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**PROJECT WRITE-UP – COMPARATIVE STUDY OF COUNTRIES**

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**PROJECT WRITE-UP**

**INTRODUCTION :**

The project that I chose to work upon is “Comparative Study of Countries”. I used Tableau to arrive at the visualizations based on the business requirements. The purpose of choosing this project is that it covers a variety of concepts such as Geographical maps, Creating Parameters, Working with KPI tables, plotting trends, adding calculated fields, adding filters, formatting and finally a summary of all the data using Dashboards. It also tests my decision making ability to conclude on the best and user friendly visualization that is interactive and easily understandable from business standpoint.

In this write-up, I will list out the insights that I got from the visualization report that I built using Tableau.

**PROJECT LINK :**

[**https://public.tableau.com/app/profile/mani.shankar1721/viz/FinalProject\_16793271251190/Dashboard1?publish=yes**](https://public.tableau.com/app/profile/mani.shankar1721/viz/FinalProject_16793271251190/Dashboard1?publish=yes)

**MY INSIGHTS:**

1. Apart from the Null values in Maps, majority of the Countries that we plotted from the data are from High income group.
2. Life insurance has the highest growth percentage in year 2010 and stands at 16.610%.
3. There is no significant improvement in growth when it comes to Market share in any of the years.
4. After 2010, there is a decline in growth percentage(also negative in some cases) for the metric selector “penetration”.
5. 2009 is the worst year for the metric selector “ratio of reinsurance accepted” as the growth percentage stands at -28.305%.
6. Highest Retention ratio recorded in terms of growth percentage is for 2009.

**SCREENSHOT OF THE FINAL DASHBOARD:**

