

Comparison of Region Based on Sales

Project 2

DESCRIPTION

The director of a leading organization wants to compare the sales between two regions. He has asked each region operators to record the sales data to compare by region. The upper management wants to visualize the sales data using a dashboard to understand the performance between them and suggest the necessary improvements.

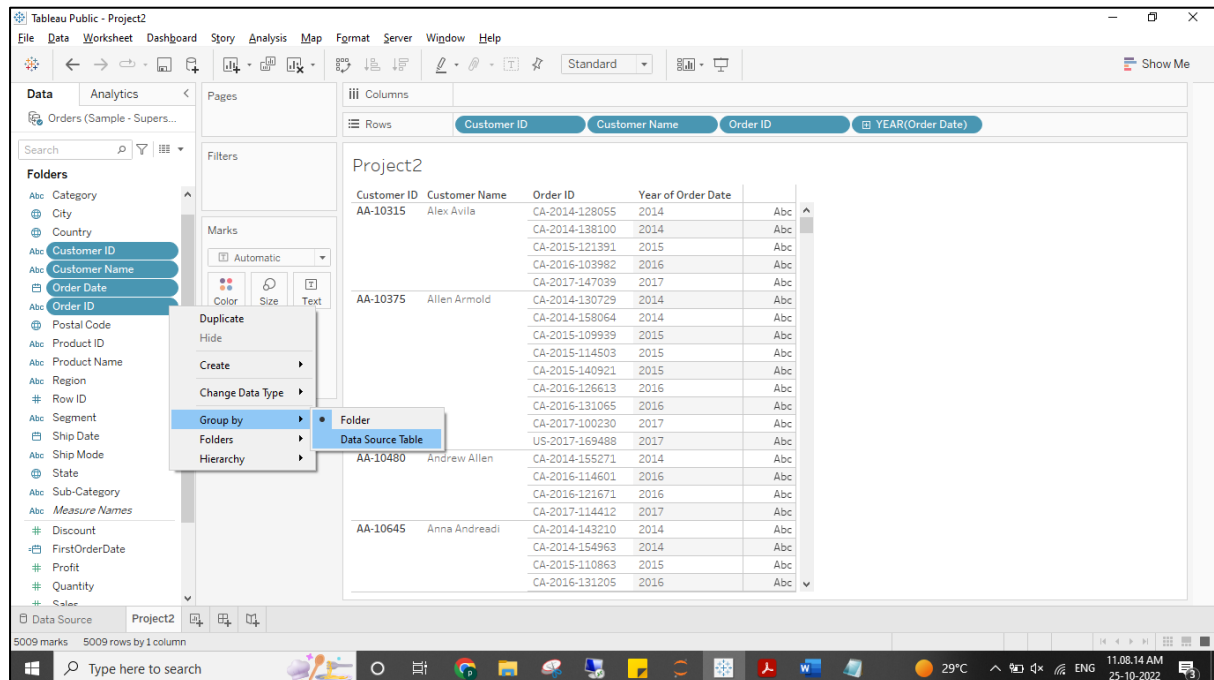
Objective: Help the organization by creating a dashboard to visualize the sales comparison between two selected regions.

Datasets: Sample Superstore

Steps to Perform:

