Comparison of Region Based on Sales

Course-end Project 1

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.

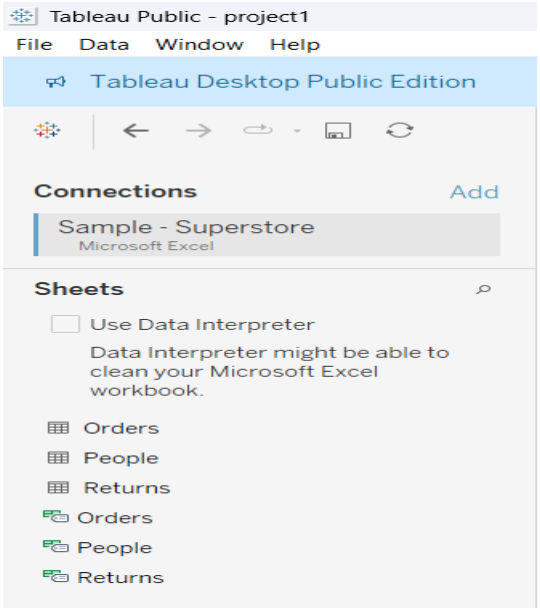
Datasets: Sample Superstore

Tableau Public: https://public.tableau.com/app/profile/shabeha.khan/vizzes

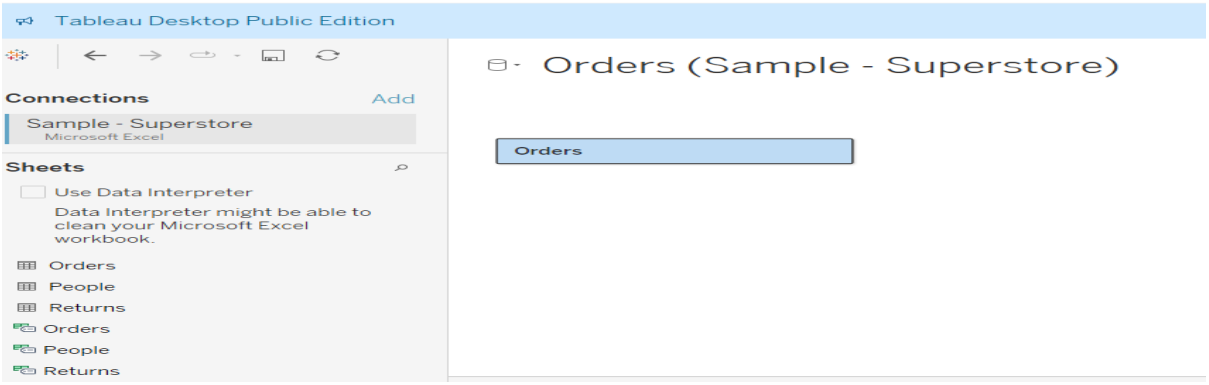
Steps to Perform:

1.Select Sample Superstore as Dataset

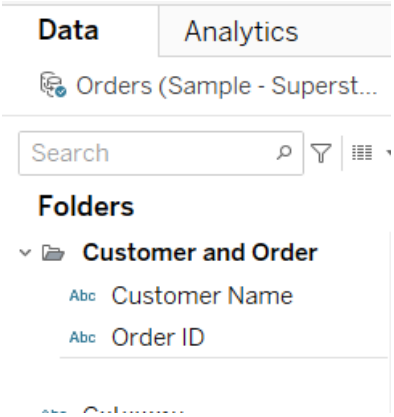
1. Use Sample Superstore Dataset



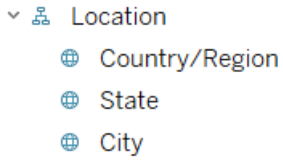
2. Select Data



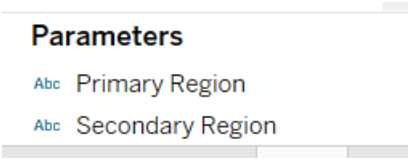
3. Use Group by from Data Source Table on a Folder to create a folder to segregate the required data for Customer Name and Order ID in order to organize the data thoroughly.



