
Comparison of Region Based on Sales

Tableau Course End Project

Objective: Creating a dashboard to visualize the sales comparison between two selected regions.

Importance: It's required to the organization upper management to visualize the sales data using a dashboard to understand the performance between the two regions based on sales and suggest the necessary improvements.

Data Set: Sample Superstore.

Scope: Primary Region (Central) and Secondary Region (East)

Analysis and Findings:

- First Order Date
- Total Sales
- Average Sales per Order
- No. of Customers
- No. of Orders
- No. of Products in Sale

1. Select Sample Superstore as Dataset

Steps:

a. Use Sample Superstore Dataset

The screenshot shows the Tableau desktop interface with the title bar "Tableau Public - Tableau Class1". The main area displays the "Sample - Superstore (1)" dataset, which is connected via Microsoft Excel. On the left, the "Connections" pane shows the single connection to "Sample - Superstore (1)". The "Sheets" pane lists three sheets: "Orders", "People", and "Returns". A large central workspace is labeled "Drag tables here to create a data model" with a "Learn more" link. At the bottom, a navigation bar includes "Data Source" and tabs for "Sheet 78" through "Sheet 97".

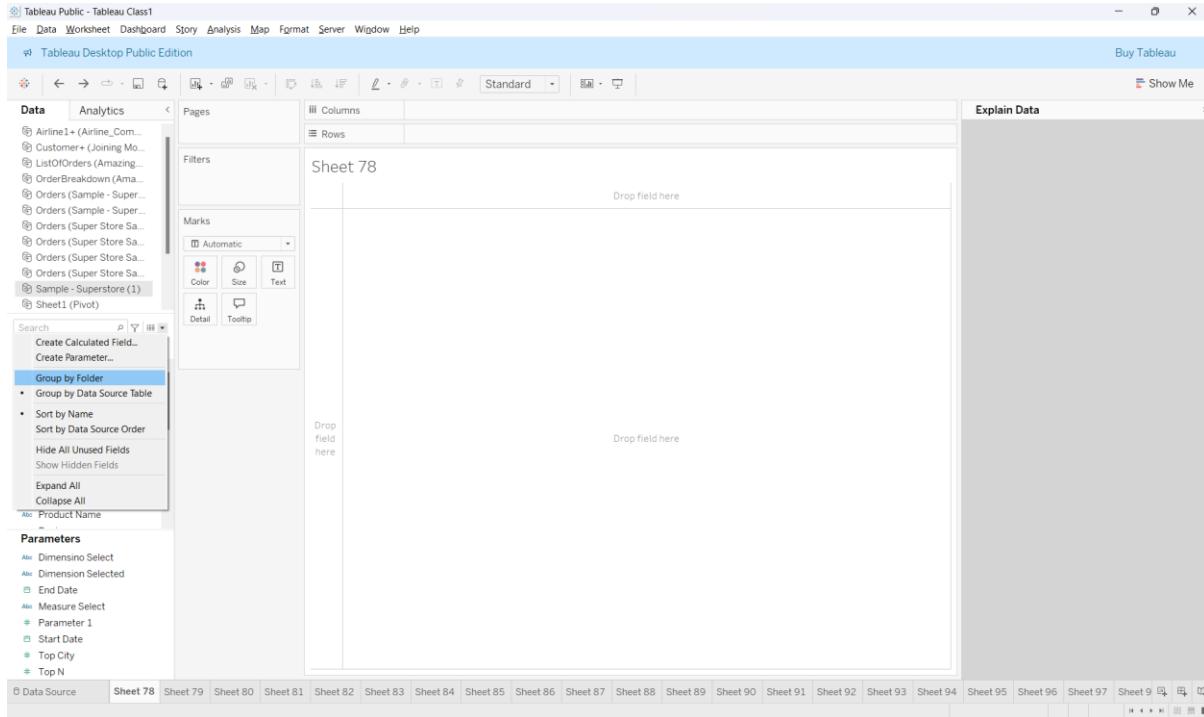
b. Select Data Orders

This screenshot shows the same Tableau desktop environment, but now the "Orders" sheet is selected in the "Sheets" pane. The main workspace displays the data from the "Orders" table, which contains 21 fields and 9994 rows. The table structure is shown with columns for Row ID, Order ID, Order Date, and various shipping and customer details. The bottom navigation bar remains the same.

Name	Type	Field Name	Physical Table	Remote File
#	Row ID	Orders	Orders	Row ID
Ahc	Order ID	Orders	Orders	Order ID
W	Order Date	Orders	Orders	Order Date
Sh	Ship Date	Orders	Ship Date	Ship Date

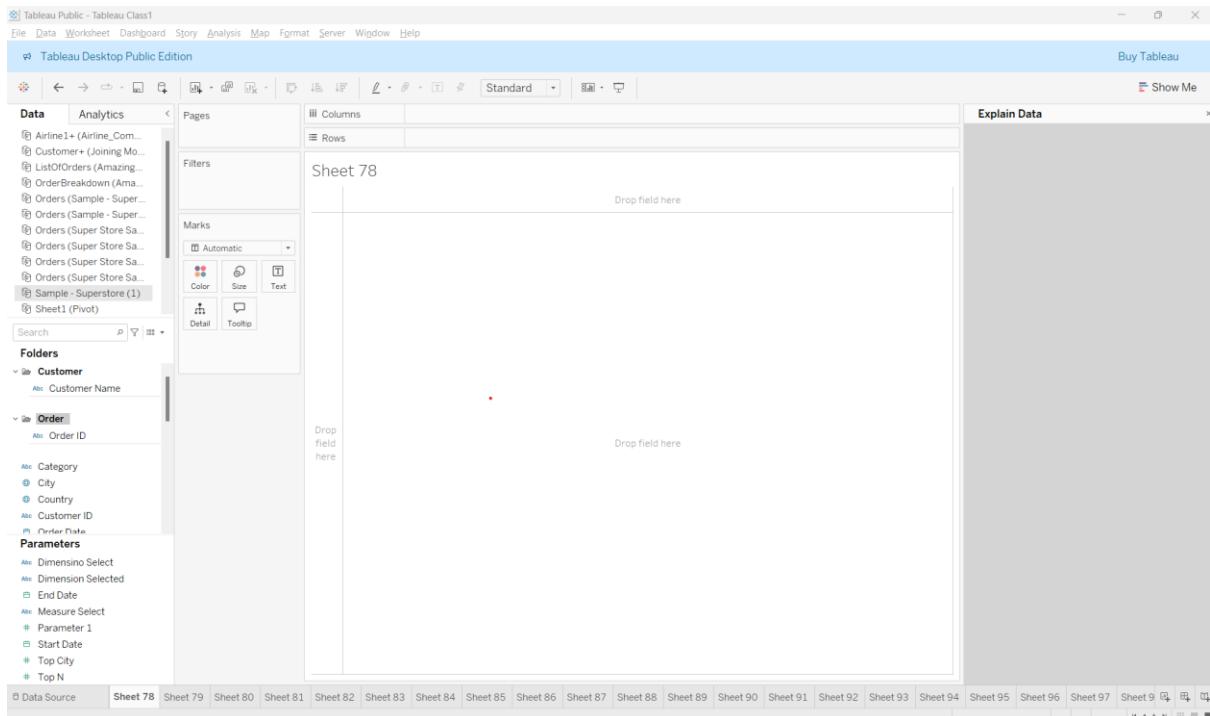
#	Orders	Ahc	Orders	W	Orders	Ahc	Orders	Sh	Orders
Row ID	Order ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Customer ID	Customer Name
1	CA-2016-152156	08-11-2016	11-11-2016	Second Class	CG-12520	Claire Gute			
2	CA-2016-152156	08-11-2016	11-11-2016	Second Class	CG-12520	Claire Gute			
3	CA-2016-138688	12-06-2016	16-06-2016	Second Class	DV-13045	Darrin Van Huff			
4	US-2015-108966	11-10-2015	18-10-2015	Standard Class	SO-20335	Sean O'Donnell			
5	US-2015-108966	11-10-2015	18-10-2015	Standard Class	SO-20335	Sean O'Donnell			
6	CA-2014-115812	09-06-2014	14-06-2014	Standard Class	BH-11710	Brosina Hoffman			
7	CA-2014-115812	09-06-2014	14-06-2014	Standard Class	BH-11710	Brosina Hoffman			

C. Use Group by from Data Source Table on a Folder to create a folder to segregate the required data



d. Create separate folders for Order ID and Customer

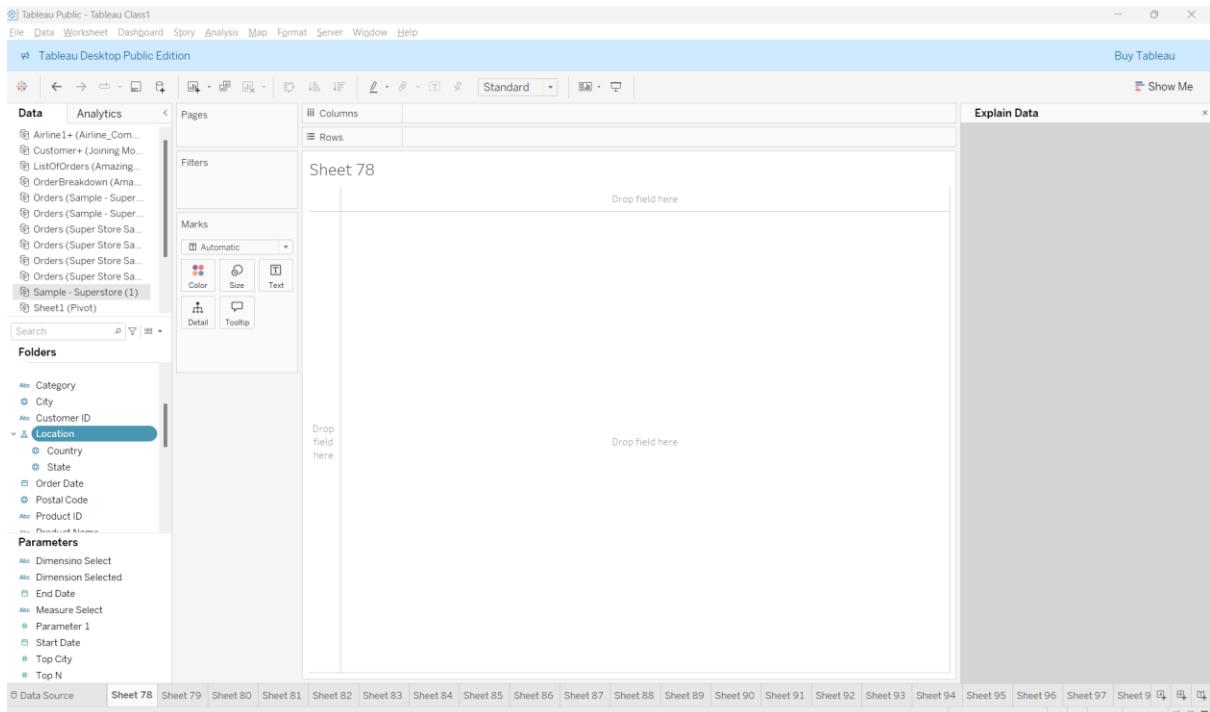
- Right-click on **Customer Name**, select **Folders** and click on **Create Folder**
- Give the name to the folder and click on **OK**
- Right-click on **Order ID**, select **Folders** and then click on **Create Folder** to create a new folder
- Give the name to the folder and click on **OK**
- **Note:** Customer & Order Folder Created



2. Create a hierarchy called Location and drag the state to the Hierarchy

Steps:

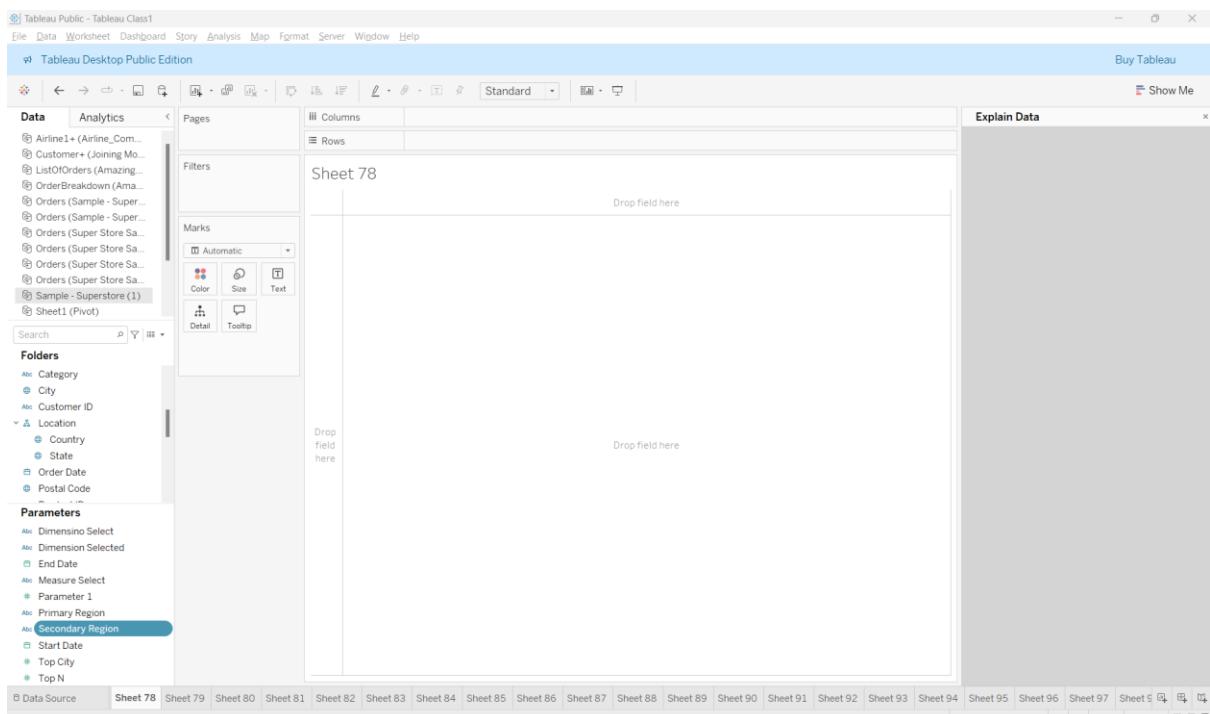
- Right-click on **Country** and click on **Create Hierarchy**
- Name the hierarchy as **Location** and click on **OK**
- Drag or right-click on **State**, then click on **Add to Hierarchy** and select the hierarchy named **Location**



1. Create two parameters: Primary Region and Secondary Region with all regions listed in them

Steps:

- Create Parameter for **Primary Region** and **Secondary Region** by clicking on **Create Parameter**
- Give the name as **Primary region** and **Secondary region**, select **Data type as String**, current value as **Central**, click on **List**, and list the values as **Central, East, West, and South** for both **Primary Region** and **Secondary Region** and click on **OK**



b. Create a calculated field for both the Primary Region and Secondary Region by clicking on Create Calculated Field