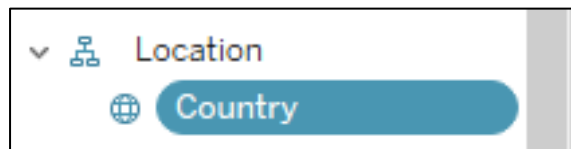
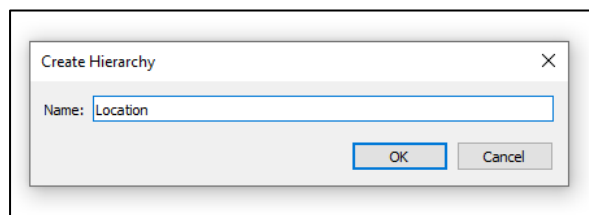
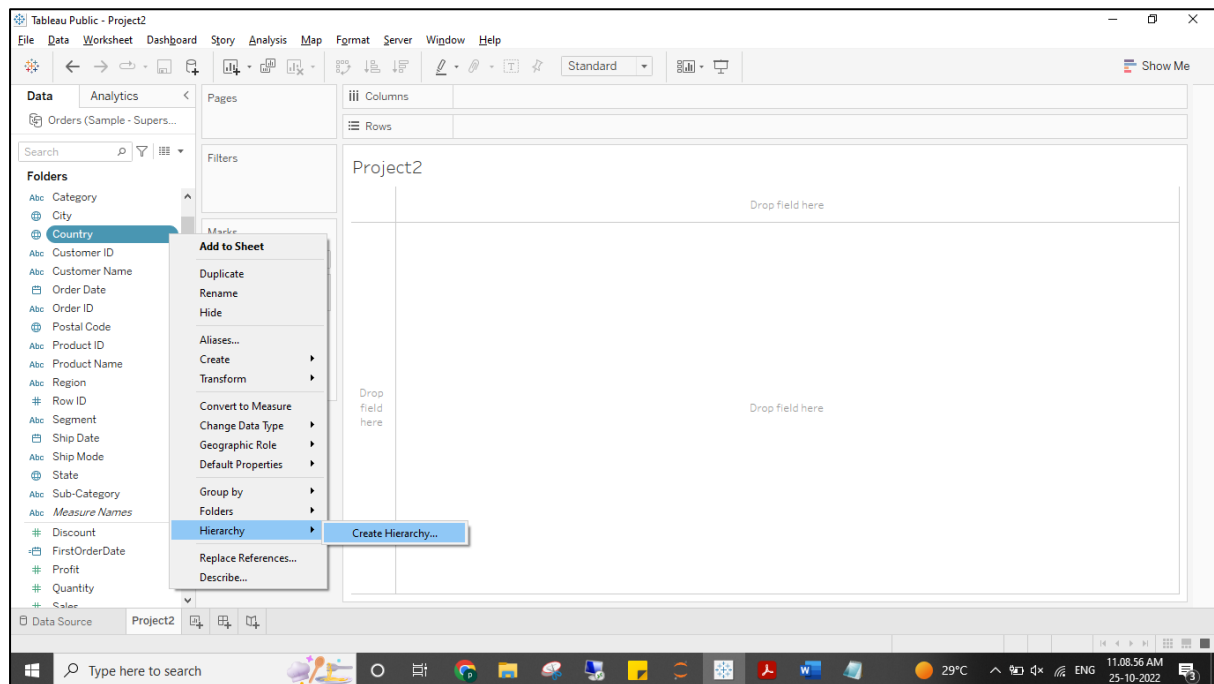
1. Use Group by from Data Source Table on a Folder to create a folder to segregate the required data for Customer Name and Order ID to organize the data thoroughly.

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2. Create a hierarchy called Location for the variable Country.

