to display the below details of Primary Region and Secondary Region

- First Order Date
- Total Sales
- Average Sales per Order
- No. of Customers
- No. of Orders
- No. of Products in Sale

Solution

Sheet-1 : Primary Region Details

Primary Region

First Order Date:	01/03/14
Total Sales:	$501,240
Sales Per Order:	$796.88
No. of Customers:	629
No. of Products in Sales:	1,310

Primary Region
- ● Central
- ○ East
- ○ South
- ○ West

Sheet-2 : Secondary Region Details

Secondary Region

First Order Date:	01/05/14
Total Sales:	$678,781
Sales Per Order:	$1,007.09
No. of Customers:	674
No. of Products in Sales:	1,422

Secondary Region
- ○ Central
- ● East
- ○ South
- ○ West

Sheet-3 Primary Region Sales Details table

Pages	iii Columns	Measure Names
	≡ Rows	Sub-Category

Primary Region Table

Primary Region: Central

Sub-Category	Minimum	Maximum	Total
Accessories	$1.98	$1,929	$33,956
Appliances	$0.44	$2,405	$23,582
Art	$1.34	$210	$5,765
Binders	$0.56	$9,893	$56,923
Bookcases	$67.99	$2,396	$24,157
Chairs	$26.64	$3,505	$85,231
Copiers	$319.98	$17,500	$37,260
Envelopes	$1.63	$605	$4,637
Fasteners	$1.81	$58	$778
Furnishings	$1.89	$1,336	$15,254
Labels	$2.09	$492	$2,451
Machines	$83.90	$8,160	$26,797
Paper	$3.53	$629	$17,492
Phones	$5.50	$2,736	$72,403
Storage	$8.72	$1,555	$45,930
Supplies	$1.74	$4,164	$9,467
Tables	$66.65	$2,679	$39,155

Filters: Measure Names, Primary Region: True

Marks: Automatic — Colour, Size, Text, Detail, Tooltip, Sub-Category, Measure Values

Measure Values: AGG(Min Sales), AGG(Max Sales), SUM(Sales)

Sub-Category legend: Accessories, Appliances, Art, Binders, Bookcases, Chairs, Copiers, Envelopes, Fasteners, Furnishings, Labels, Machines, Paper, Phones, Storage, Supplies, Tables

Sheet-4 Secondary Region Sales Details table

Pages	iii Columns	Measure Names
	≡ Rows	Sub-Category

S_R Table

Secondary Region: East

Sub-Category	Minimum	Maximum	Total
Accessories	$2.97	$2,310	$45,033
Appliances	$2.22	$2,625	$34,188
Art	$1.50	$289	$7,486
Binders	$0.85	$4,355	$53,498
Bookcases	$35.49	$4,405	$43,819
Chairs	$47.99	$4,416	$96,261
Copiers	$479.98	$11,200	$53,219
Envelopes	$2.04	$362	$4,376
Fasteners	$1.24	$41	$820
Furnishings	$2.96	$1,049	$29,071
Labels	$3.15	$122	$2,603
Machines	$12.59	$9,100	$66,106
Paper	$3.38	$448	$20,173
Phones	$2.97	$4,549	$100,615
Storage	$8.38	$2,934	$71,613
Supplies	$3.49	$4,664	$10,760
Tables	$27.41	$2,065	$39,140

Filters: Measure Names, Secondary Region: T..

Marks: Automatic — Colour, Size, Text, Detail, Tooltip, Sub-Category, Measure Values

Measure Values: AGG(Min Sales), AGG(Max Sales), SUM(Sales)