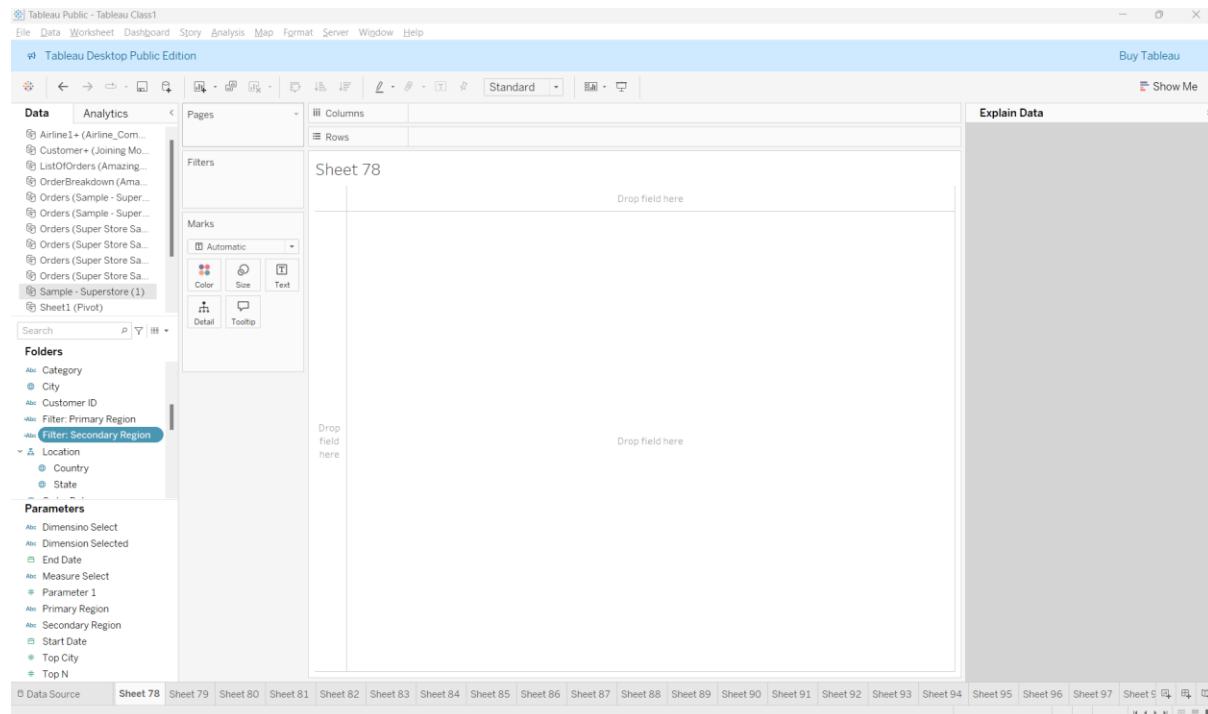
- Give name as **Filter: Primary Region**. Type the given code:
 - **IF [Region] = [Primary Region] THEN 'True'**
 - **ELSE 'False'**
 - **END**

Then Click on Apply & OK

- Create another name as **Filter: Secondary Region**.
Type the given code:
IF [Region] = [Secondary Region] THEN 'True'
ELSE 'False'
END

Then Click on Apply & OK

- You can find the calculated fields and parameters under **Parameters and Folders**



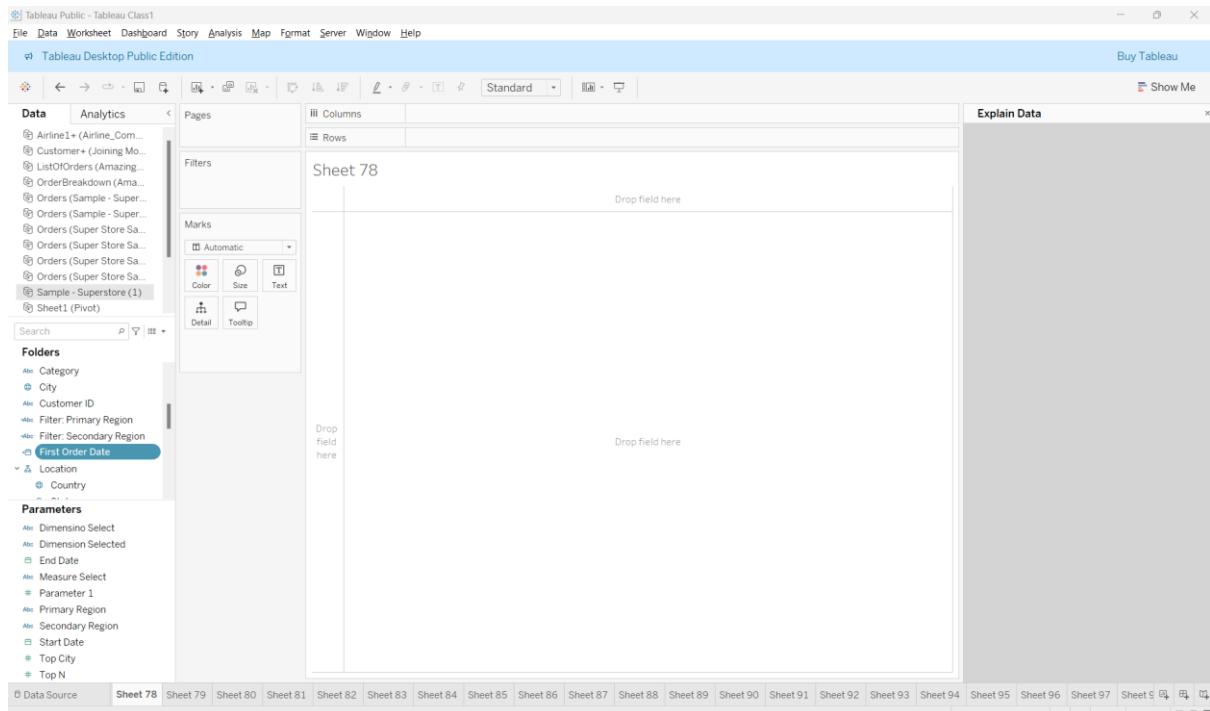
2. Create a First Order Date

Steps:

- Create a Calculated Field by clicking on **Create Calculated Field**

- Name it as the **First Order Date**

Write the following command: **{FIXED [Region]: MIN ([Order Date])}**



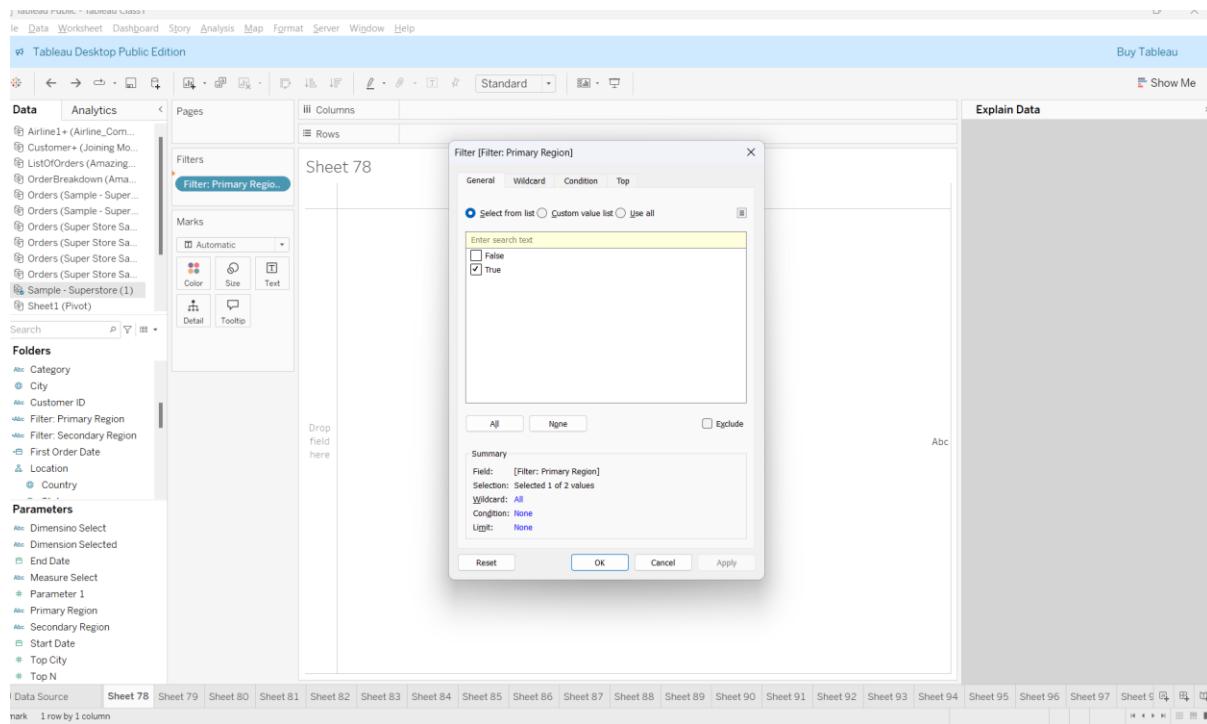
3. Create separate worksheets for the Primary Region as mentioned below:

- First Order Date
- Total Sales
- Average Sales per Order
- No. of Customers
- No. of Orders
- No. of Products in Sale

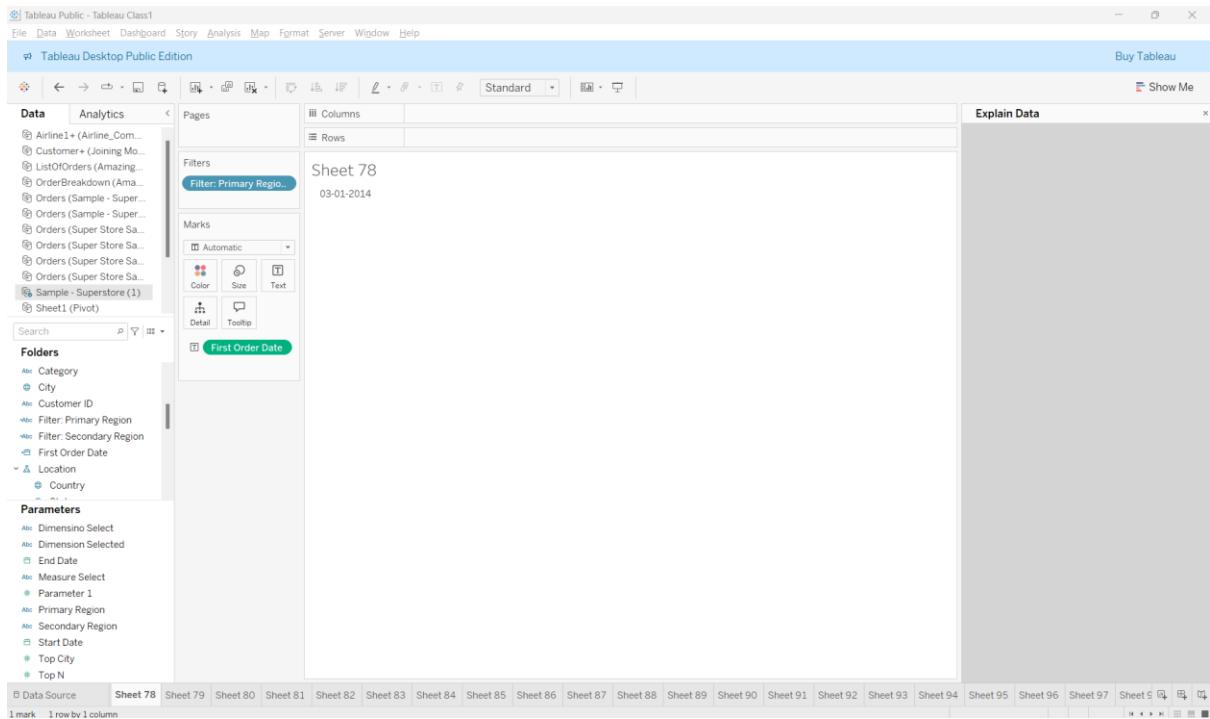
Steps:

1. First Order Date: Primary

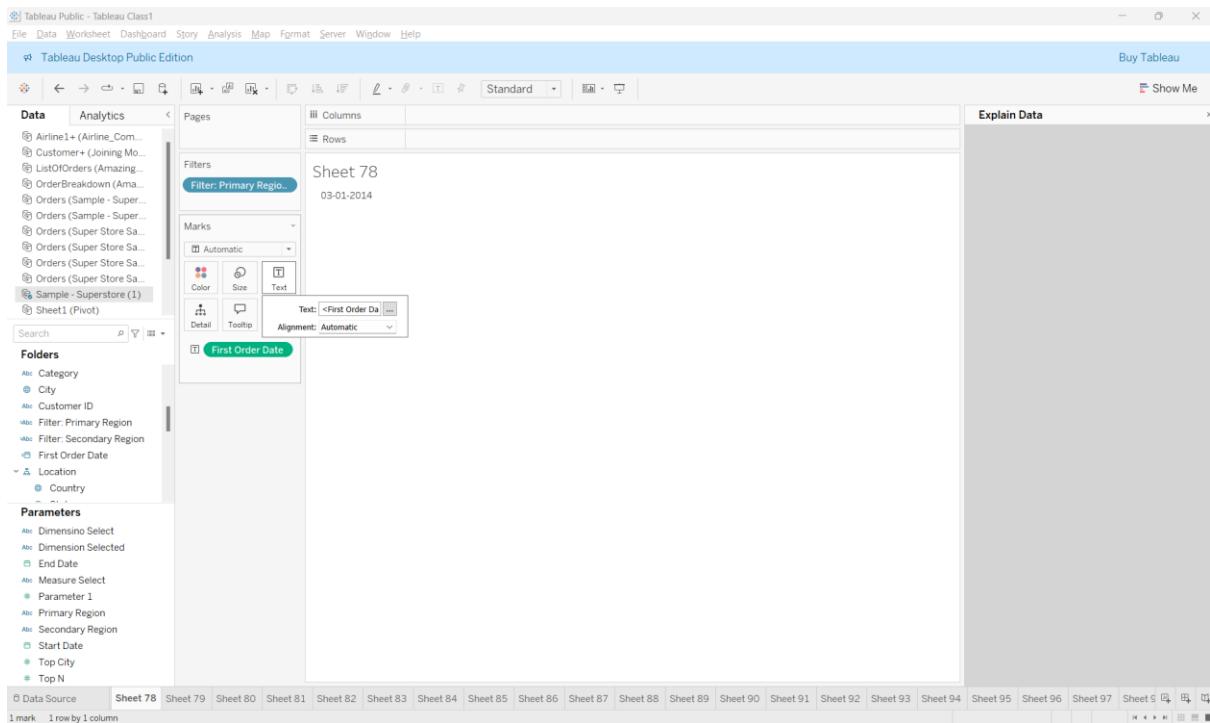
- Drag **Filter: Primary Region** from dimensions to **Filters**
- Select **True**, Click on **Apply & OK**



- Drag **First Order Date** from dimensions to **Text**, right-click on **First Order Date** on the **Text** shelf, and change **Year** to **Exact Date**



- Left-click on **Text** and click on ... to edit the text



- Write the text as **First Order Date: 03-01-2014** & then Select the font size, alignment, color, bold, and click on **apply & OK**

The screenshot shows the Tableau interface with the 'Edit Label' dialog box open. The dialog box contains the text 'First Order Date: 03-01-2014' in orange font, bolded. The 'OK' button is highlighted. The background shows the Tableau desktop with a sheet titled 'Sheet 78' containing a single text entry.