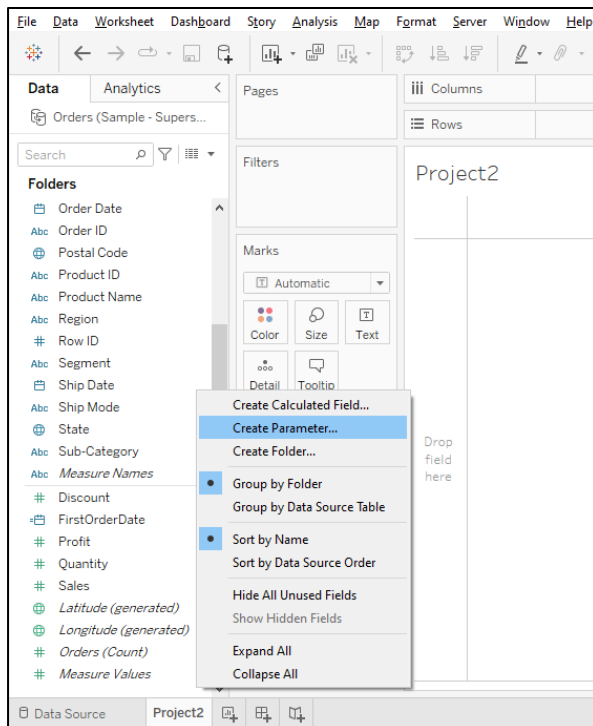
>>



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 Parameter

Name

PrimaryRegion

Properties

Data type

String

Display format

Central

Current value

Central

Value when workbook opens

Current value

Allowable values

All

List

Range

Value	Display As
Central	Central
East	East
South	South
West	West
Click to add	

Fixed

When workbook opens

Add values from

Remove Selected

Cancel

OK

Create Parameter

Name

SecondaryRegion

Properties

Data type

String

Display format

Central

Current value

Central

Value when workbook opens

Current value

Allowable values

All

List

Range

Value	Display As
Central	Central
East	East
South	South
West	West
Click to add	

Fixed

When workbook opens

Add values from

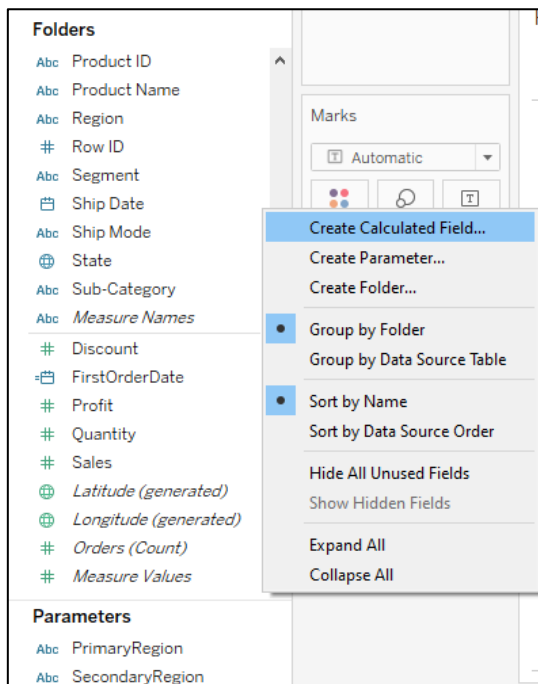
Remove Selected

Cancel

OK

- Create a Calculated Field for both Primary Region and Secondary Region

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PriCalculated

```
IF [Region] = [PrimaryRegion]
THEN TRUE
ELSE FALSE
END
```

The calculation is valid.

Apply

OK

SecCalculated

```
IF [Region] = [SecondaryRegion]
THEN TRUE
ELSE FALSE
END
```

The calculation is valid.

