

Project Solution: Comparison of Region Based on Sales

Step 1: Load the Dataset

1. Open **Tableau** and connect to the **Sample Superstore** dataset.
 2. Go to the **Data Source** tab and make sure the data is structured correctly.
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Step 2: Create Parameters for Region Selection

We need two parameters: **Primary Region** and **Secondary Region**.

1. **Create Primary Region Parameter:**
 - Go to **Data Pane** → Right-click and select **Create Parameter**.
 - Name it **Primary Region**.
 - Set **Data Type** to **String**.
 - Under **Allowable values**, choose **List**.
 - Click **Add values from** → Select **Region**.
 - Click **OK**.
 2. **Create Secondary Region Parameter** (Repeat the same steps as above and name it **Secondary Region**).
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Step 3: Create Calculated Fields for Selected Regions

Now, we will create calculated fields to filter data based on selected regions.

1. **Primary Region Sales:**
 - Go to **Data Pane** → Click **Create Calculated Field**.
 - Name it **Primary Region Sales**.
 - Enter the formula:

sql

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```
IF [Region] = [Primary Region] THEN [Sales] END
```

- Click **OK**.

2. **Secondary Region Sales:**

- Create another calculated field and name it **Secondary Region Sales**.
- Use this formula:

sql

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```
IF [Region] = [Secondary Region] THEN [Sales] END
```

- Click **OK**.

Step 4: Create Key Metrics Calculated Fields

We will now compute key metrics for each selected region.

1. **First Order Date:**

sql

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{ FIXED [Region]: MIN([Order Date]) }

2. **Total Sales:**

sql

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SUM([Sales])

3. **Average Sales per Order:**

sql

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SUM([Sales]) / COUNTD([Order ID])

4. **Number of Customers:**

sql

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COUNTD([Customer Name])

5. **Number of Orders:**

sql

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COUNTD([Order ID])

6. **Number of Products Sold:**

sql

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COUNTD([Product Name])

Step 5: Create Visualizations

1. Line Graph for Sales Trend

- Drag **Order Date** to **Columns**.
- Drag **Sales** to **Rows**.

- Add **Region** to **Color** to compare both regions.
- Apply **Filters** using the Primary and Secondary Region parameters.

2. Bar Graph for Key Metrics

- Drag **Measure Names** to **Columns**.
- Drag **Measure Values** to **Rows**.
- Filter by **Primary Region** and **Secondary Region**.

Step 6: Create the Dashboard

1. Go to **Dashboard** → Click **New Dashboard**.
2. Drag all created sheets onto the dashboard.
3. Partition the dashboard into two sections:
 - **Left Side:** Primary Region KPIs.
 - **Right Side:** Secondary Region KPIs.
4. Add **Parameter Controls** for Primary and Secondary Region selection.