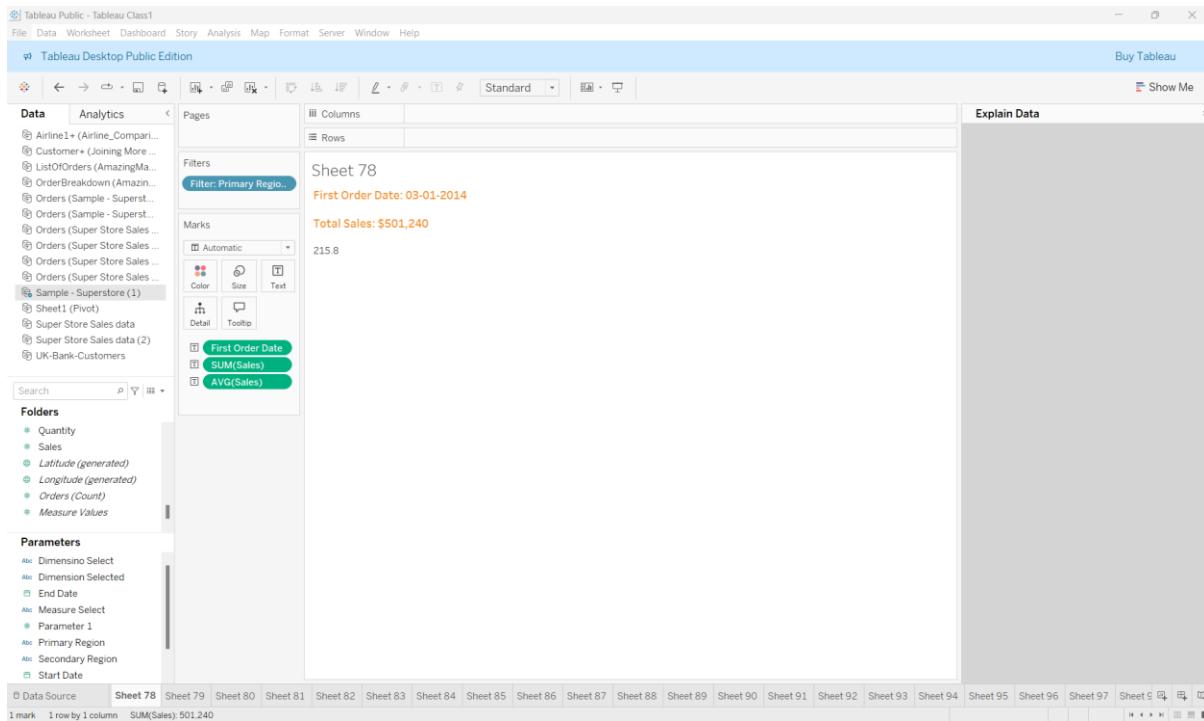
2. Total Sales: Primary

- Drag **Sales** from dimensions to **Text shelf**
- Similarly, left-click on **Text** and rename it as **Total Sales: \$501,240** & then Select the font size, alignment, color, bold, and click on **apply & OK**

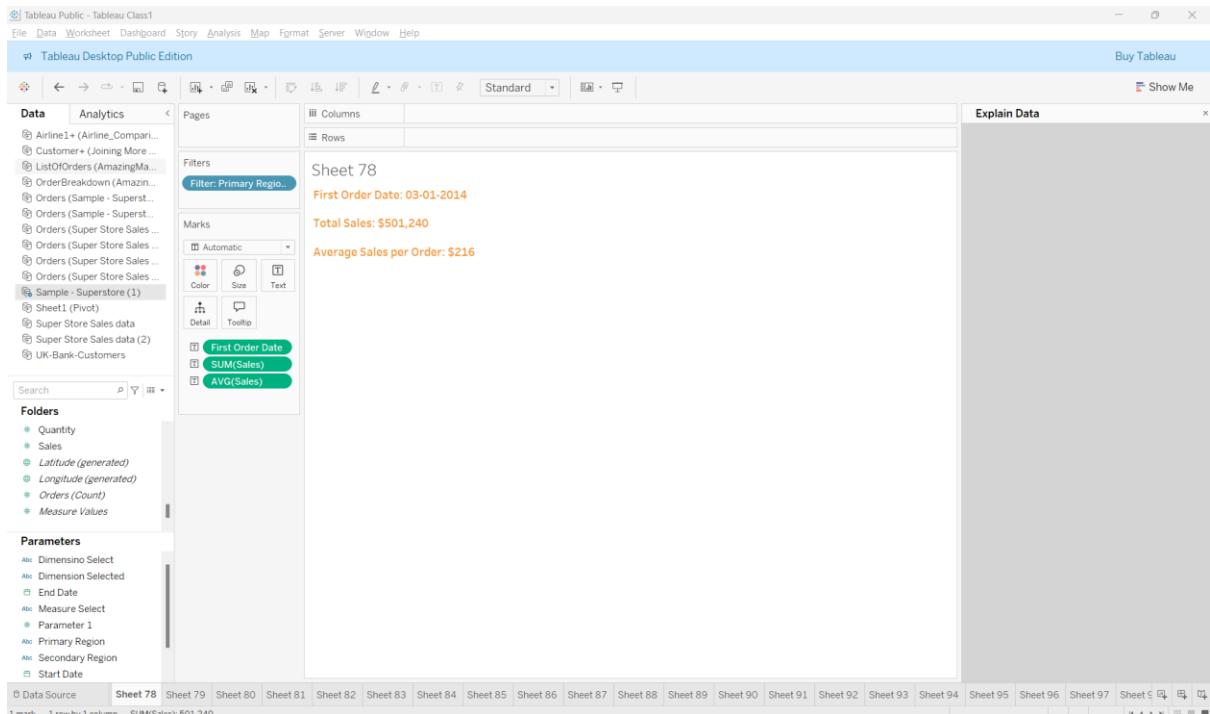
The screenshot shows the Tableau interface with the 'Edit Label' dialog box open. The dialog box contains the text 'Total Sales: \$501,240' in orange font, bolded. The 'OK' button is highlighted. The background shows the Tableau desktop with a sheet titled 'Sheet 78' containing a single text entry.

3. Average Sales Per Order: Primary

- Drag **Sales** from dimensions to **Detail** shelf
- Right Click on it, go to measures, select average
- Drag **AVG(Sales)** to **Text** shelf

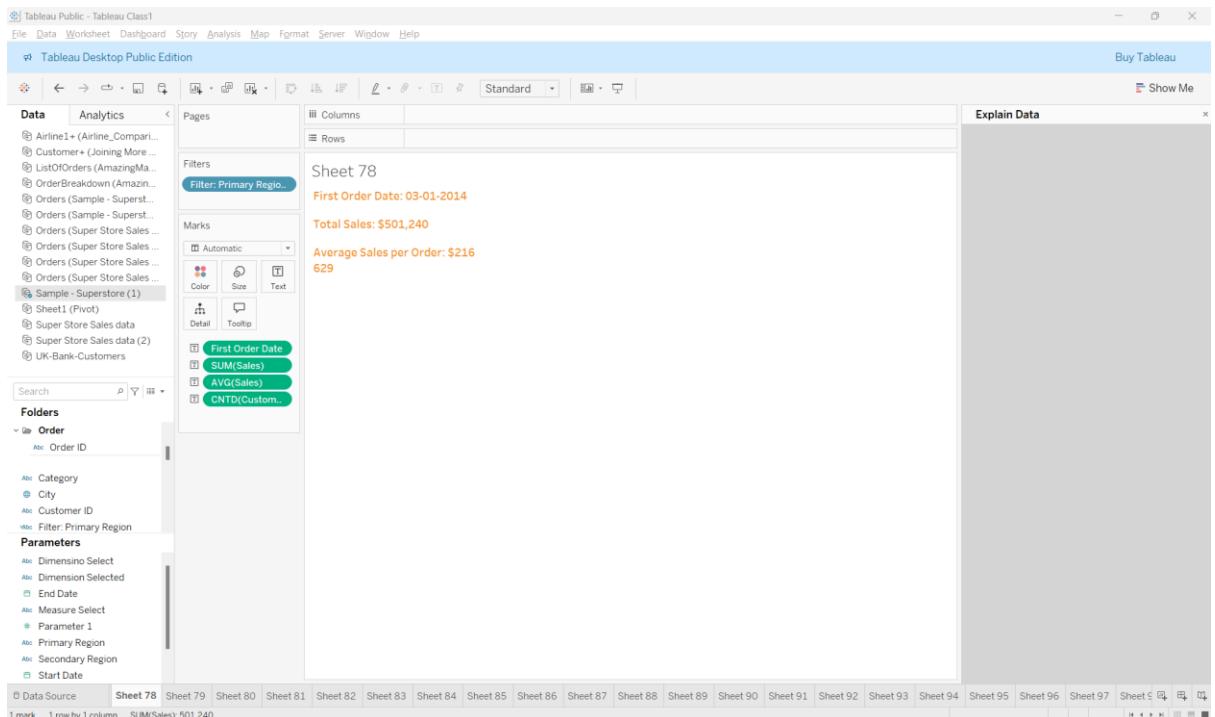


- Similarly, left-click on **Text** and rename it as **Average Sales per Order: \$216** & then Select the font size, alignment, color, bold, and click on **apply & OK**

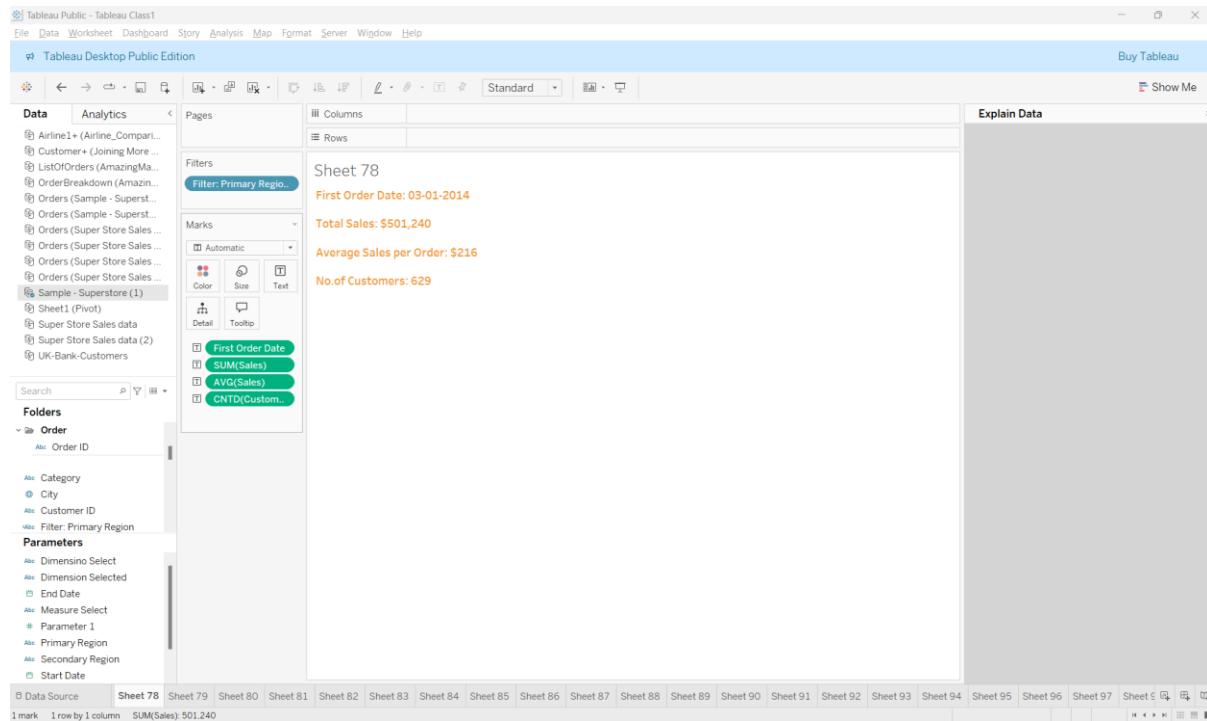


4. No. of Customers: Primary

- Drag **Customer ID** from dimensions to **Text Shelf**
- Right Click on Customer ID, go to measure, select Count (Distinct) to avoid duplicate Customer IDs & then drag **CNTD (Customer)** to **Text Shelf**

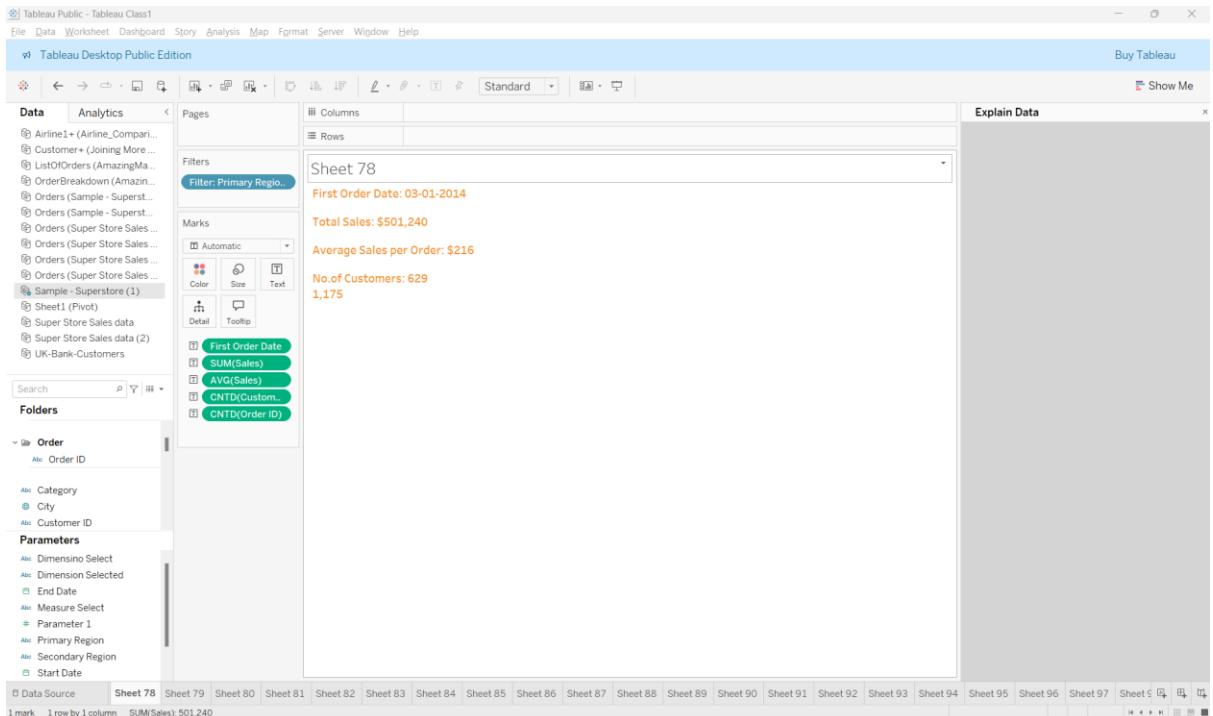


- Similarly, left-click on **Text** and rename it as **No. of Customers: 629** & then Select the font size, alignment, color, bold, and click on **apply** & **OK**

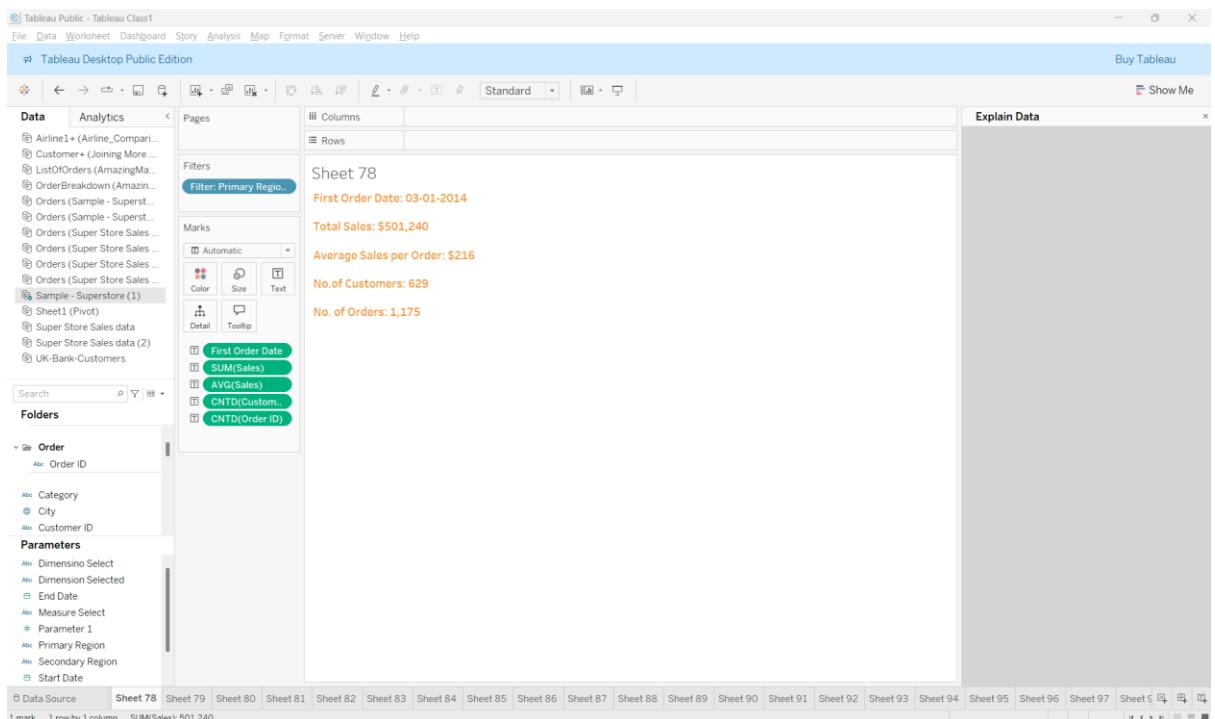


5. No. of Orders: Primary

- Drag **Order ID** from dimensions to **Text Shelf**
- Right Click on Order ID, go to measure, select Count (Distinct) to avoid duplicate Order IDs & then drag **CNTD (Order ID)** to **Text Shelf**



- Similarly, left-click on **Text** and rename it as **No. of Orders: 1,175** & then Select the font size, alignment, color, bold, and click on **apply & OK**



6. No. of Products in Sale: Primary

- Drag **Product Name** from dimensions to **Text Shelf**
- Right Click on Product Name, go to measure, select Count (Distinct) to avoid duplicate Product Names & then drag **CNTD (Product Name)** to **Text Shelf**

- Similarly, left-click on **Text** and rename it as **No. of Products in Sale: 1,295** & then Select the font size, alignment, color, bold, and click on **apply & OK**
- Change Sheet name as Primary Measure

- Left Click on **Tooltip** & Change it in order wise.

