REGIONAL SALES COMPARISION DASHBOARD

1. OBJECTIVE

This dashboard enables upper management to visually compare sales performance between two selected regions, providing key insights into revenue, customer engagement, and product diversity.

2. DATASET

The *Sample Superstore* dataset was used to analyze order details, customer demographics, and product sales across multiple regions.

3. DASHBOARD DEVELOPMENT STEPS

A. Data Organization

Key fields such as *Customer Name* and *Order ID* were grouped to streamline data access. A *Location* hierarchy based on *Country* was created for geographic insights.

B. Dynamic Region Selection

Two parameters, *Primary Region* and *Secondary Region*, were established to allow users to select and compare any two regions.

C. Key Metrics

Metrics for each region include:

- First Order Date

- Total Sales

- Average Sales per Order

- Number of Customers

- Number of Orders

- Number of Products in Sale

D. Dashboard Layout

The dashboard aligns all metrics side-by-side for clear comparison, with interactive filters allowing users to adjust regions dynamically.

4. KEY INSIGHTS

- Total Sales and Order Value: Assess revenue and purchasing behavior.

- Customer and Order Counts: Gauge engagement and reach.

- Product Variety: Compare product diversity offered in each region.

This concise, interactive dashboard enables quick identification of regional strengths and areas for improvement, guiding informed decision-making.