

# Comparison of Region Based on Sales

## Introduction :

This project aims to compare the sales data of two regions to help our organization make data-driven decisions and improve overall sales performance. The two regions being compared are Region East and Region South, which are both important markets for our company's products and services.

By analyzing sales data from each region, we can gain insights into which region has higher sales overall, which region has the most growth potential, and what factors may be driving differences in sales performance between the two regions. With this information, we can develop targeted sales strategies and allocate resources more effectively to improve our performance in both regions.

## Data Collection and Analysis :

1. Select Sample Superstore as Dataset
  - Use Sample Superstore Dataset
  - Select Data
  - 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 inorder 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.
  - Create Parameters for Primary Region and Secondary Region
  - Create a Calculated Field for both Primary Region and Secondary Region
4. Create a First Order Date
  - Create a Calculated Field and name it as the First Order Date
5. Create a dashboard
  - 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

## **Conclusion :**

This project has successfully compared the sales data of two regions, Region East and Region South, and provided valuable insights and recommendations for improving overall sales performance. Based on our data analysis, we found that Region East had higher sales overall, while Region East had more potential for growth. We also identified several factors that may be contributing to differences in sales performance between the two regions, such as differences in customer preferences and competition. Overall, this project demonstrates the value of data-driven decision making in improving sales performance and serving our customers more effectively. We hope that the insights and recommendations provided in this report will be useful to our organization and support continued growth and success in both Region East and Region South.