

Data Visualization Using Tableau Certification Training

Course-End Project Problem Statement

Course-End Project: Regional Sales Analysis

Overview

In this project, you will use Tableau to create a dashboard that visualizes the sales performance of two selected regions. This will help the organization understand and compare their performance and suggest necessary improvements. This project will enhance your data visualization, storytelling, and analytics skills, allowing for effective communication of complex information. It will also provide the opportunity to master techniques like data analysis and performance evaluation. This project addresses the need for insightful sales analysis tools, enhancing proficiency in data analytics within the context of sales and performance analysis.

Instructions

- Review the learning materials in the Tableau course
- Carefully read the situation, tasks, actions, and result sections to grasp the assignment fully
- Complete and submit your assignment via the Learning Management System (LMS)
- Follow the provided guidelines closely, ensuring your report includes all required analyses and interpretations

Scenario

Sales performance analysis is essential for strategic planning in any organization. As a data analyst, you are tasked with analyzing and comparing sales data from two regions. The goal is to visualize this data on a dashboard, highlighting regional trends and areas for improvement. This analysis will support upper management in

making informed decisions, enhancing strategic planning, and implementing sales improvement strategies.

Task

As a data analyst, your task is to keep the upper management and regional teams updated on the sales performance. Create a dashboard using Tableau for the organization's communication platform.

Action

1. Sales Performance Parameters:
 - Create a parameter for the **Primary Region** and another for the **Secondary Region** to allow region selection, listing all regions in them
 - Create calculated fields to filter the data based on the selected regions
 - Display the **total sales** for each **region**, using separate worksheets for the primary and secondary regions
2. Average Sales and Order Statistics:
 - Create a worksheet showing the **average sales per order** for both the primary and secondary regions
 - Include a **count of the total number of orders** in each region
 - **Filter each worksheet** to display data only for the selected region
3. Customer and Product Analysis:
 - Create a worksheet displaying the **number of unique customers** in each region
 - Create a worksheet showing the **number of distinct products sold** in each region
 - **Apply filters to each worksheet** to ensure data accuracy for the selected regions
4. Comparative Analysis:
 - Combine the individual worksheets into a single **dashboard**

- Use **containers** to partition the dashboard into sections for the primary and secondary regions
- **Add parameter controls** to allow users to select different regions and dynamically update the visualizations

Result

The final dashboard will provide a comprehensive view of sales performance across the two selected regions. Management will be able to compare total sales, average sales per order, the number of customers, the number of orders, and the number of products sold in each region. This will enable the organization to make informed decisions, identify improvement areas, and implement effective sales strategies. Your submission should include screenshots illustrating each step performed in the Word document showcasing actionable insights into regional sales performance. Upload the Word document to the Learning Management System (LMS).