Sub-Category legend: Accessories, Appliances, Art, Binders, Bookcases, Chairs, Copiers, Envelopes, Fasteners, Furnishings, Labels, Machines, Paper, Phones, Storage, Supplies, Tables
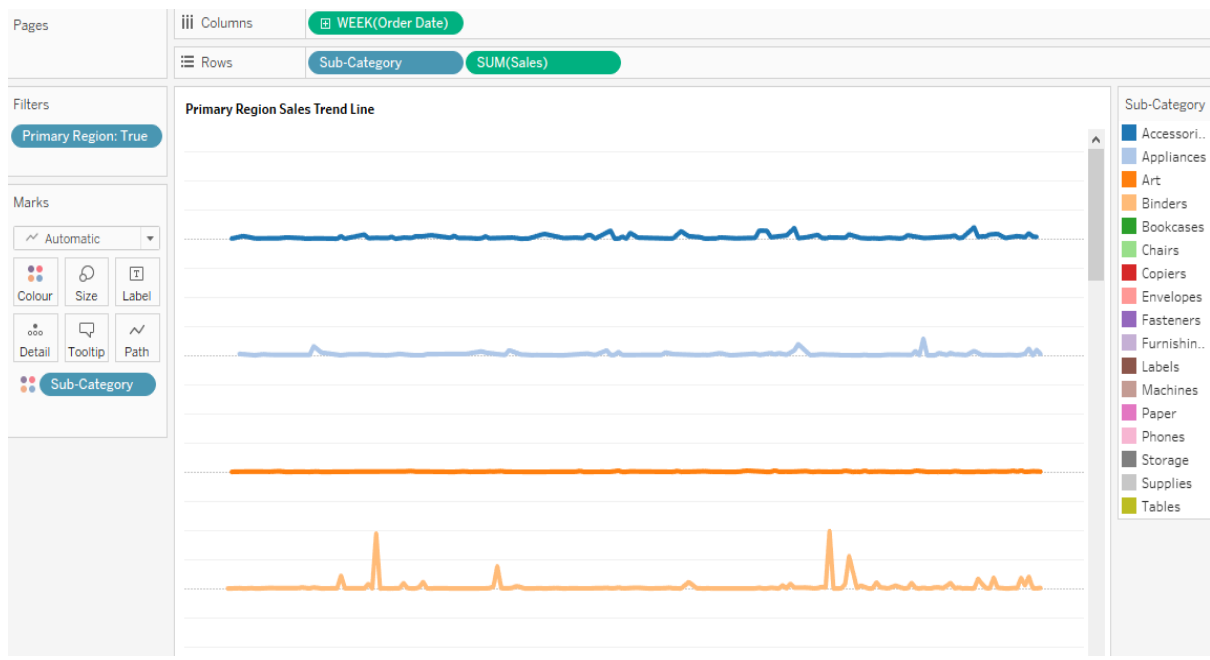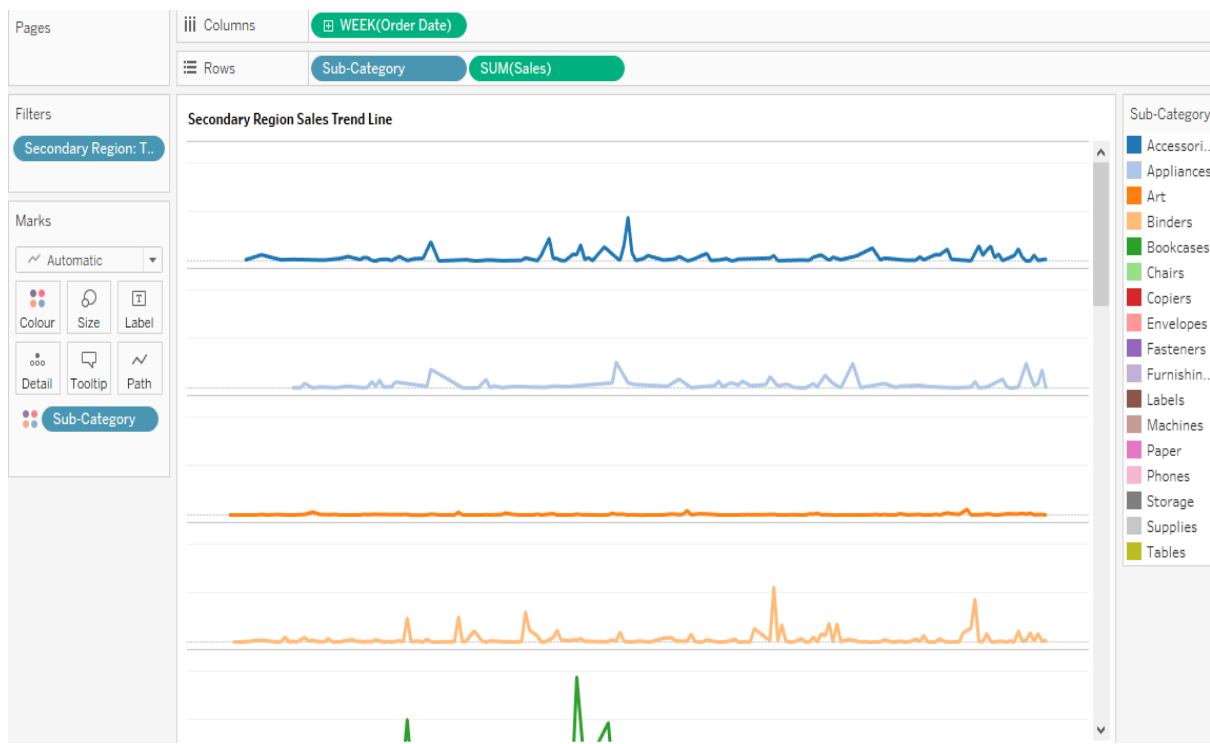