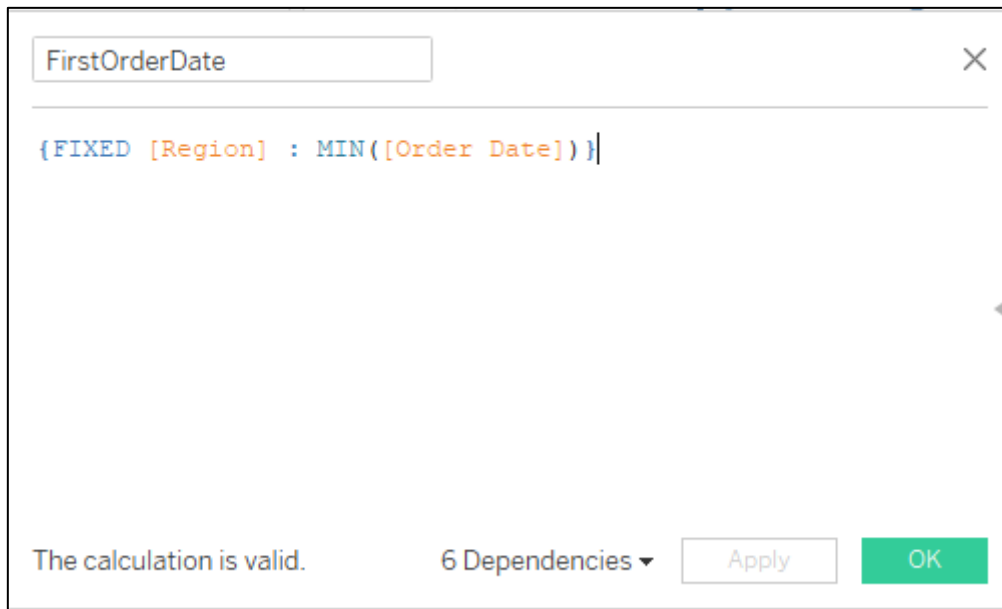
Apply

OK

4. Create a First Order Date

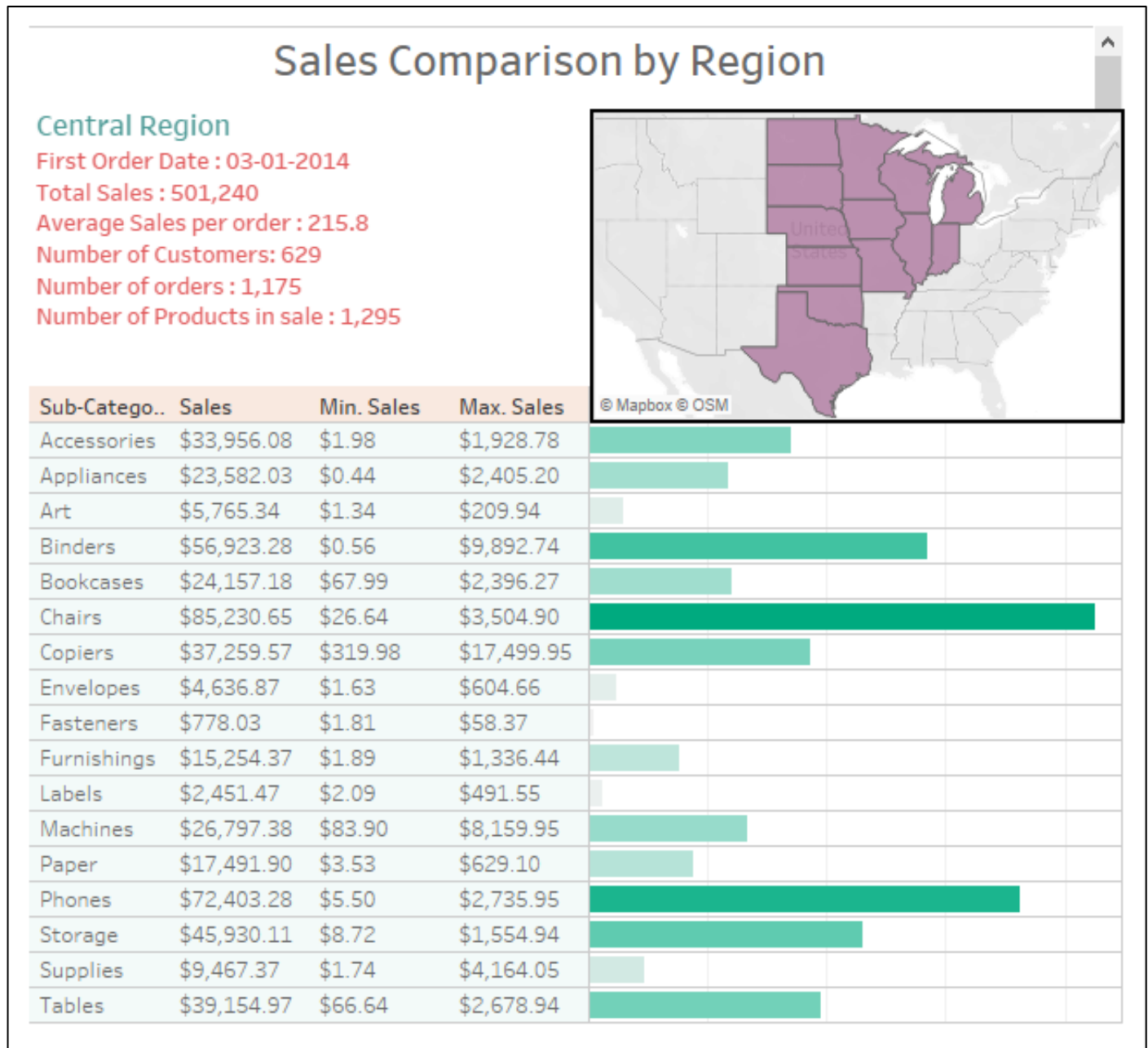
- Create a Calculated Field and name it as the First Order Date

