

**Comparison of Region Based on Sales**

**Tableau Training Course-end Project**

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# Introduction

In the realm of data visualization and business intelligence, the ability to effectively organize, analyze, and present data is paramount. This report is derived from an in-depth analysis conducted using the Sample Superstore dataset, a comprehensive collection of sales data that encompasses a wide range of variables, including order details, customer information, product categories, and geographical locations. The primary aim of this analysis is to unlock actionable insights through the creation of a dynamic and interactive dashboard in Tableau, focusing on comparing sales performance across different regions.

# 2.Performed Task in Tableau: Top of Form

We did the following tasks to create the Tableau dashboard and analysis the outcome of our assignment.

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## Task1 : Data Loading and Preparation:

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First Data View of the Sample Superstore

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## Task 2: Organizing Data:

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Instead of Tables now my Data is in Folder.

Then

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Customer Folder is created and inside this folder have customer ID and Customer name.

## Task 3. Create a hierarchy called Location:

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Now our hierarchy is formed as “Location”.

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This structure allows for an intuitive exploration of data from a broad country level down to specific cities, enriching our dashboard with deeper geographical insights.

## Task 4. Primary Region and Secondary Region:

#### 4.1 Creating Parameters for Primary Region and Secondary Region

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Clicked OK to create the Primary Region parameter.

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Repeated the steps to create another parameter named “Secondary Region.”

#### 4.2 : Calculated Fields for Regions:

Create a Calculated Field for both Primary Region and Secondary Region

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## Task 5: First Order Date Calculation:

To determine the earliest order date for each customer, we followed these steps in Tableau:

1. **Create a New Calculated Field:**

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## Task 6: Prepare Sheets to Create a dashboard:

### Primary and Secondary Regions’ Measures Creation:

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Then, the same way we created the Secondary Regions key metrics.

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We can see the different values in the Secondary Region (East).

### Creating Map for both the Region:

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We can filter by using the Region.

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A map of the united states

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### Subcategory wise Sales in Primary and Secondary Region:

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### Line chart of weekly sales of Primary Region

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Fig: Line Chart of Secondary Region

### Subcategory Wise Sales Bar Chart:

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Fig: Bar Chart of Primary Region

Same way we made for the Secondary region also.

## Task 7: Dashboard Partitioning for Comparing Two Regions:

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**Complete Dashboard:**

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Shared our dashboard with stakeholders by publishing it to **Tableau Public.**

**Link:** <https://public.tableau.com/app/profile/zesmin/viz/visualization25_05_24/Dashboard1?publish=yes>

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