The screenshot shows the Tableau interface with the 'Primary Measure' worksheet selected. A tooltip is open over the 'SUM(Sales)' measure, showing its formula: `<SUM(Sales)>`. The tooltip also displays the total sales value: `501,240`.

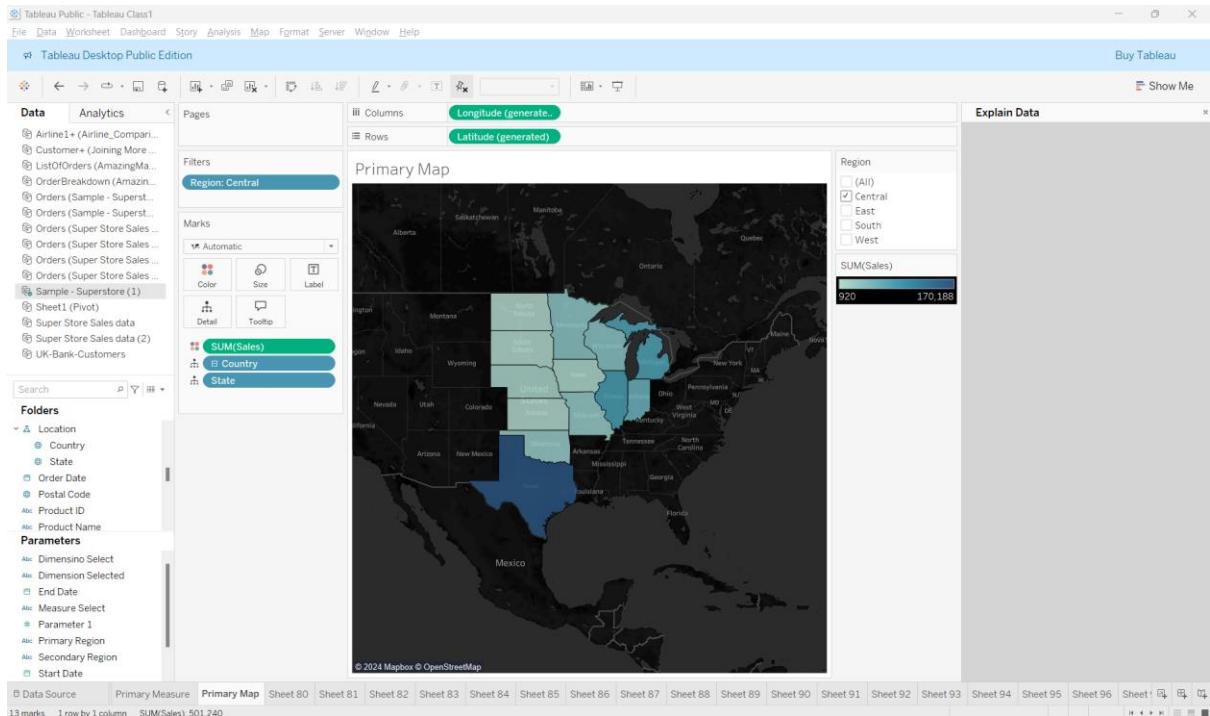
● Change Worksheet Color

The screenshot shows the same 'Primary Measure' worksheet from above, but with a dark gray background color applied to the entire worksheet area.

7. Primary Region Map

- Drag **Country, State** from dimensions to details
- Drag **Sales** from dimensions to Color Shelf

- Drag **Region** to Filters, select all, Click on **Apply & OK**
- Right click on it, click on show filter & select only Central from list. Or Drag Primary Region from dimensions to Filters & Select True.
- Select **Map** option, go to **Background Maps** & select **Dark**.
- Change Sheet name as Primary Map.



8. Primary Region Sales

- Drag **Measure Names** to filters, select only **sales**, Click on **Apply & OK**.
- Double Click on **Sub-Category**, it appears in rows.
- Double Click on **Sales & Measure Values**.
- Change Sheet name as Primary Sales

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Measure Names

Sub-Categories

Primary Sales

Sub-Category	Sales
Accessories	167,380
Appliances	107,532
Art	27,119
Binders	203,413
Bookcases	114,880
Chairs	328,449
Copiers	149,528
Envelopes	16,476
Fasteners	3,024
Furnishings	91,705
Labels	12,486
Machines	189,239
Paper	78,479
Phones	330,007
Storage	223,844
Supplies	46,674
Tables	206,966

Folders

Ship Mode

Sub-Category

Measure Names

- Discount
- Profit
- Quantity
- Sales
- Latitude (generated)
- Longitude (generated)
- Orders (Count)
- Measure Values

Parameters

Dimension Select

Dimension Selected

End Date

Data Source Primary Measure Primary Map Primary Sales Sheet 81 Sheet 82 Sheet 83 Sheet 84 Sheet 85 Sheet 86 Sheet 87 Sheet 88 Sheet 89 Sheet 90 Sheet 91 Sheet 92 Sheet 93 Sheet 94 Sheet 95 Sheet 96

17 marks 17 rows by 2 columns SUM of Measure Values: 2,297,571

- Drag Sales from dimensions to details, right click on it, go to Measure, select Minimum & then drag MIN (Sales) to Measure Values.
- Right Click on MIN (Sales), select Format, In the Pane option, Select Numbers (Custom), Make Decimal Places 0 & mention \$ sign in Prefix.

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Format MIN(Sales)

A Fields

Default

Numbers: \$123,456

Number (Custom)

Decimal places: 0

Negative values: -\$1234

Display Units: None

Prefix / Suffix: \$

Include thousands separators

Measure Values

SUM(Sales)

MIN(Sales)

Primary Sales

Sub-Category	Sales	Min. Sales
Accessories	167,380	\$1
Appliances	107,532	\$0
Art	27,119	\$1
Binders	203,413	\$1
Bookcases	114,880	\$35
Chairs	328,449	\$27
Copiers	149,528	\$300
Envelopes	16,476	\$2
Fasteners	3,024	\$1
Furnishings	91,705	\$2
Labels	12,486	\$2
Machines	189,239	\$12
Paper	78,479	\$3
Phones	330,007	\$3
Storage	223,844	\$4
Supplies	46,674	\$2
Tables	206,966	\$24

Data Source Primary Measure Primary Map Primary Sales Sheet 81 Sheet 82 Sheet 83 Sheet 84 Sheet 85 Sheet 86 Sheet 87 Sheet 88 Sheet 89 Sheet 90 Sheet 91 Sheet 92 Sheet 93 Sheet 94 Sheet 95 Sheet 96

34 marks 17 rows by 2 columns SUM of Measure Values: 2,297,622

- Drag Sales from dimensions to details, right click on it, go to Measure, select Maximum & then drag MAX (Sales) to Measure Values.

- Right Click on MAX (Sales), select Format, In the Pane option, Select Numbers (Custom), Make Decimal Places 0 & mention \$ sign in Prefix and do same process for SUM (Sales)

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Format SUM(Sales)

A Axis | Page | Fields

Default

Numbers: \$123,456

Measure Names

Marks

Measure Values

SUM(Sales)

MIN(Sales)

MAX(Sales)

Primary Sales

Sub-Catego..	Sales	Min. Sales	Max. Sales
Accessories	\$167,380	\$1	\$3,347
Appliances	\$107,532	\$0	\$2,625
Art	\$27,119	\$1	\$1,113
Binders	\$203,413	\$1	\$9,893
Bookcases	\$114,880	\$35	\$4,405
Chairs	\$328,449	\$27	\$4,416
Copiers	\$149,528	\$300	\$17,500
Envelopes	\$16,476	\$2	\$605
Fasteners	\$3,024	\$1	\$93
Furnishings	\$91,705	\$2	\$1,336
Labels	\$12,486	\$2	\$786
Machines	\$189,239	\$12	\$22,638
Paper	\$78,479	\$3	\$734
Phones	\$330,007	\$3	\$4,549
Storage	\$223,844	\$4	\$2,934
Supplies	\$46,674	\$2	\$8,188
Tables	\$206,966	\$24	\$4,298

51 marks 17 rows by 3 columns SUM of Measure Values: 2,387,083

- Right click on Measures Names, select format, Change worksheet color, text color, rows, columns colors accordingly.

Tableau Public - Tableau Class1

Format SUM(Sales)

A Axis | Page | Fields

Default

Numbers: \$123,456

Measure Names

Marks

Measure Values

SUM(Sales)

MIN(Sales)

MAX(Sales)

Primary Sales

Sub-Catego..	Min. Sales	Max. Sales
Accessories	\$1	\$3,347
Appliances	\$0	\$2,625
Art	\$1	\$1,113
Binders	\$1	\$9,893
Bookcases	\$35	\$4,405
Chairs	\$27	\$4,416
Copiers	\$300	\$17,500
Envelopes	\$2	\$605
Fasteners	\$1	\$93
Furnishings	\$2	\$1,336
Labels	\$2	\$786
Machines	\$12	\$22,638
Paper	\$3	\$734
Phones	\$3	\$4,549
Storage	\$4	\$2,934
Supplies	\$2	\$8,188
Tables	\$24	\$4,298

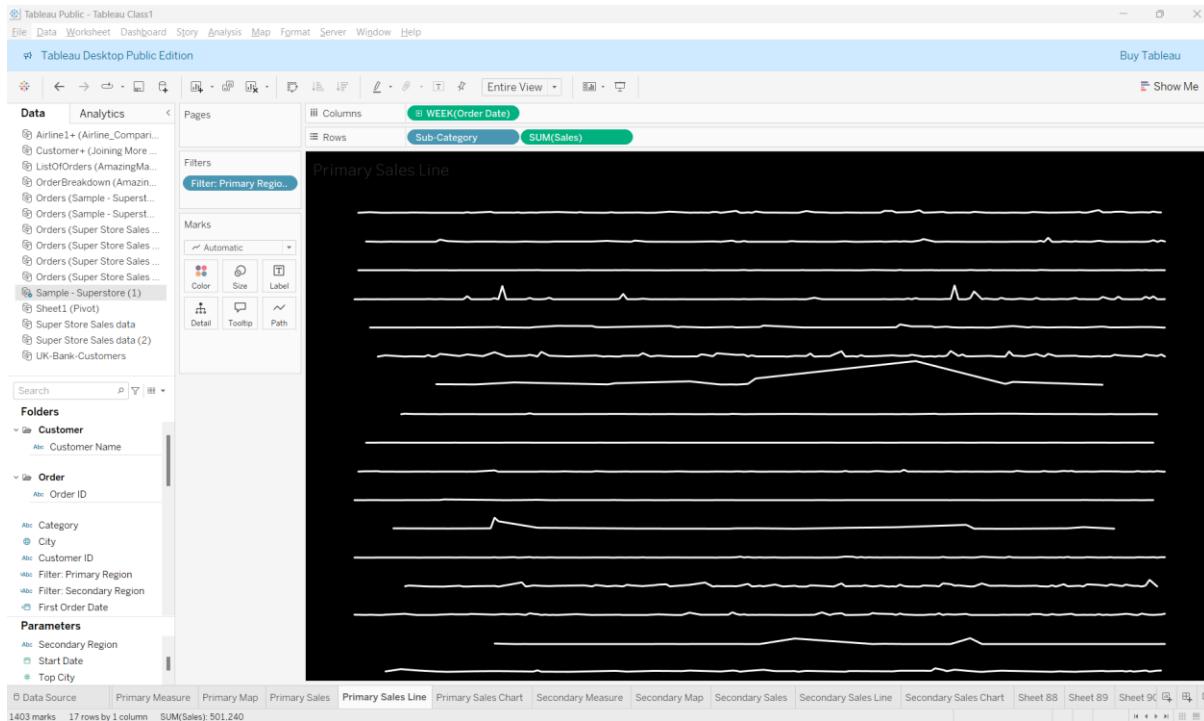
51 marks 17 rows by 3 columns SUM of Measure Values: 2,387,083

- Drag Primary Region from dimensions to Filters & select True.

9. Primary Sales Lines

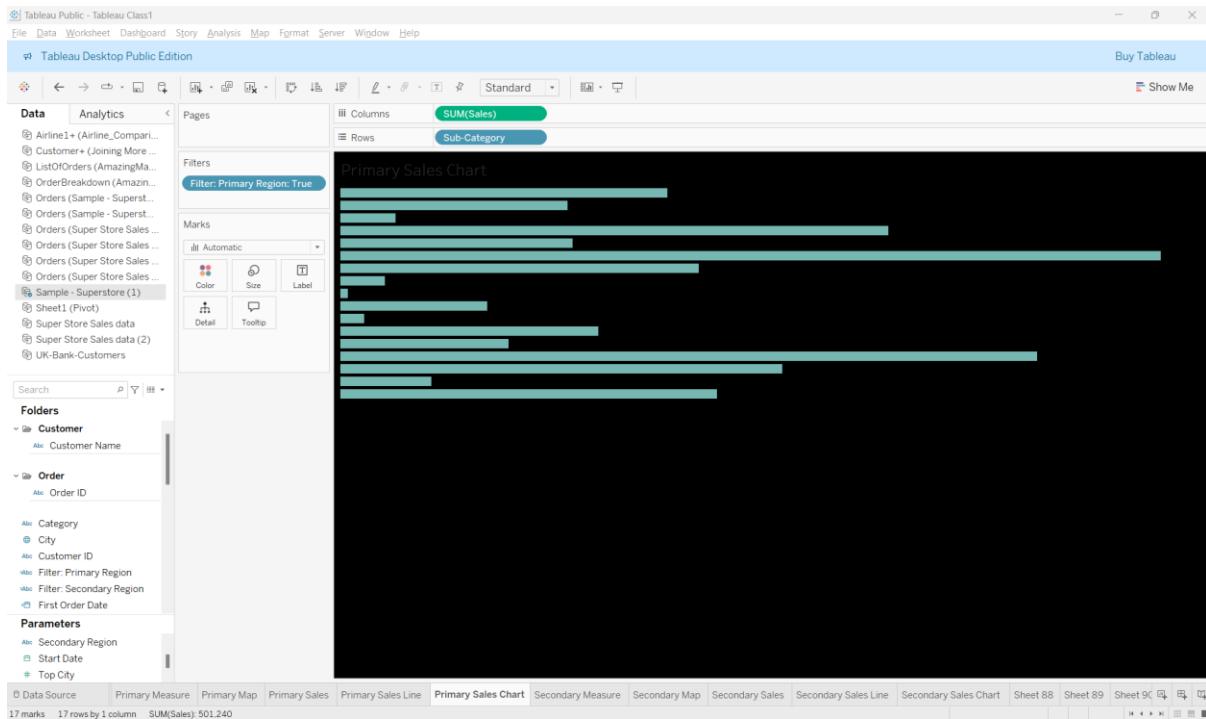
- Double Click on Sales, Subcategory, Order Date.
- Select Lines (Continuous), right click on Order year date, change it to Week (Order date)
- Right click on headers & hide the headers.
- Select Entire view

- Right click on Week (order date), select format, make changes in sheet, rows, columns by selecting none & other required options, respectively to Sub-Category, SUM(Sales).
- Right click on line & change color to white
- Drag Primary Region from dimensions to Filters & select True.
- Change Sheet name as Primary Sales Line.