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

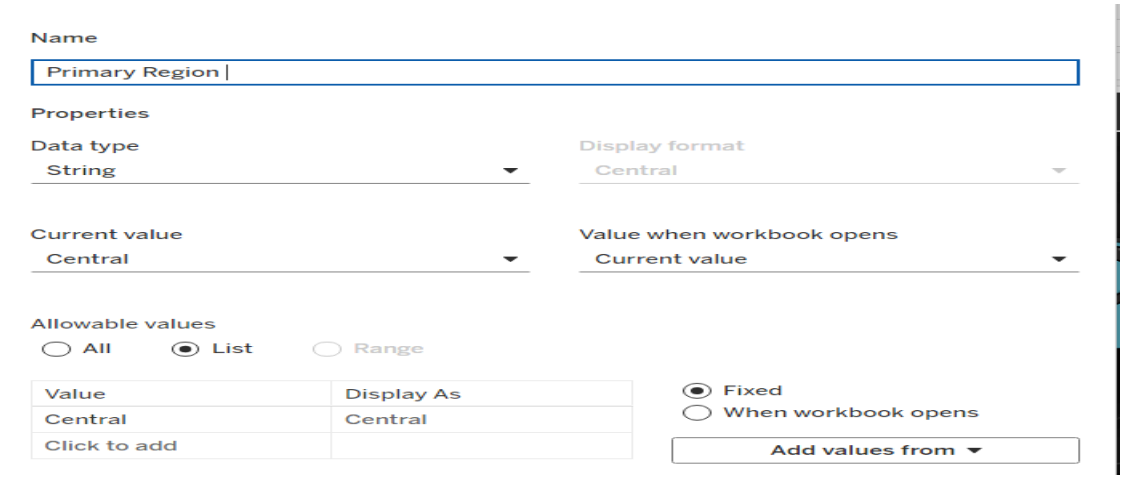


3. Create two parameters: Primary Region and Secondary Region with all regions listed in them. Here, primary and secondary region are the two regions where the sales are being compared.

