



Tableau Training Course-end Project

Comparative Study of Countries

Objectives

- Create a dashboard to compare all the parameters for different countries, to strategize market penetration and to target new customers.





Prerequisites

- KPI table
- Trend lines
- Parameters
- Calculated fields
- Dashboard

Industry Relevance



- **KPI table:** It shows a company's performance against its key business objectives.
- **Trend lines:** They predict a variable's future trend.
- **Parameters:** It is a workbook variable such as a number, date, or string that can replace a constant value in a calculation, filter, or reference line.
- **Calculated fields:** It creates new dimensions, such as segments, and new measures, such as ratios or sums.
- **Dashboard:** It displays several views and compares a variety of data simultaneously.

Problem Statement



You are a data analyst working for an insurance company. The company is expanding and wants to open new branches in various parts of the world. Your task is to compare various parameters such as income, life insurance share, market share, penetration, ratio of reinsurance accepted, and retention ratio of different countries using the insurance sample dataset and global financial development dataset.

Dataset Description



Primary dataset	–	Insurance sample dataset.xlsx
Secondary dataset	–	Global financial development dataset.xlsx

Tasks to Perform



Perform the below tasks on the dataset provided using Tableau

1. Create a geographic map showing the countries' fields. Color the map based on the income column from the secondary dataset
 - Include income group filter in the dashboard
2. Include a webpage to show data from the world bank webpage driven by an URL action from a geography graph
 - The country names on the map will act as the trigger
<https://en.wikipedia.org/wiki/Country>

Tasks to Perform



Perform the below tasks on the dataset provided using Tableau

3. Create a KPI Table to show the comparison between the selected period and the period prior to the selected one
 - Create two parameters for Year Selection and Category Selection
 - Category parameter includes life insurance share, market share, penetration, the ratio of reinsurance accepted, and retention ratio
 - Create a calculated field to calculate the Growth %
 - Create a table to show these values
 - Title should be updated based on the category selection
4. Create Growth Indicator Shapes based on the Growth %
 - Growth indicator displays Negative, No Change, and Positive as values and corresponding shapes against it

Tasks to Perform



Perform the below tasks on the dataset provided using Tableau

5. Create a trend line to show the selected category values
 - The line shows an arrow or triangle at the last mark
6. Create a dashboard filter for income group to be applied for all charts with the filter action enabled in the map as well
7. Formatting should be done appropriately

Project Outcome



- This project is designed to help companies to create an interactive dashboard and to compare the parameters for different countries.
- You should be able to strategize market penetration and target new customers.

Submission Process



1. Complete the project in Tableau Public
2. Complete each task listed in the problem statement
3. Save and upload the dashboard on Tableau Public
4. Copy the link to the dashboard
5. Take screenshots of the results for each question and the corresponding code
6. Save it as a document, and submit it using the **Assessment** tab
7. Tap the **Submit** button (this will present you with three choices)
8. Attach the three files, and then click **Submit**

Thank You