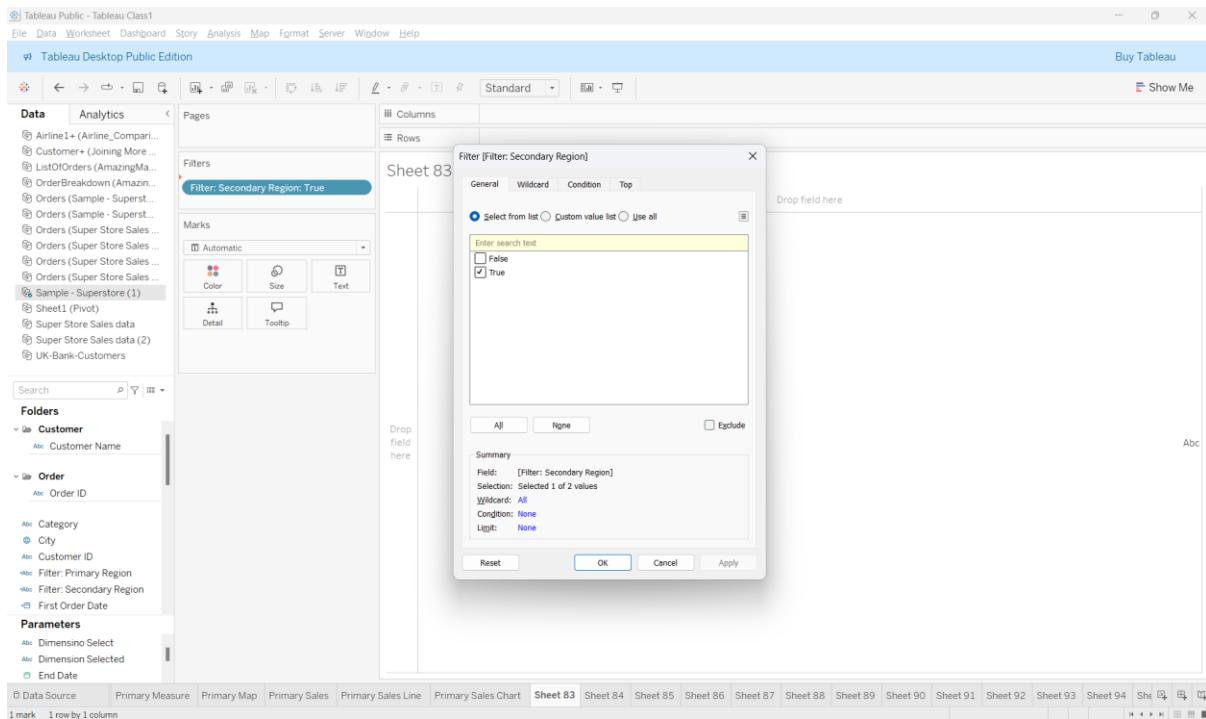
10. Primary Sales Chart

- Double click on Sub-Category, Drag Sales from dimensions to columns
- Right click & Hide Headers
- Right click on Sales, select format, make changes in sheet, rows, columns by selecting none & other required options, respectively to Sub-Category
- Click on color, change color accordingly as required for chart.
- Drag Primary Region from dimensions to Filters & select True.
- Change Sheet name as Primary Sales Chart

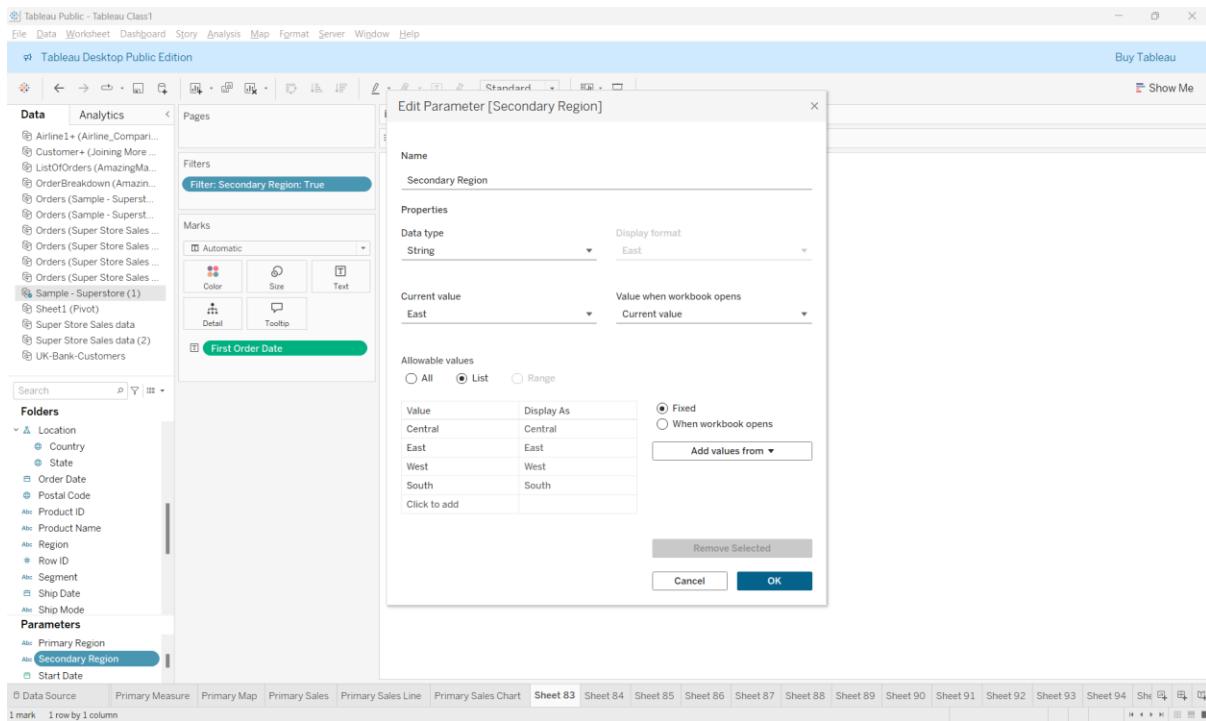


11. First Order Date: Secondary

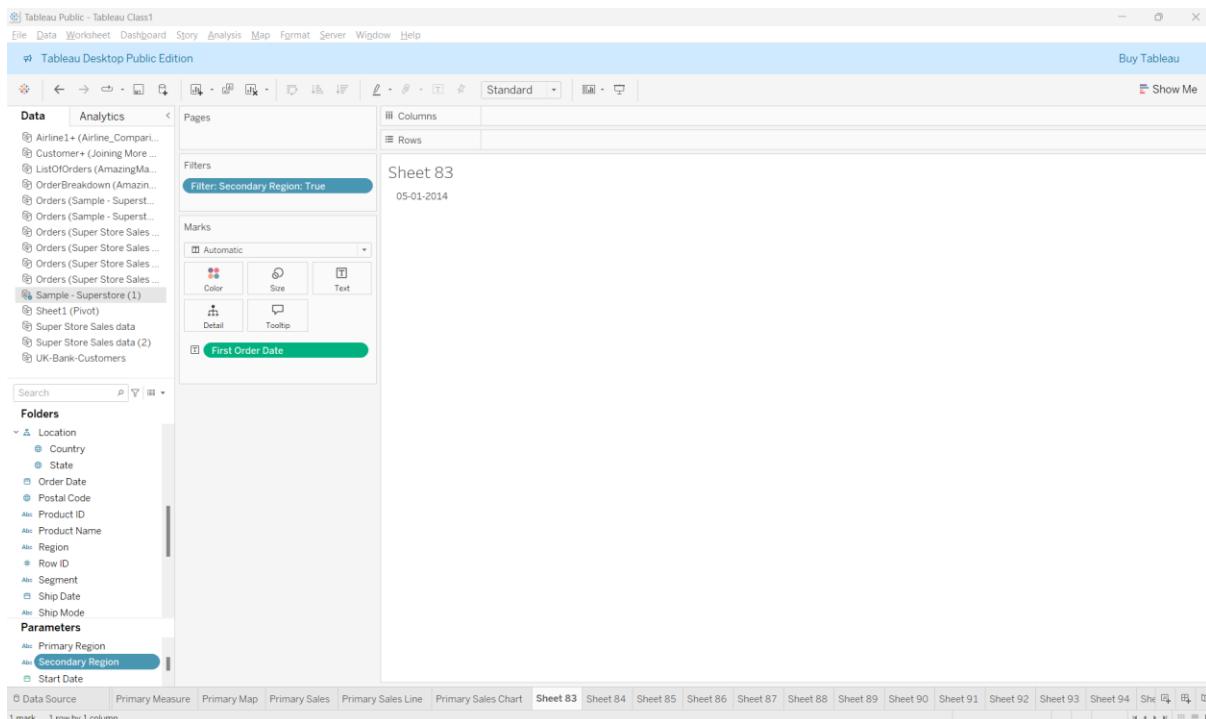
- Drag Filter: **Secondary Region** from dimensions to **Filters**



- Select **True**, Click on **Apply & OK**
- Right Click on Secondary region, Click on **Edit** & Edit the current value to East in Parameters.



- Drag **First Order Date** from dimensions to **Text**, right-click on **First Order Date** on the **Text** shelf, and change **Year** to **Exact Date**



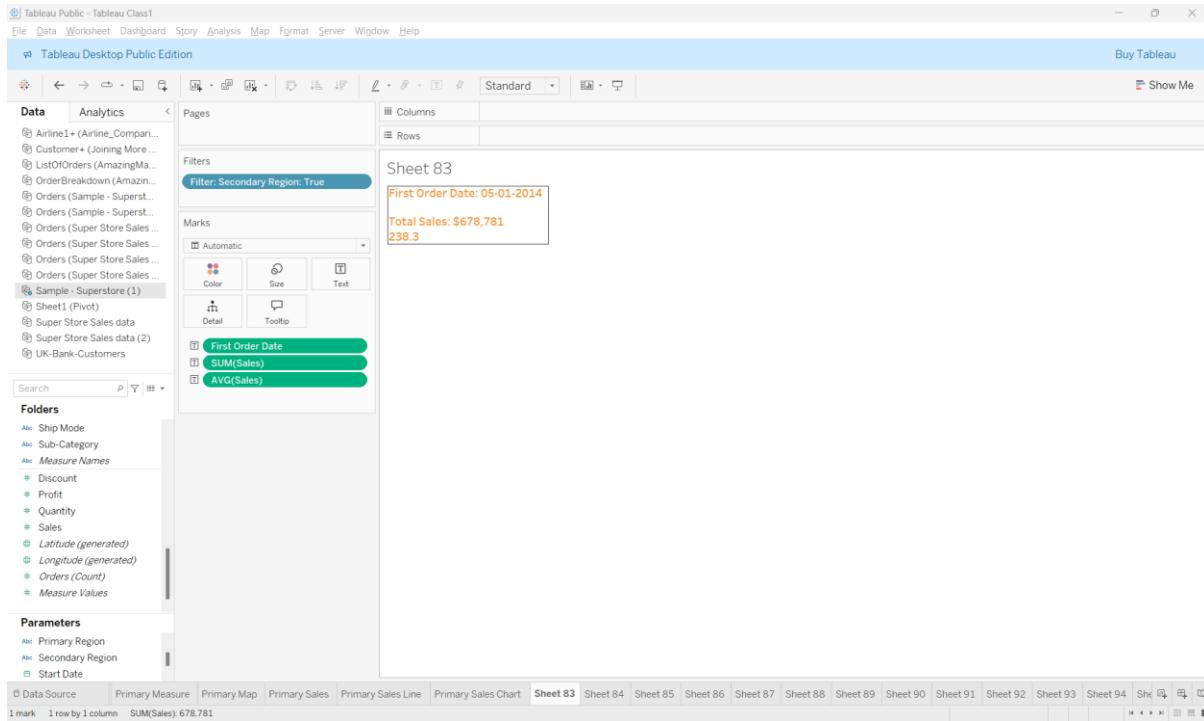
- Left-click on **Text** and click on ... edit the text
- Write the text as **First Order Date: 05-01-2014** & then Select the font size, alignment, color, bold, and click on apply & OK

12. Total Sales: Secondary

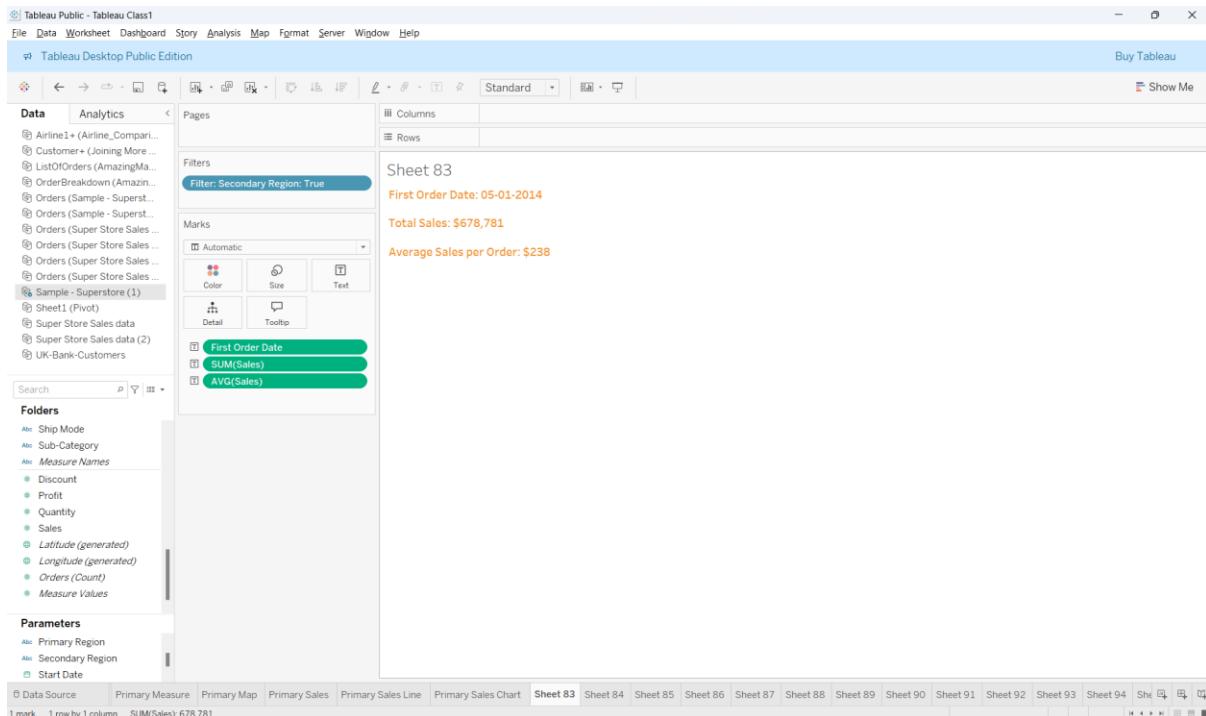
- Drag **Sales** from dimensions to **Text** shelf
- Similarly, left-click on **Text** and rename it as **Total Sales: \$678,781** & then Select the font size, alignment, color, bold, and click on **apply** & **OK**