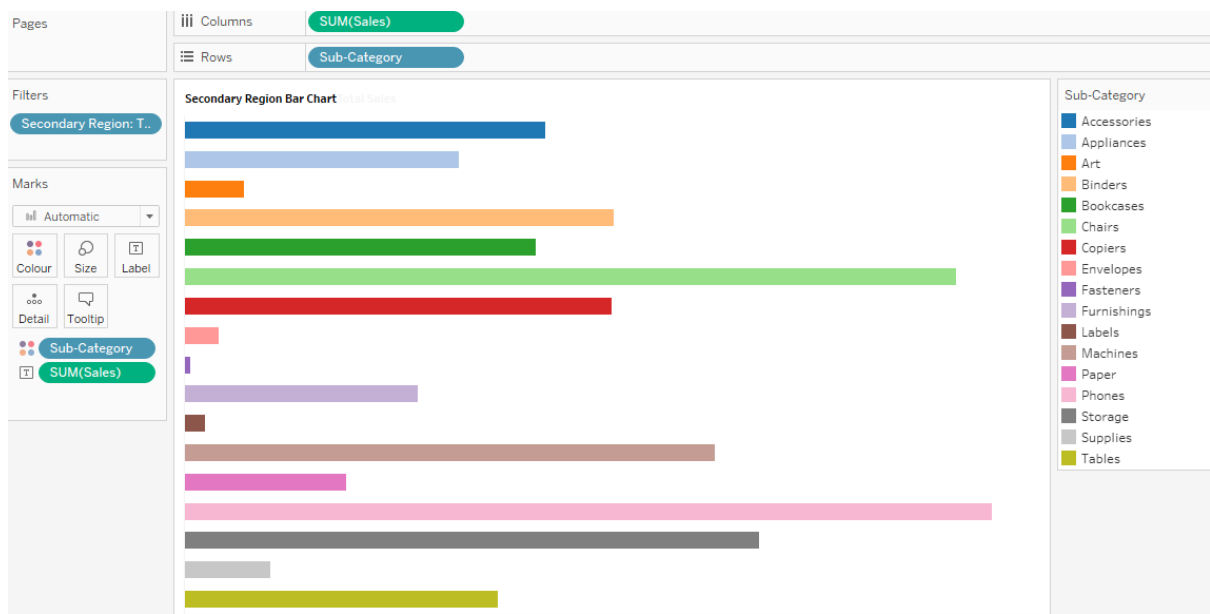
Sheet-5 Primary Region Sales Trend Line
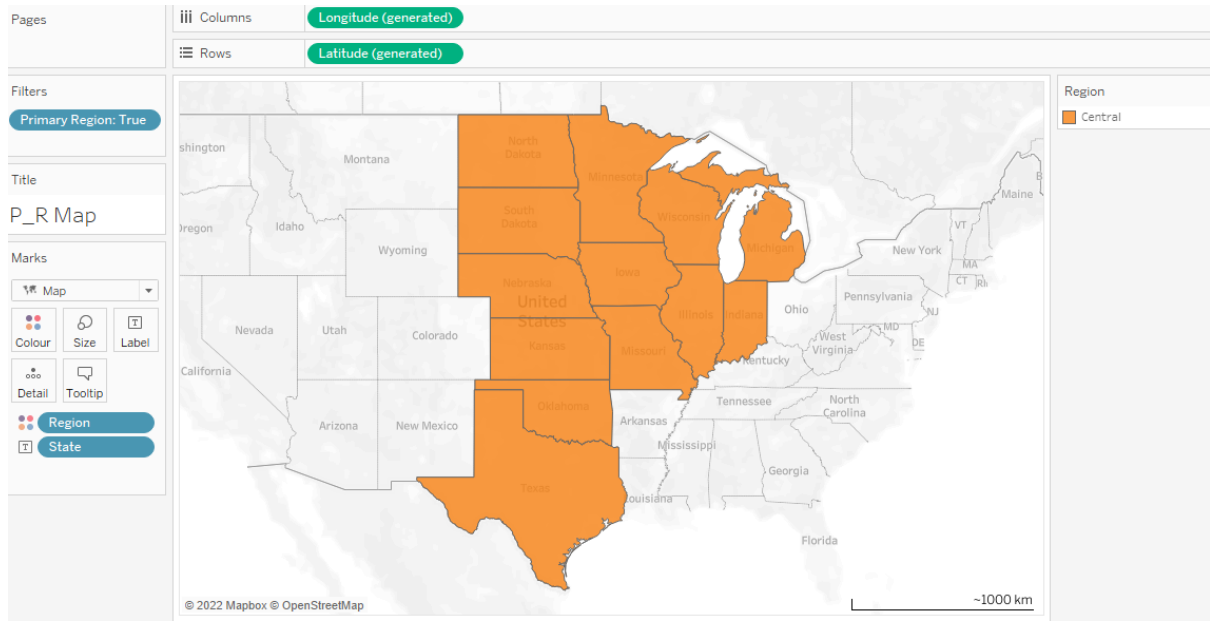

