Project Summary: Comparison of Region Based on Sales

Objective:

The goal of this project is to create an interactive **dashboard** that allows upper management to compare **sales performance** between two selected regions using the **Sample Superstore** dataset. This will help in identifying trends, key performance indicators (KPIs), and areas for improvement.

Key Steps Involved:

1. **Data Preparation:**
    - Load the **Sample Superstore** dataset into Tableau.
    - Group data by **Customer Name** and **Order ID** for better organization.
    - Create a **Location hierarchy** (Country → State → City).
2. **Parameter Creation:**
    - Define two parameters:
        - **Primary Region** (User-selected region for comparison).
        - **Secondary Region** (Another region for comparison).
3. **Calculated Fields for Metrics:**
    - **First Order Date** → { FIXED [Region]: MIN([Order Date]) }
    - **Total Sales** → SUM([Sales])
    - **Average Sales per Order** → SUM([Sales]) / COUNTD([Order ID])
    - **No. of Customers** → COUNTD([Customer Name])
    - **No. of Orders** → COUNTD([Order ID])
    - **No. of Products Sold** → COUNTD([Product Name])
4. **Data Visualization:**
    - **Line Graph:** Sales trend over time for both regions.
    - **Bar Chart:** Key metrics comparison (Total Sales, Orders, Customers, etc.).
    - **Filters & Interactivity:** Users can switch between regions using dropdowns.
5. **Dashboard Design:**
    - **Side-by-side comparison** of key metrics.
    - **Filters for Primary and Secondary Regions.**
    - **Partitioned layout** for easy visualization.

Expected Outcome:

- A **fully interactive dashboard** that allows users to compare **sales trends** and **KPIs** between two regions.
- Insights into which region performs better and suggestions for **improvement strategies**.