13. Average Sales Per Order: Secondary

- Drag **Sales** from dimensions to **Detail** shelf
- Right Click on it, go to measures, select average
- Drag **AVG(Sales)** to **Text** shelf

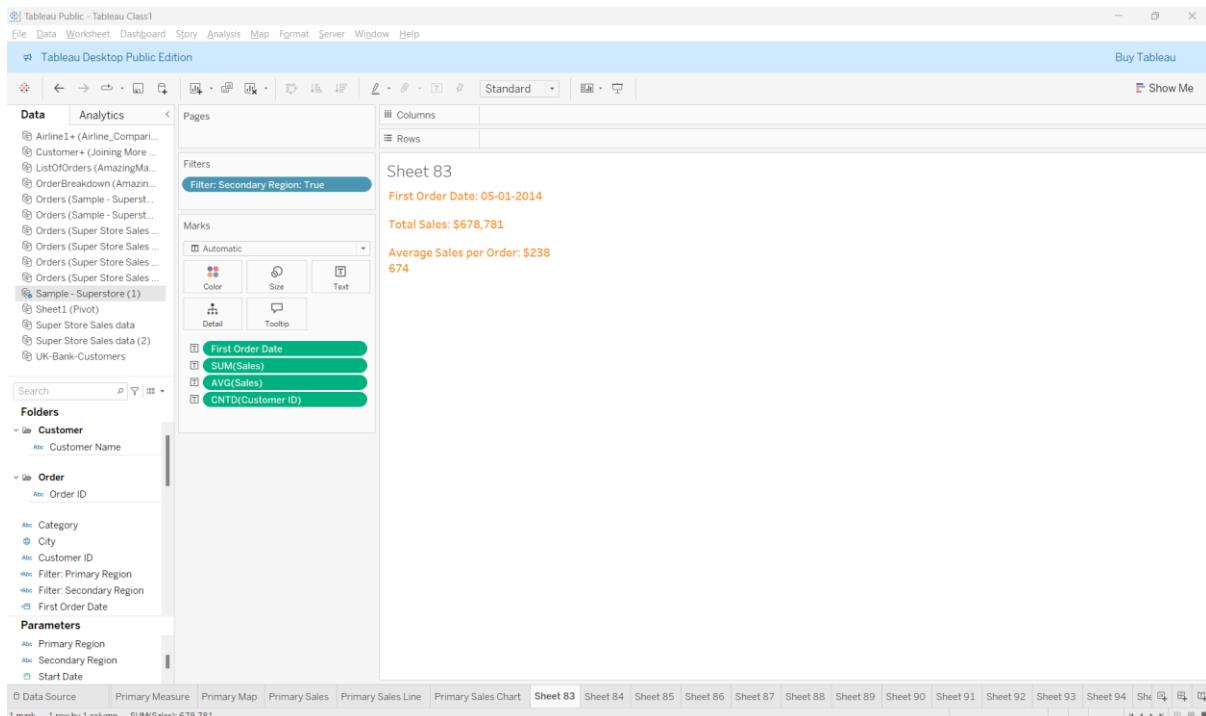


- Similarly, left-click on **Text** and rename it as **Average Sales per Order: \$238** & then Select the font size, alignment, color, bold, and click on **apply & OK**

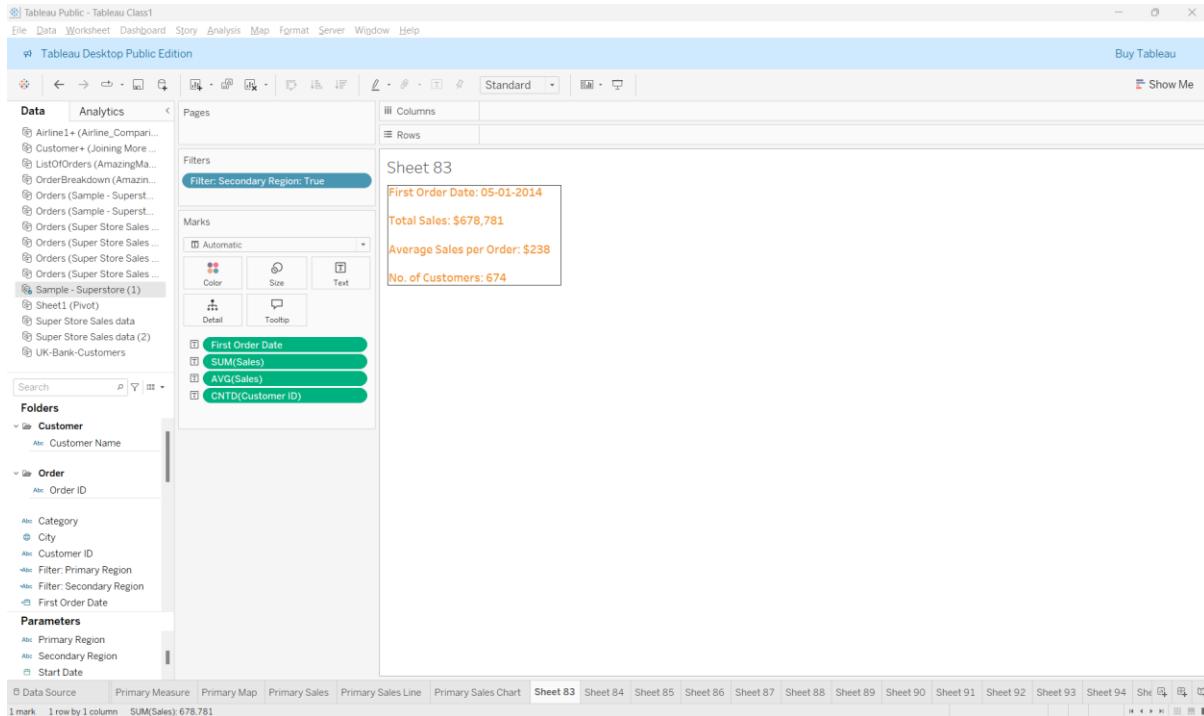


14. No. of Customers: Secondary

- Drag **Customer ID** from dimensions to **Text Shelf**
- Right Click on Customer ID, go to measure, select Count (Distinct) to avoid duplicate Customer IDs & then drag **CNTD (Customer)** to **Text Shelf**

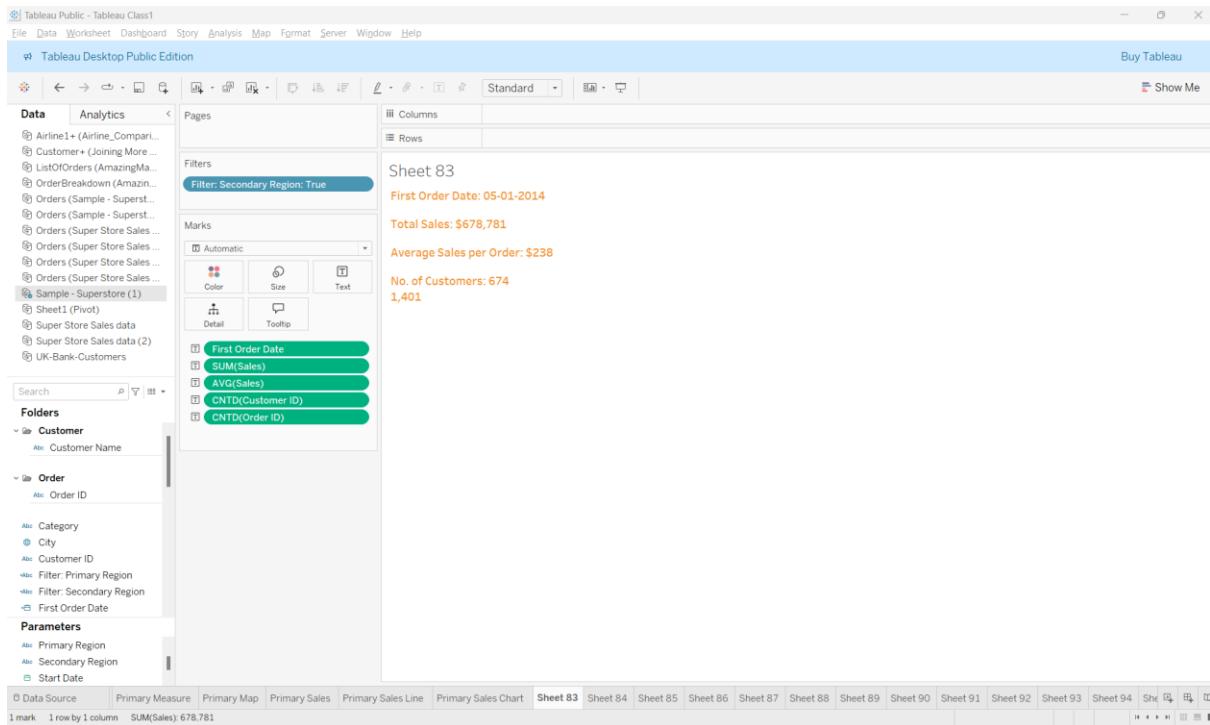


- Similarly, left-click on **Text** and rename it as **No. of Customers: 674** & then Select the font size, alignment, color, bold, and click on **apply & OK**

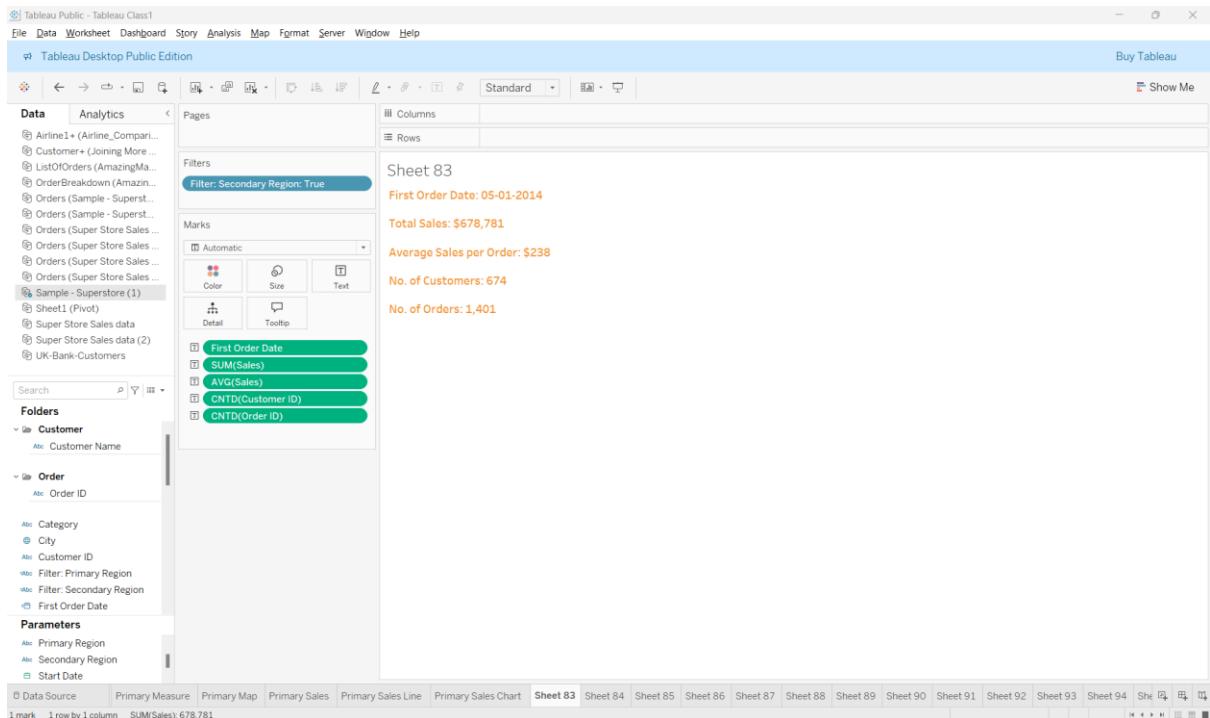


15. No. of Orders: Secondary

- Drag **Order ID** from dimensions to **Text Shelf**
- Right Click on Order ID, go to measure, select Count (Distinct) to avoid duplicate Order IDs & then drag **CNTD (Order ID)** to **Text Shelf**



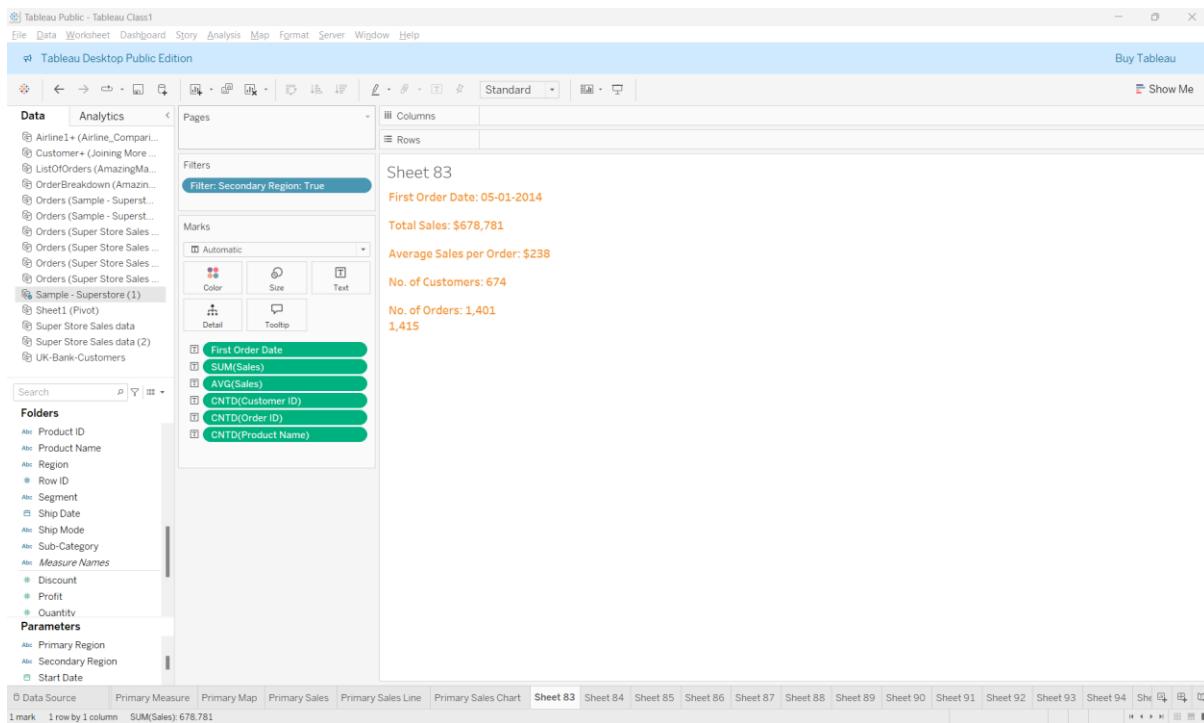
- Similarly, left-click on **Text** and rename it as **No. of Orders: 1,401** & then Select the font size, alignment, color, bold, and click on **apply & OK**



