

# **Comparison of Region Based on Sales by Thato Tladi**

## 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

### Steps to Perform:

1. Select Sample Superstore as Dataset  
Use Sample Superstore Dataset  
Select Data  
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.  
Create Parameters for Primary Region and Secondary Region  
Create a Calculated Field for both Primary Region and Secondary Region
4. Create a First Order Date  
Create a Calculated Field and name it as the First Order Date
5. Create a dashboard  
Align all sheets in the dashboard
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

### **Step 1**

## 1. Select Sample Superstore as Dataset

Use Sample Superstore Dataset

Select data

**Output:**

Tableau Public - Sales by region project finalv2 by TT

File Data Window Help

Connections: Sample - Superstore (Microsoft Excel)

Sheets: Orders, People, Returns, New Union, New Table Extension

Orders+ (Sample - Superstore)

Filters: 0 | Add

Orders (23 fields 9994 rows)

#	Orders	Orders	Orders	Orders	Orders	Orders
Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	
1	CA-2016-152156	2016/11/08	2016/11/11	Second Class	CG-12520	
2	CA-2016-152156	2016/11/08	2016/11/11	Second Class	CG-12520	
3	CA-2016-138688	2016/06/12	2016/06/16	Second Class	DV-13045	
4	US-2015-108966	2015/10/11	2015/10/18	Standard Class	SO-20335	
5	US-2015-108966	2015/10/11	2015/10/18	Standard Class	SO-20335	

Data Source: maryMap, PrimaryR-WiseSales, PrimarySalesLine, PrimarySalesChart, SecondaryMeasure, SecondaryMap, SecondaryReg-WiseSales, SecondarySalesLine, SecondarySalesChart, Sale

Thato Tladi

15:42 2024/02/29

## Step 2

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.

Tableau Public - Sales by region project finalv2 by TT

File Data Worksheet Dashboard Story Analysis Map Format

Data: Orders+ (Sample - Superstore)

Search: Create Calculated Field..., Create Parameter..., Group by Folder, Group by Data Source Table, Sort by Name, Sort by Data Source Order, Hide All Unused Fields, Show Hidden Fields, Expand All, Collapse All

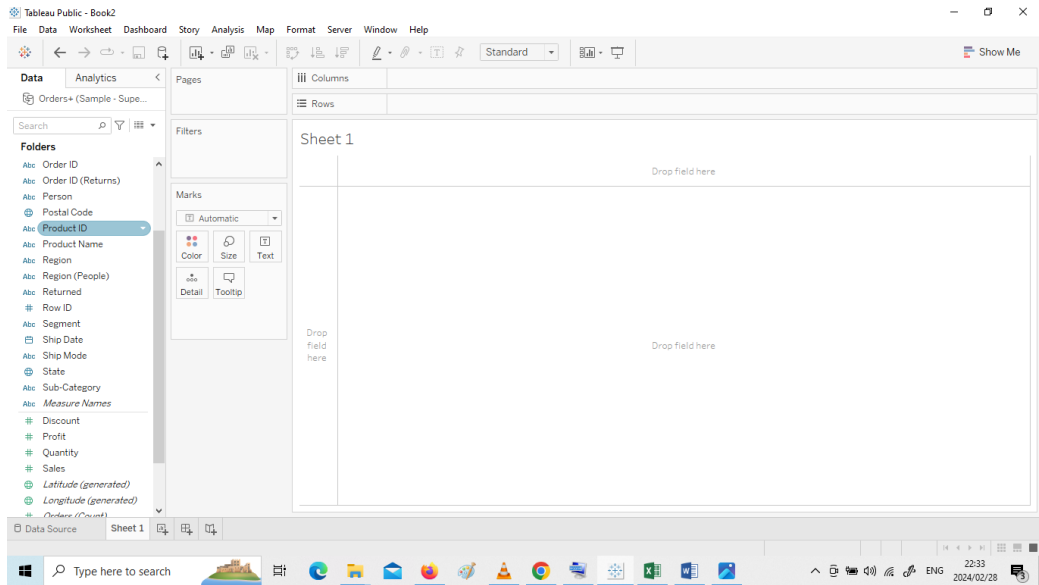
Filters: Region: Central

Marks: Automatic

Columns: SUM(Sales)