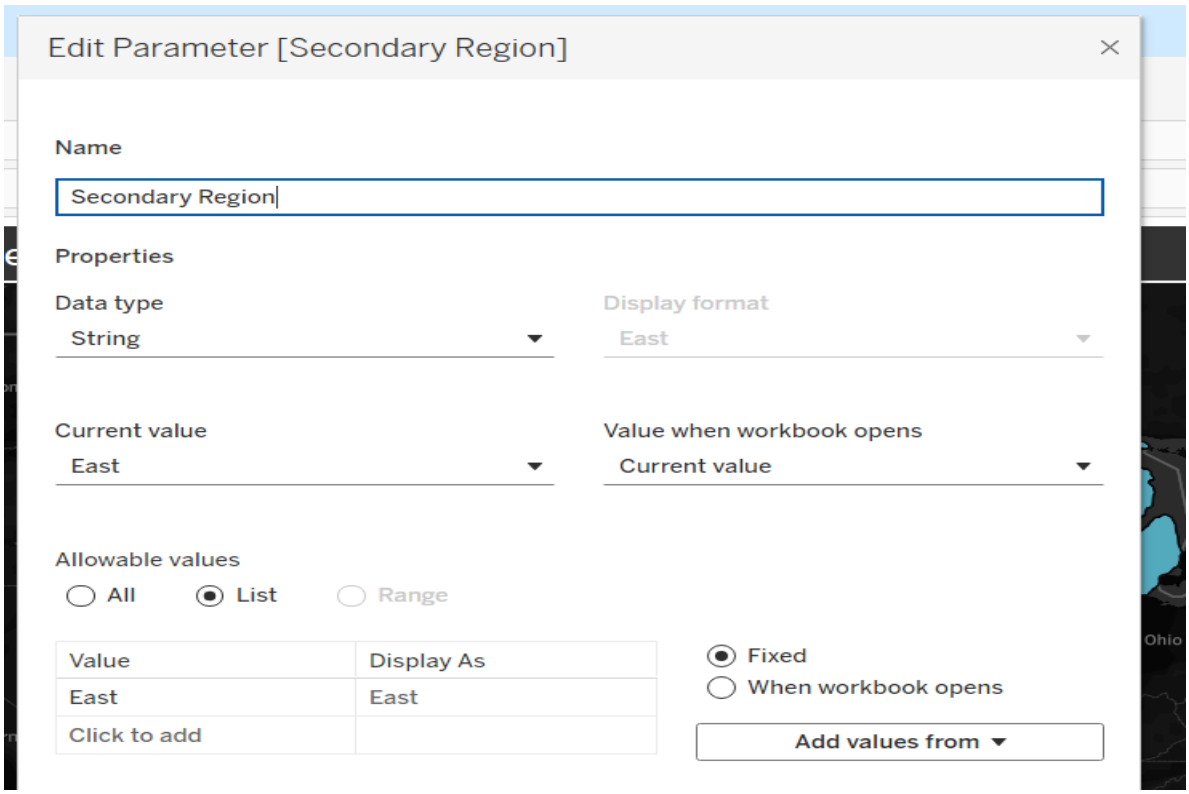


1. Create Parameters for Primary Region and Secondary Region

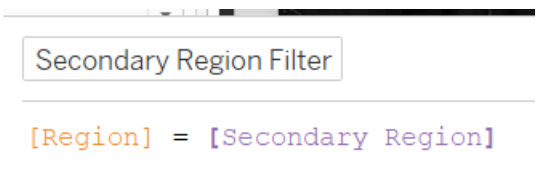
Parameter for Primary Region



Parameter for Secondary Region

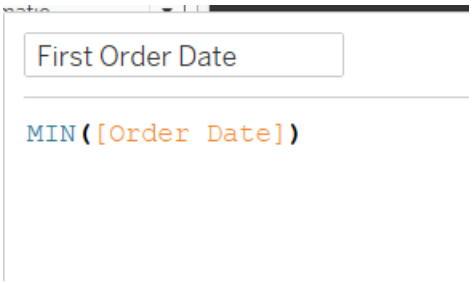


2. Create a Calculated Field for both Primary Region and Secondary Region



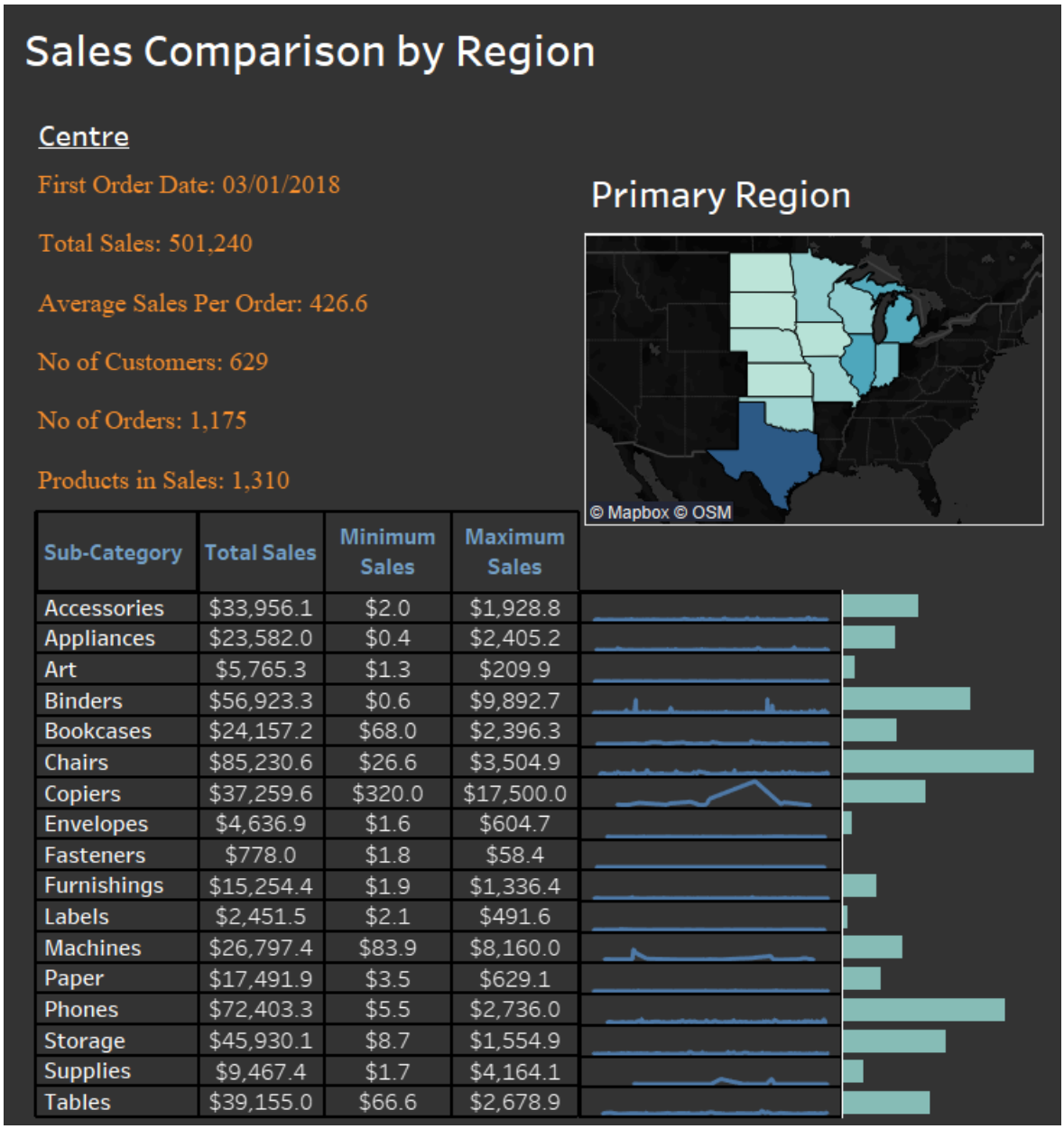
4.Create a First Order Date

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



5.Create a dashboard

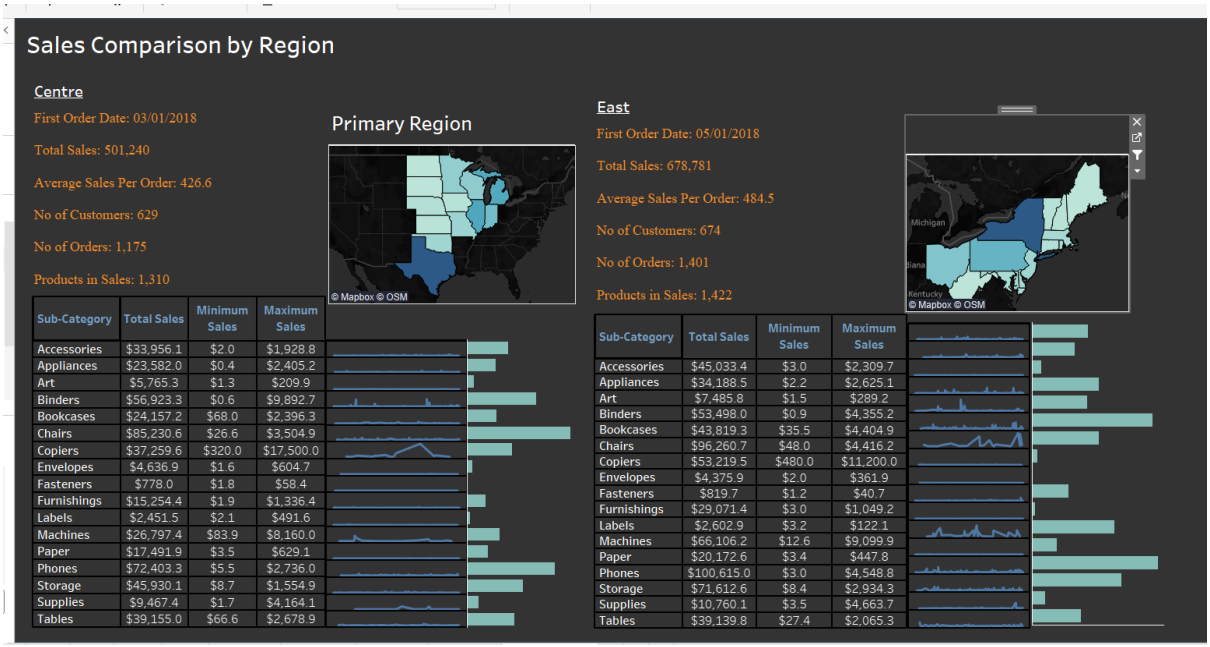
1. Align all sheets in the dashboard



Sub-Category	Total Sales	Minimum Sales	Maximum Sales
Accessories	$33,956.1	$2.0	$1,928.8
Appliances	$23,582.0	$0.4	$2,405.2
Art	$5,765.3	$1.3	$209.9
Binders	$56,923.3	$0.6	$9,892.7
Bookcases	$24,157.2	$68.0	$2,396.3
Chairs	$85,230.6	$26.6	$3,504.9
Copiers	$37,259.6	$320.0	$17,500.0
Envelopes	$4,636.9	$1.6	$604.7
Fasteners	$778.0	$1.8	$58.4
Furnishings	$15,254.4	$1.9	$1,336.4
Labels	$2,451.5	$2.1	$491.6
Machines	$26,797.4	$83.9	$8,160.0
Paper	$17,491.9	$3.5	$629.1
Phones	$72,403.3	$5.5	$2,736.0
Storage	$45,930.1	$8.7	$1,554.9
Supplies	$9,467.4	$1.7	$4,164.1
Tables	$39,155.0	$66.6	$2,678.9