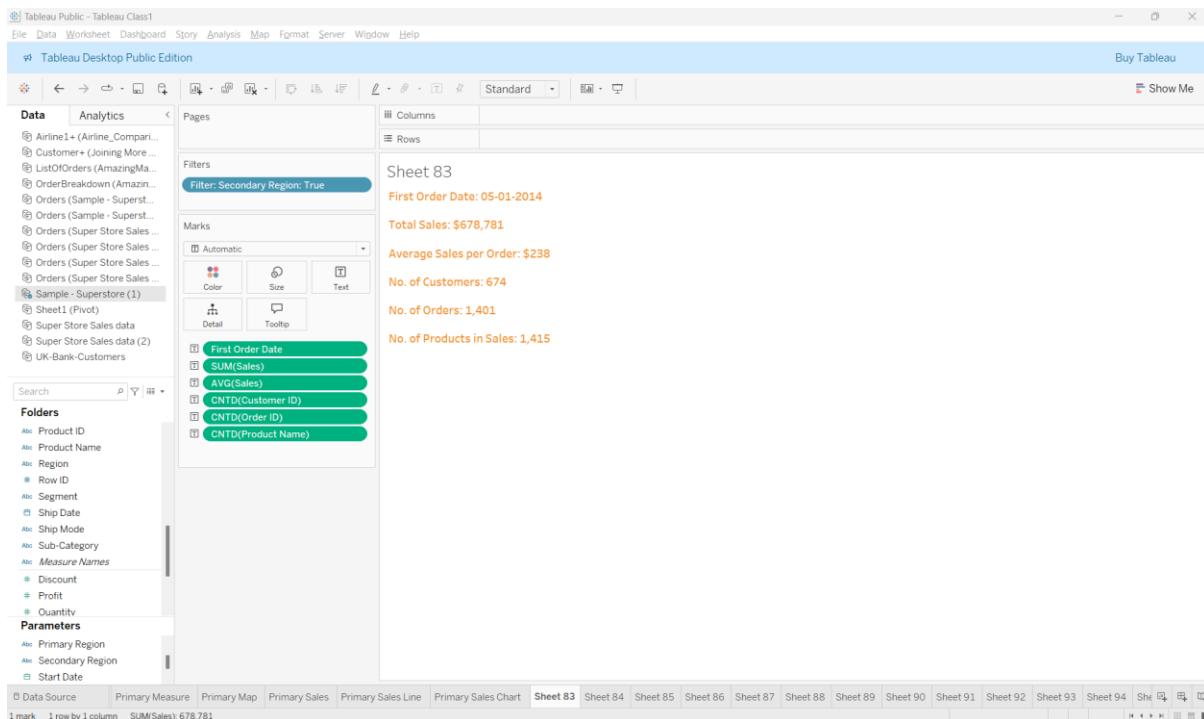
16. No. of Products in Sale: Secondary

- Drag **Product Name** from dimensions to **Text Shelf**

- Right Click on Product Name, go to measure, select Count (Distinct) to avoid duplicate Product Names & then drag CNTD (Product Name) to Text Shelf

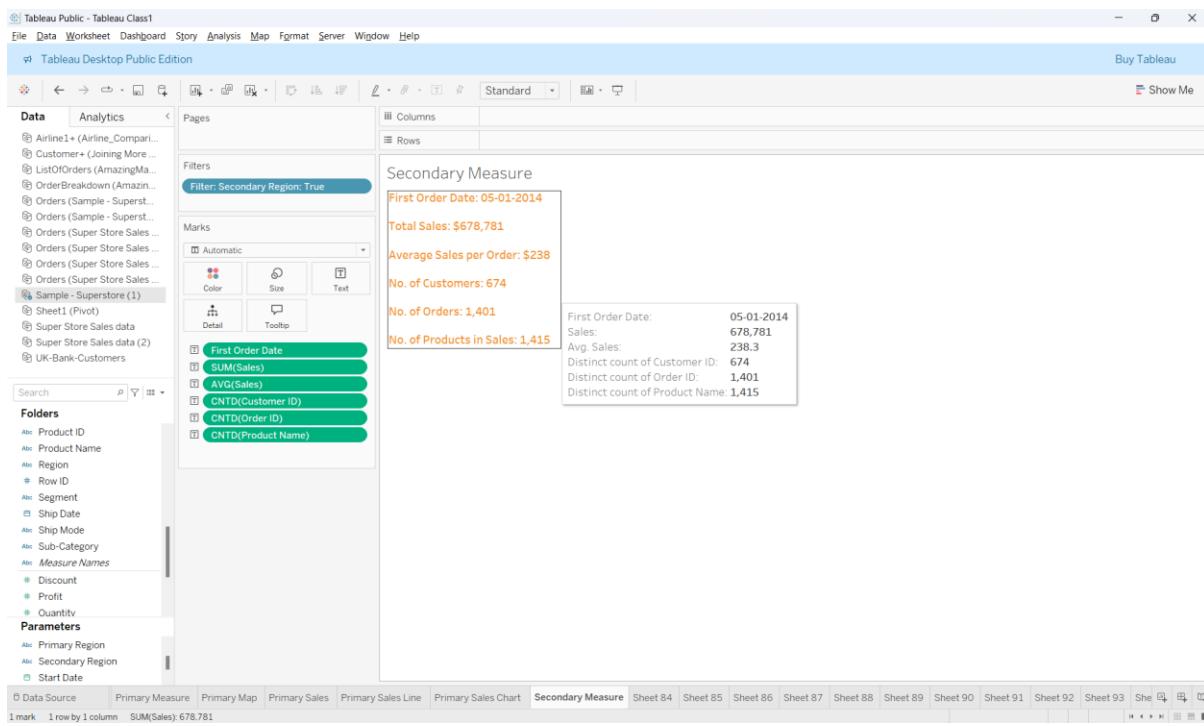


- Similarly, left-click on Text and rename it as **No. of Products in Sale: 1,415** & then Select the font size, alignment, color, bold, and click on apply & OK

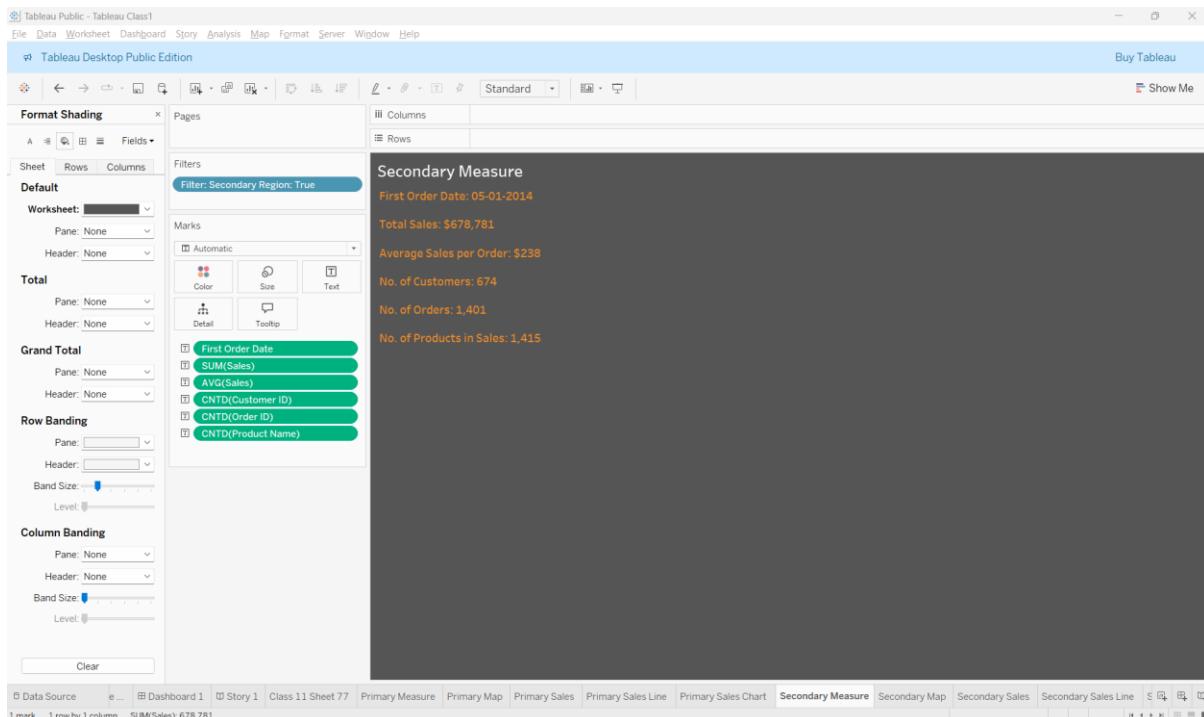


- Change Sheet name as Secondary Measure

- Left Click on Tooltip & Change it in order wise.

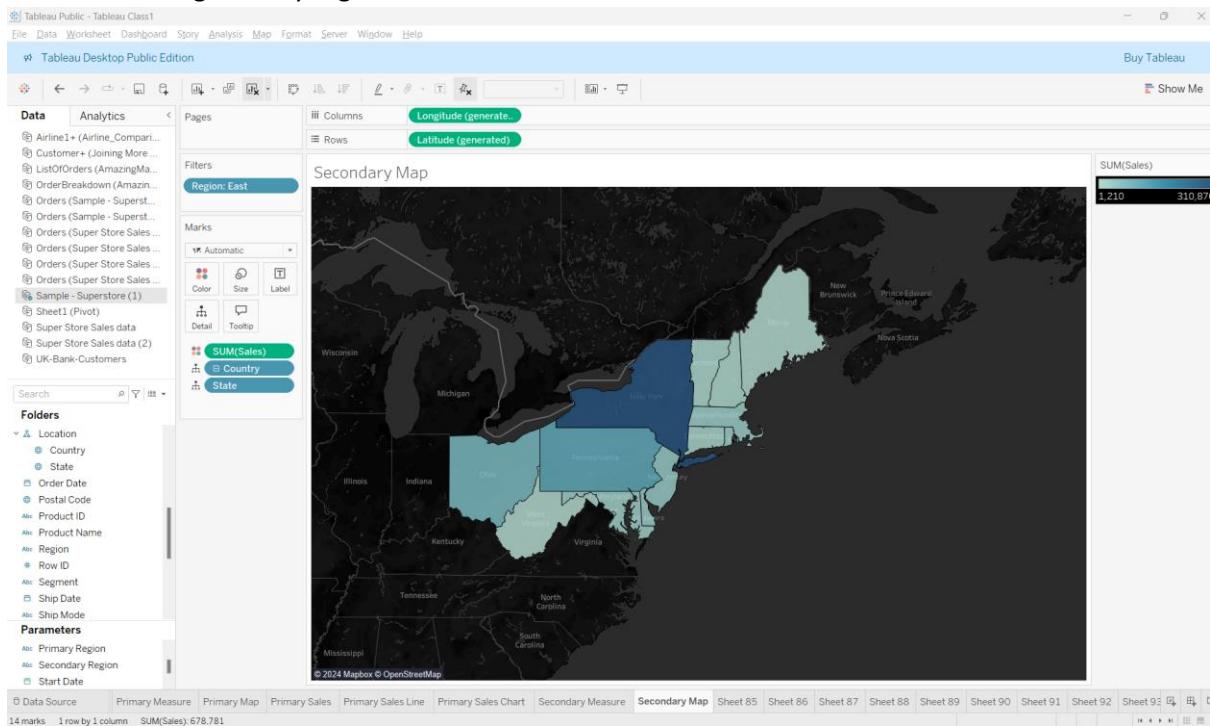


- Change Worksheet Color



17. Secondary Region Map

- Drag **Country, State** from dimensions to details
- Drag **Sales** from dimensions to Color Shelf
- Drag **Region** to Filters, select all, Click on **Apply & OK**
- Right click on it, click on show filter & select only East from list. Or Drag Primary region dimensions to Filters & Select True.
- Select **Map** option, go to **Background Maps** & select **Dark**.
- Change Sheet name as Secondary Map.
- Drag Primary region dimensions to Filters & Select True.



18. Secondary Region Sales

- Drag **Measure Names** to filters, select only **sales**, Click on **Apply & OK**.
- Double Click on **Sub-Category**, it appears in rows.
- Double Click on **Sales & Measure Values**.
- Change Sheet name as Secondary Sales
- Drag Sales from dimensions to details, right click on it, go to Measure, select Minimum & then drag MIN (Sales) to Measure Values.
- Right Click on MIN (Sales), select Format, In the Pane option, Select Numbers (Custom), Make Decimal Places 0 & mention \$ sign in Prefix.
- Right click on Measures Names, select format, Change worksheet color, text color, rows, columns colors accordingly.

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Data **Analytics**

Filter: Secondary Sales

Measure Names

Sub-Category

Secondary Sales

Category	Sub-Category	Min Value	Max Value
Accessories	\$167,380	\$1	\$3,247
Appliances	\$107,532	\$0	\$2,625
Art	\$27,119	\$1	\$1,113
Binders	\$202,413	\$1	\$9,893
Bookcases	\$114,880	\$35	\$4,405
Chairs	\$328,449	\$27	\$4,416
Copiers	\$149,528	\$300	\$17,500
Envelopes	\$16,476	\$2	\$605
Fasteners	\$3,024	\$1	\$93
Furnishings	\$91,705	\$2	\$1,336
Labels	\$12,486	\$2	\$786
Machines	\$189,239	\$12	\$22,638
Paper	\$78,479	\$8	\$734
Phones	\$30,007	\$8	\$4,585
Storage	\$223,884	\$8	\$2,934
Supplies	\$46,674	\$2	\$8,188
Tables	\$206,966	\$24	\$4,298

Measure Values

SUM(Sales) MIN(Sales) MAX(Sales)

Folders

Ship Mode Sub-Category Measure Names

Discount Profit Quantity Sales Latitude (generated) Longitude (generated) Orders (Count) Measure Values

Parameters

Primary Region Secondary Region Start Date

Data Source Primary Measure Primary Map Primary Sales Primary Sales Line Primary Sales Chart Secondary Measure Secondary Map Secondary Sales Sheet 86 Sheet 87 Sheet 88 Sheet 89 Sheet 90 Sheet 91 Sheet 92

51 marks 17 rows by 3 columns SUM of Measure Values: 2,387,083

- Drag Secondary region dimensions to Filters & Select True.