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The screenshot shows a dialog box for creating a calculated field. The title bar at the top contains the text "FirstOrderDate" and a close button (X). Below the title bar is a large text area containing the formula: `{FIXED [Region] : MIN([Order Date])}`. At the bottom of the dialog, there is a status message "The calculation is valid.", a dropdown menu showing "6 Dependencies", and two buttons: "Apply" and "OK".

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)



East Region

First Order Date : 05-01-2014

Total Sales : 678,781

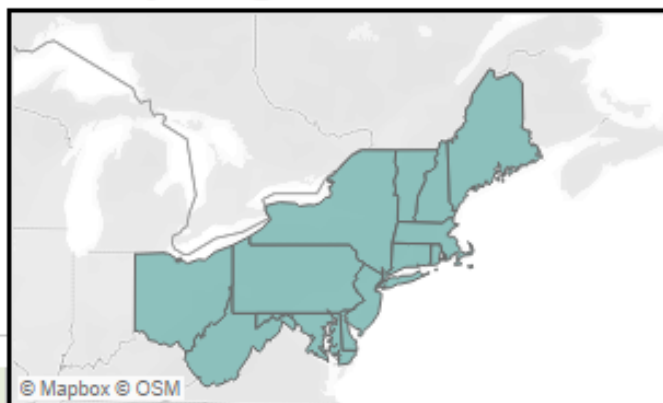
Average Sales per order : 238.3

Number of Customers: 674

Number of orders : 1,401

Number of Products in sale : 1,415

Sales Comparison by Region



Sub-Catego..	Sales	Min. Sales	Max. Sales	
Accessories	\$45,033.37	\$2.97	\$2,309.65	
Appliances	\$34,188.47	\$2.22	\$2,625.12	
Art	\$7,485.76	\$1.50	\$289.20	
Binders	\$53,498.00	\$0.85	\$4,355.17	
Bookcases	\$43,819.33	\$35.49	\$4,404.90	
Chairs	\$96,260.68	\$47.99	\$4,416.17	
Copiers	\$53,219.46	\$479.98	\$11,199.97	
Envelopes	\$4,375.87	\$2.04	\$361.92	
Fasteners	\$819.72	\$1.24	\$40.67	
Furnishings	\$29,071.38	\$2.96	\$1,049.20	
Labels	\$2,602.93	\$3.15	\$122.12	
Machines	\$66,106.17	\$12.59	\$9,099.93	
Paper	\$20,172.60	\$3.38	\$447.84	
Phones	\$100,614.98	\$2.97	\$4,548.81	
Storage	\$71,612.58	\$8.38	\$2,934.33	
Supplies	\$10,760.12	\$3.49	\$4,663.74	
Tables	\$39,139.81	\$27.41	\$2,065.32	