**Sales Comparison Dashboard Using Tableau**

**Overview:**

This project aims to provide a comprehensive and interactive sales performance comparison between two selected regions using Tableau. By leveraging the *Sample - Superstore* dataset, the dashboard visually breaks down key sales metrics across various product sub-categories, helping stakeholders gain data-driven insights into regional performance.

**Objectives:**

* Compare **Total Sales**, **Average Sales per Order**, **Customer Count**, **Number of Orders**, and **Number of Products** between two regions.
* Visualize **time trends** in sales for each sub-category using sparklines.
* Highlight **total**, **minimum**, and **maximum sales** for each sub-category through bar charts and KPIs.
* Enable **dynamic interaction** via parameters to switch between different regions for comparison.

**Key Features:**

* 📍 **Interactive Region Selection:** Users can choose a Primary and Secondary Region using parameter controls.
* 📊 **Sub-Category Comparison Table:** Displays each sub-category's total, minimum, and maximum sales, accompanied by sparklines to show trends over time.
* 🌍 **Region Maps:** Visual geographic comparison of selected regions for intuitive visual context.
* 📈 **Sparklines & Bar Charts:** Embedded sparklines show monthly sales trends, while bar charts highlight performance extremes.
* 📌 **Clean Dark-Themed Design:** Designed with a modern, dark UI for better visual contrast and clarity.

**Tools Used:**

* **Tableau Public**
* **Sample - Superstore Dataset**
* **Parameters, Calculated Fields, Containers, and Custom Filters**

**Skills Demonstrated:**

* Data Cleaning and Aggregation
* Interactive Dashboard Design
* Advanced Visualizations (Sparklines, KPI bars)
* Parameter Controls
* Comparative Analysis & Storytelling with Data

**Outcome:**

This dashboard provides stakeholders with a **clear and actionable overview** of how different regions are performing in terms of sales across product categories. It empowers decision-makers to identify underperforming areas and replicate successful strategies across regions.