**Project Title: Exploring Global Insurance Markets: A Tableau Dashboard Analysis**

**Introduction:** As the insurance industry expands globally, understanding the dynamics of various markets becomes imperative for strategic growth and customer targeting. This Tableau project aims to analyze key parameters across different countries using a sample insurance dataset and world development indicators dataset. By leveraging data visualization techniques, the dashboard facilitates a comprehensive comparison of income, life insurance share, market share, penetration, reinsurance acceptance ratio, and retention ratio, aiding in market penetration strategies and customer targeting for the company's expansion plans.

**Datasets:**

* Primary Dataset: Insurance Sample Dataset
* Secondary Dataset: Global Financial Development Database

**Dashboard Overview:**

1. **Geographic Map Visualization:**
   * The dashboard features a geographic map displaying countries colored based on income levels sourced from the secondary dataset.
   * A filter for income groups allows users to dynamically explore the map.
2. **Webpage Integration:**
   * An integrated webpage feature enables users to access additional information from the World Bank webpage via URL actions triggered by selecting country names on the map.
3. **KPI Table Comparison:**
   * Users can select specific years and categories such as life insurance share, market share, penetration, reinsurance acceptance ratio, and retention ratio using parameters.
   * A KPI table dynamically compares the selected period with the prior one, calculating growth percentages.
   * The table's title updates based on the selected category.
4. **Growth Indicator Shapes:**
   * Growth indicators visually represent growth status as Negative, No Change, or Positive, alongside corresponding shapes for easy interpretation.
5. **Trend Line Visualization:**
   * Trend lines depict the selected category values, with an arrow or triangle marking the last data point for enhanced trend analysis.
6. **Dashboard Filter:**
   * A filter for income groups is applied across all charts, ensuring consistency and facilitating focused analysis.
   * Filter actions are enabled to synchronize the map visualization with the income group selection.

Link- <https://public.tableau.com/views/TableauProject-1-sonal/Dashboard1?:language=en-GB&publish=yes&:sid=&:display_count=n&:origin=viz_share_link>