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Data **Analytics**

Filter: Secondary Region: True

Measure Names

Sub-Category

Secondary Sales

Category	Sub-Category	Min Value	Max Value
Accessories	\$45,033	\$3	\$2,310
Appliances	\$34,188	\$2	\$2,625
Art	\$7,486	\$2	\$289
Binders	\$53,498	\$1	\$4,355
Bookcases	\$43,819	\$35	\$4,405
Chairs	\$96,261	\$48	\$4,416
Copiers	\$53,219	\$480	\$11,200
Envelopes	\$4,376	\$2	\$362
Fasteners	\$820	\$1	\$41
Furnishings	\$29,071	\$3	\$1,049
Labels	\$2,803	\$3	\$122
Machines	\$66,106	\$13	\$9,100
Paper	\$20,173	\$3	\$448
Phones	\$100,615	\$3	\$4,549
Storage	\$71,613	\$8	\$2,934
Supplies	\$10,160	\$3	\$4,664
Tables	\$39,140	\$27	\$2,065

Measure Values

SUM(Sales) MIN(Sales) MAX(Sales)

Folders

Customer Customer Name

Order Order ID

Category City Customer ID

Filter: Primary Region

Filter: Secondary Region

First Order Date

Parameters

Secondary Region Start Date Top City

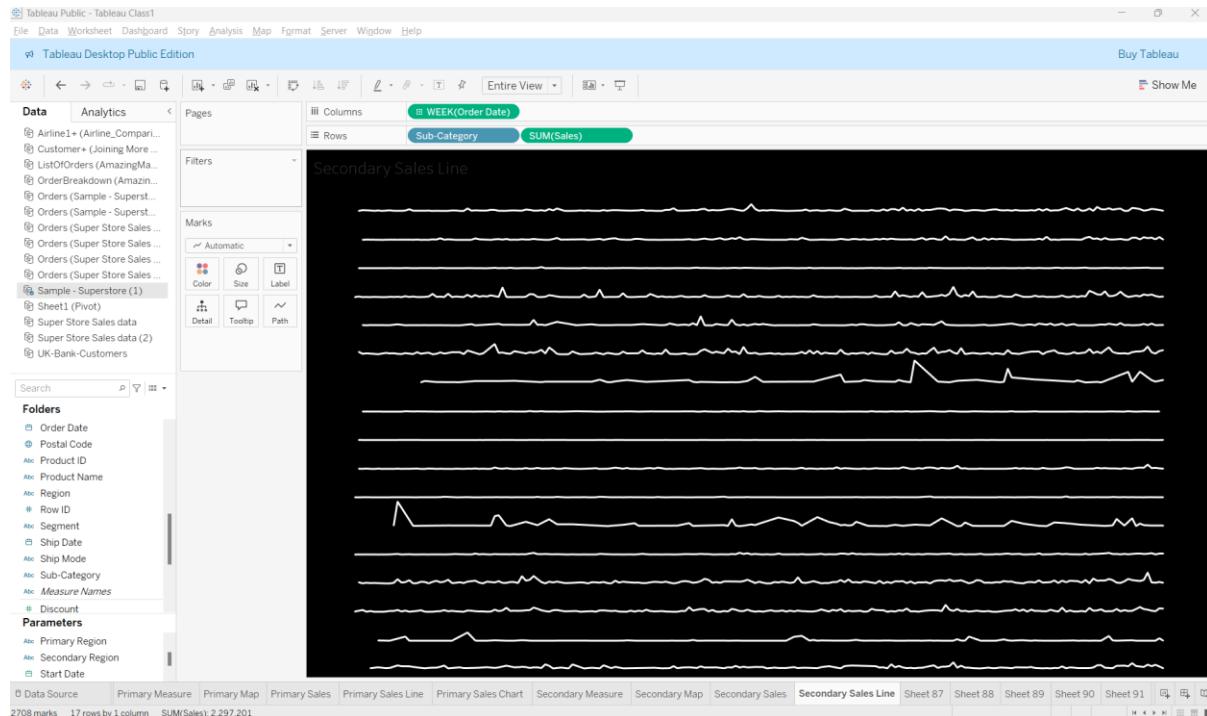
Data Source Primary Measure Primary Map Primary Sales Primary Sales Line Primary Sales Chart Secondary Measure Secondary Map Secondary Sales Secondary Sales Line Secondary Sales Chart Sheet 86 Sheet 87 Sheet 88 Sheet 89 Sheet 90 Sheet 91 Sheet 92

51 marks 17 rows by 3 columns SUM of Measure Values: 734,354

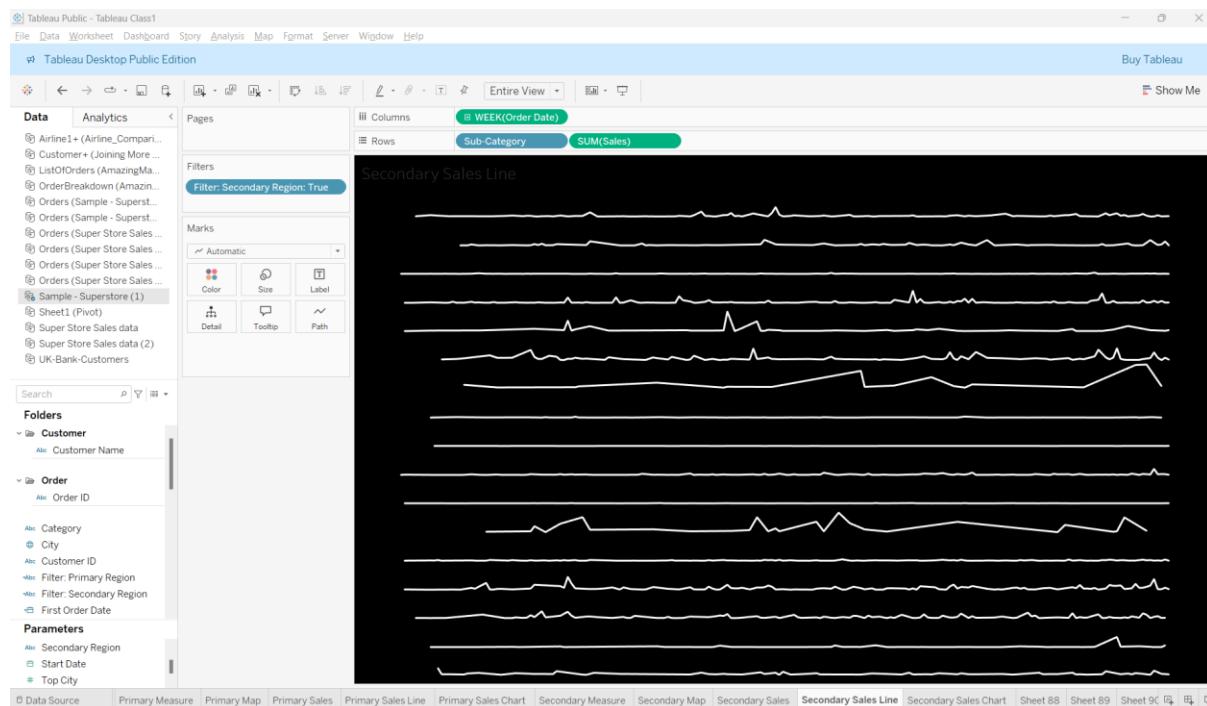
19. Secondary Sales Lines

- Double Click on Sales, Subcategory, Order Date.
- Select Lines (Continuous), right click on Order year date, change it to Week (Order date)
- Right click on headers & hide the headers.

- Select Entire view
- Right click on Week (order date), select format, make changes in sheet, rows, columns by selecting none & other required options, respectively to Sub-Category, SUM(Sales).
- Right click on line & change color to white
- Change Sheet name as Secondary Sales Line.

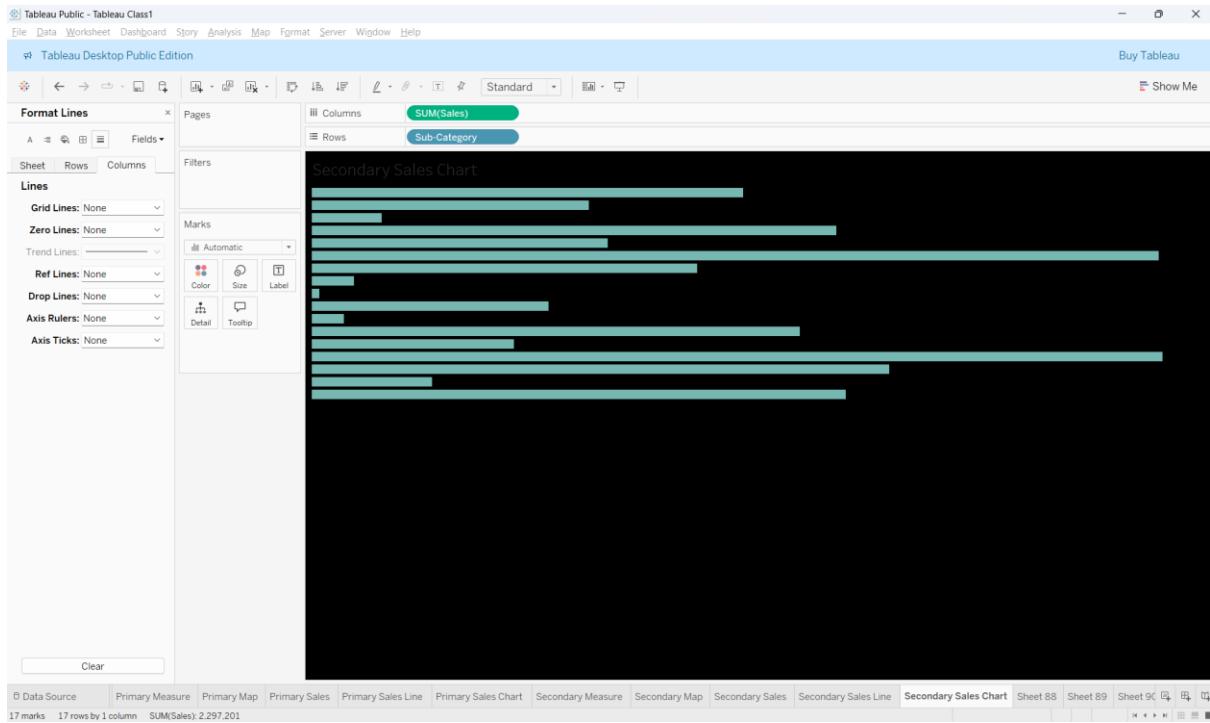


- Drag Secondary region dimensions to Filters & Select True.

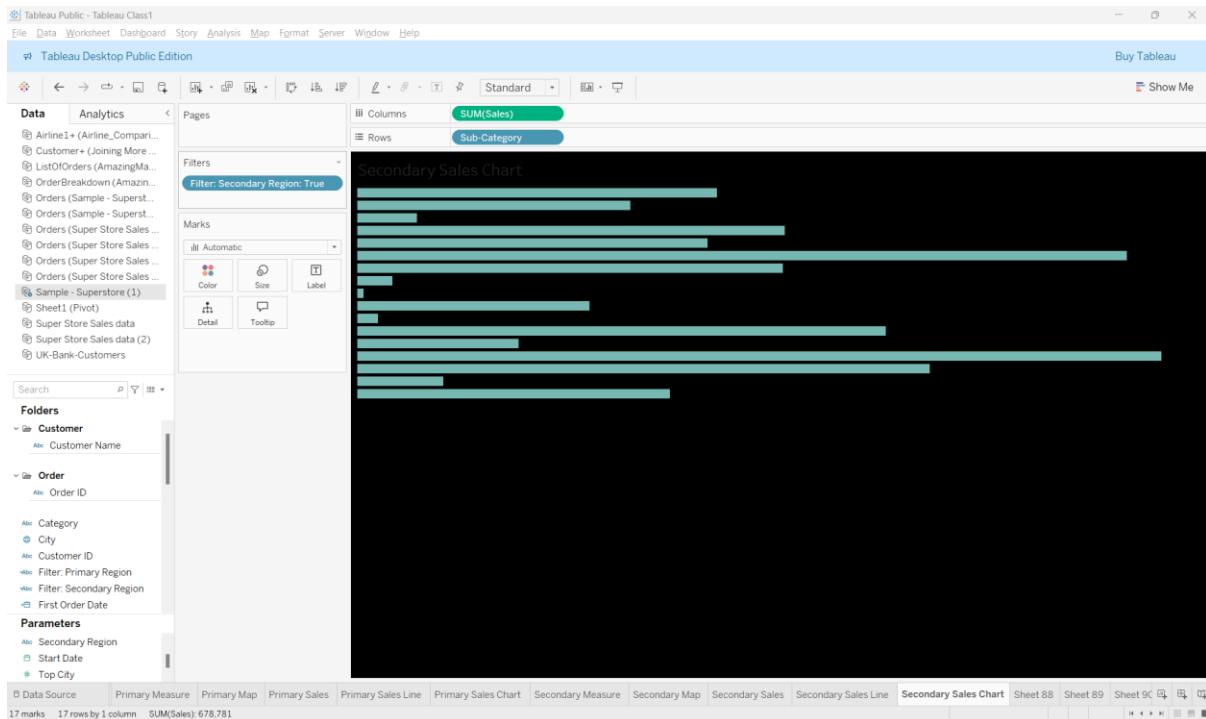


20. Secondary Sales Chart

- Double click on Sub-Category, Drag Sales from dimensions to columns
- Right click & Hide Headers
- Right click on Sales, select format, make changes in sheet, rows, columns by selecting none & other required options, respectively to Sub-Category
- Click on color, change color accordingly as required for chart.
- Change Sheet name as Secondary Sales Chart

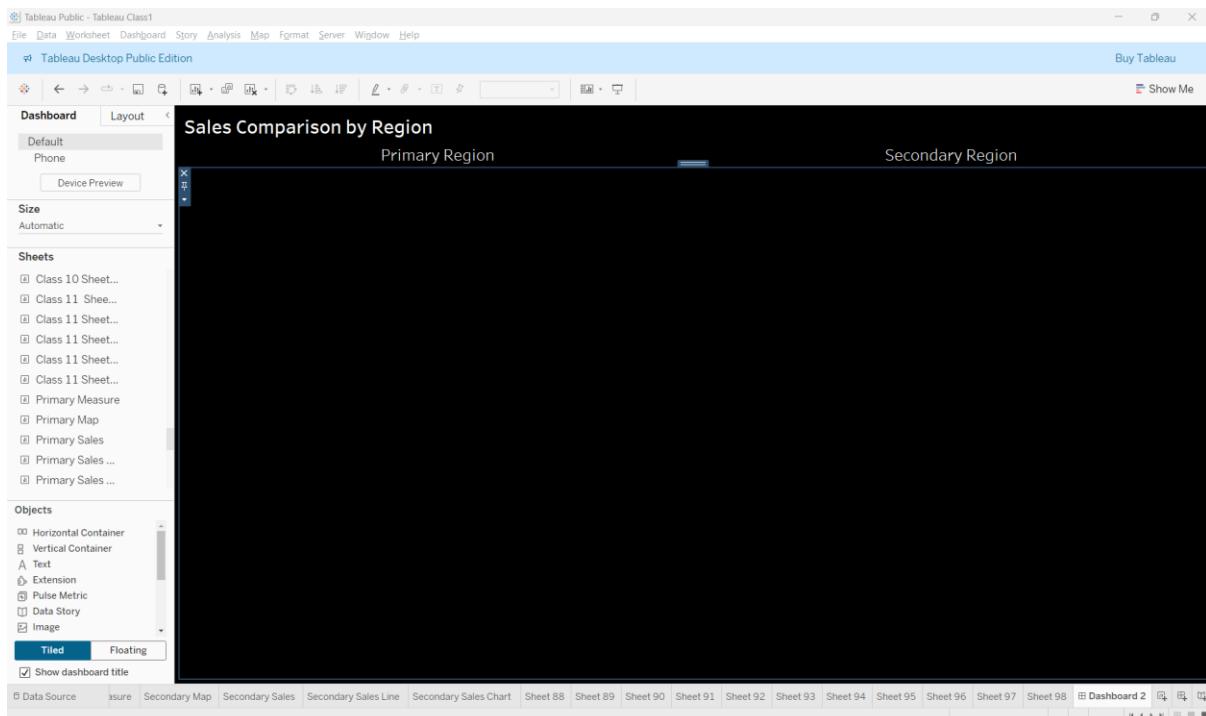


- Drag Secondary region dimensions to Filters & Select True.



21. Create Dashboard

- Click on New Dashboard
- Select Size Automatic
- Click on Show Dashboard title
- Click on Dashboard, select format, change dashboard shading color to black
- Change title with Sales comparison by Region, Title color white
- Double click on Vertical container
- Click on Text & Add title, Primary Region & again Secondary Region



- Create horizontal containers
- Drag Primary Region sheets & Secondary Region sheets accordingly to its containers.
- Right Click on Titles & Hide Titles
- Select Entire View
- Change Dashboard name to Sales comparison by region.