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



Sub-Category	Total Sales	Minimum Sales	Maximum Sales
Accessories	$33,956.1	$2.0	$1,928.8
Appliances	$23,582.0	$0.4	$2,405.2
Art	$5,765.3	$1.3	$209.9
Binders	$56,923.3	$0.6	$9,892.7
Bookcases	$24,157.2	$68.0	$2,396.3
Chairs	$85,230.6	$26.6	$3,504.9
Copiers	$37,259.6	$320.0	$17,500.0
Envelopes	$4,636.9	$1.6	$604.7
Fasteners	$778.0	$1.8	$58.4
Furnishings	$15,254.4	$1.9	$1,336.4
Labels	$2,451.5	$2.1	$491.6
Machines	$26,797.4	$83.9	$8,160.0
Paper	$17,491.9	$3.5	$629.1
Phones	$72,403.3	$5.5	$2,736.0
Storage	$45,930.1	$8.7	$1,554.9
Supplies	$9,467.4	$1.7	$4,164.1
Tables	$39,155.0	$66.6	$2,678.9

Sub-Category	Total Sales	Minimum Sales	Maximum Sales
Accessories	$45,033.4	$3.0	$2,309.7
Appliances	$34,188.5	$2.2	$2,625.1
Art	$7,485.8	$1.5	$289.2
Binders	$53,498.0	$0.9	$4,355.2
Bookcases	$43,819.3	$35.5	$4,404.9
Chairs	$96,260.7	$48.0	$4,416.2
Copiers	$53,219.5	$480.0	$11,200.0
Envelopes	$4,375.9	$2.0	$361.9
Fasteners	$819.7	$1.2	$40.7
Furnishings	$29,071.4	$3.0	$1,049.2
Labels	$2,602.9	$3.2	$122.1
Machines	$66,106.2	$12.6	$9,099.9
Paper	$20,172.6	$3.4	$447.8
Phones	$100,615.0	$3.0	$4,548.8
Storage	$71,612.6	$8.4	$2,934.3
Supplies	$10,760.1	$3.5	$4,663.7
Tables	$39,139.8	$27.4	$2,065.3

Line graphs for both region:

The line graphs (sparklines) in the dashboard provide a quick visual overview of sales trends over time for each sub-category within both the Primary Region (Centre) and Secondary Region (East). These trends help identify which product categories are growing, declining, or showing

seasonal patterns. The line graphs reveal that both regions have strong performers, but the East region seems more volatile yet higher in sales, while the Centre region is steadier but slightly lower in volume, providing useful insights for strategic decision-making.

Bar chart for both Regions:

The bar charts provide a quick visual comparison of total sales by sub-category in the Centre region. Categories like Chairs, Phones, and Machines show the highest sales volumes, indicating strong performance. In contrast, Fasteners, Envelopes, and Art have the shortest bars, reflecting minimal sales. This visualization helps quickly identify top-performing products and areas with low contribution, supporting better sales strategy and inventory decisions.