Sheet-6 Secondary Region Sales Trend Line
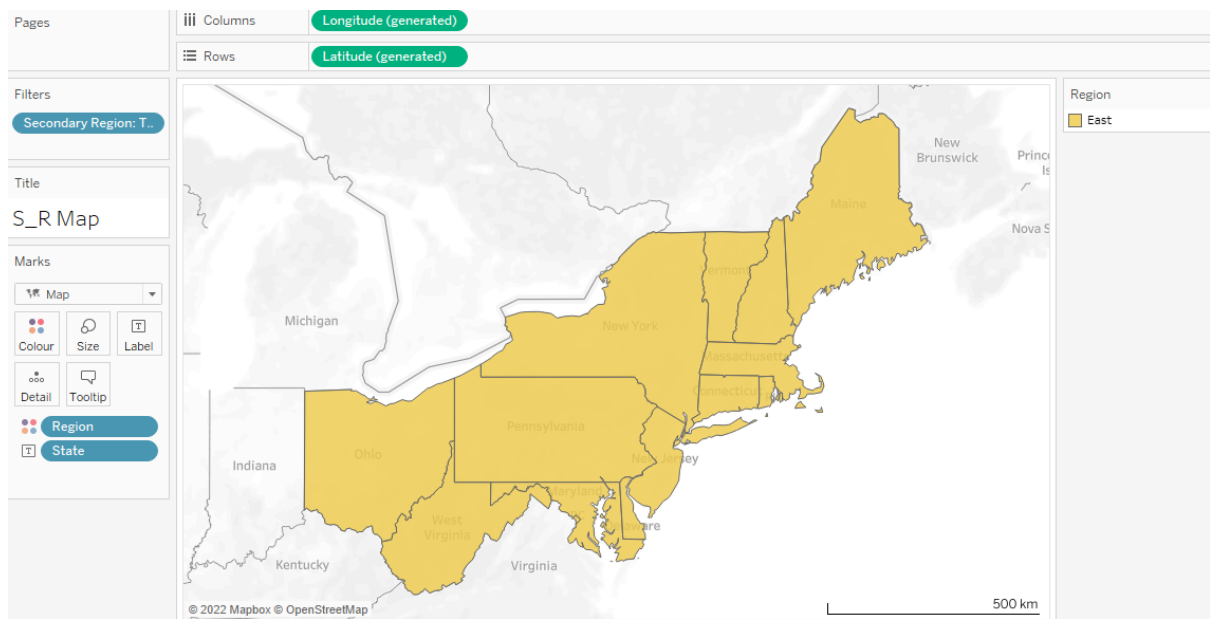
Sheet-7 Primary Region Bar Chart
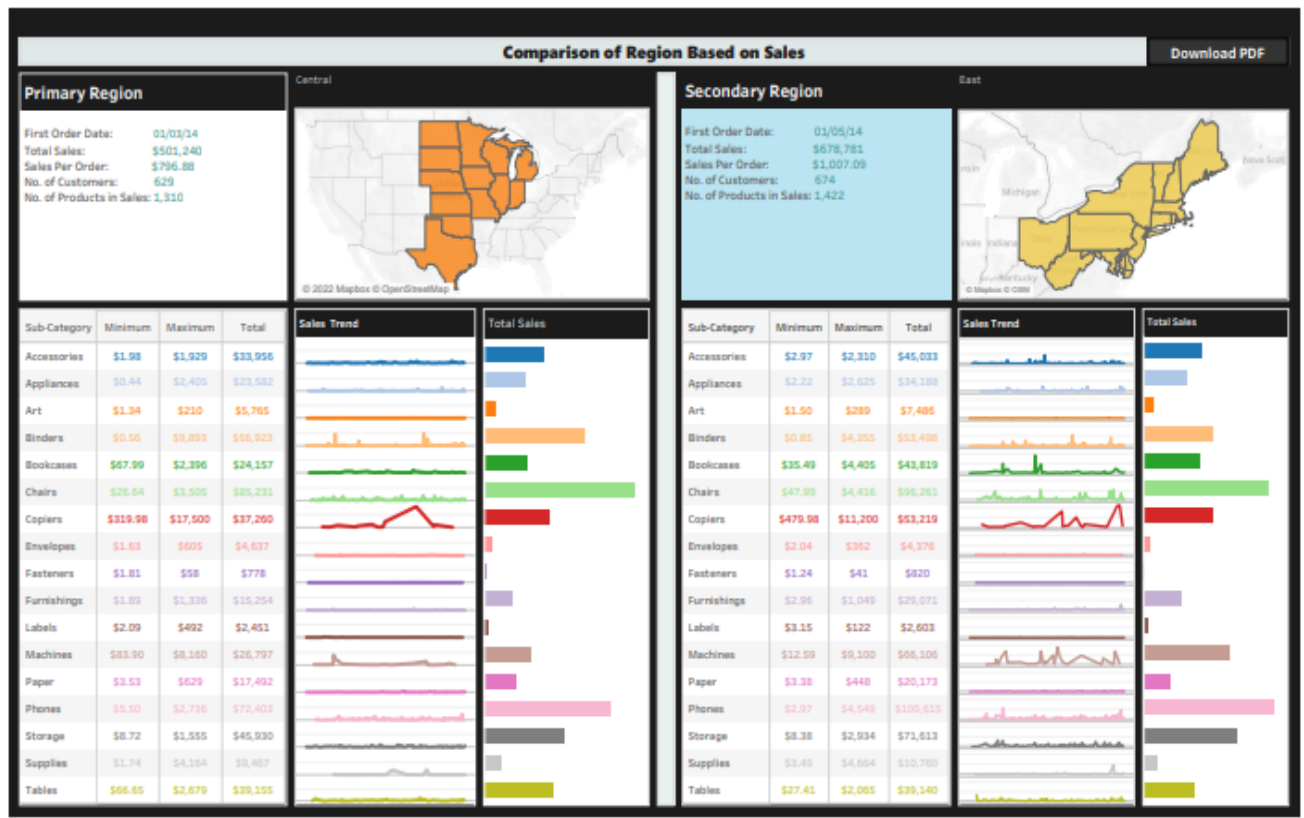

Sheet-8 Secondary Region Bar Chart

Sheet-9 Primary Region Map

Sheet-10 Secondary region Map

Final Dashboard

Project Link :Click here to view Published Dashboard on Tableau Public profile :

https://public.tableau.com/app/profile/khalique.anjum/viz/ComparisonofRegionBasedon
SalesDashboardbyKhalique/Projectdashboard?publish=yes