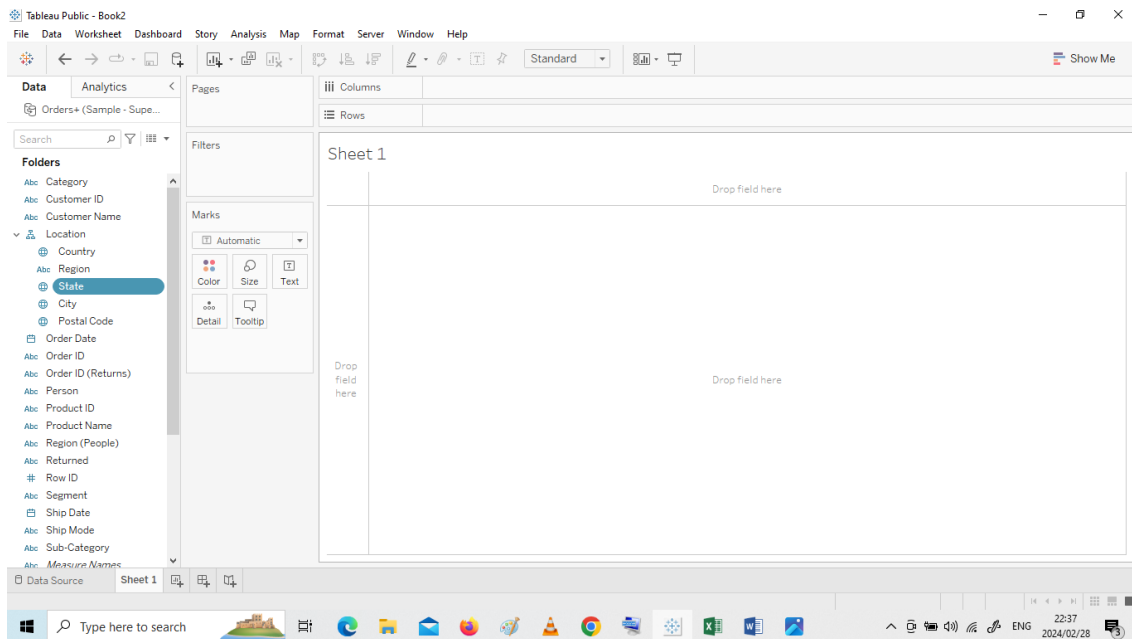
Parameters: Primary Region, Secondary Region

1 mark 1 row by 1 column SUM(Sales): \$501,240



### **Step 3:**

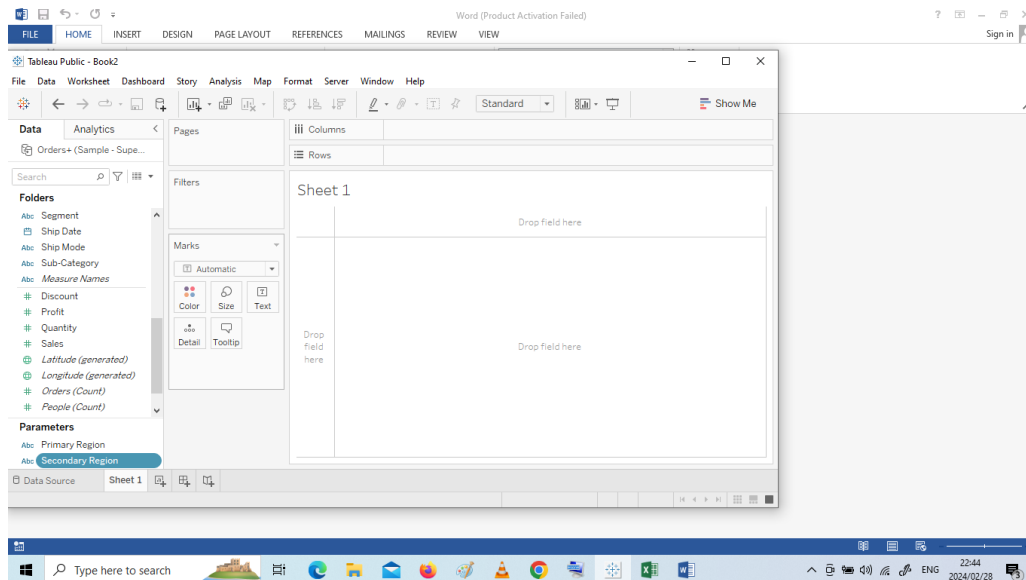
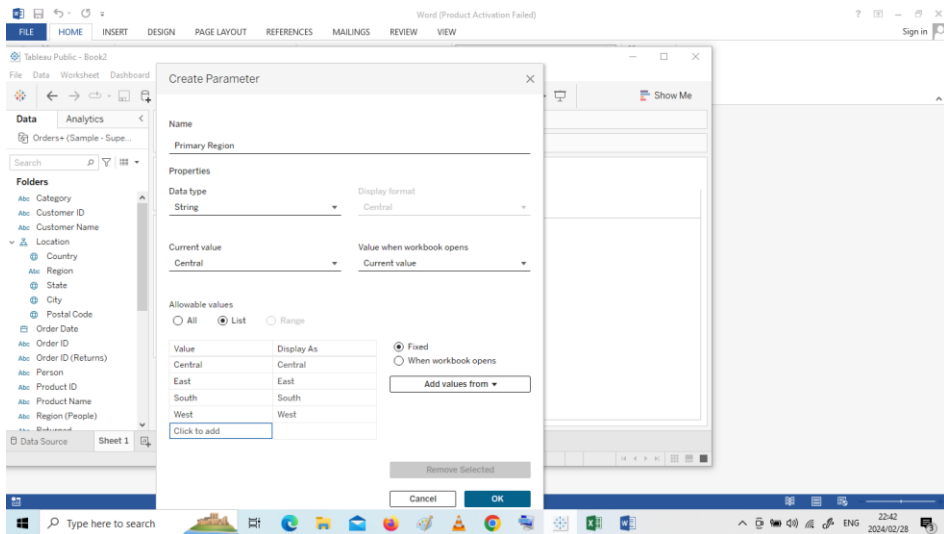
Create a hierarchy called Location for the variable Country.



### **Step 4**

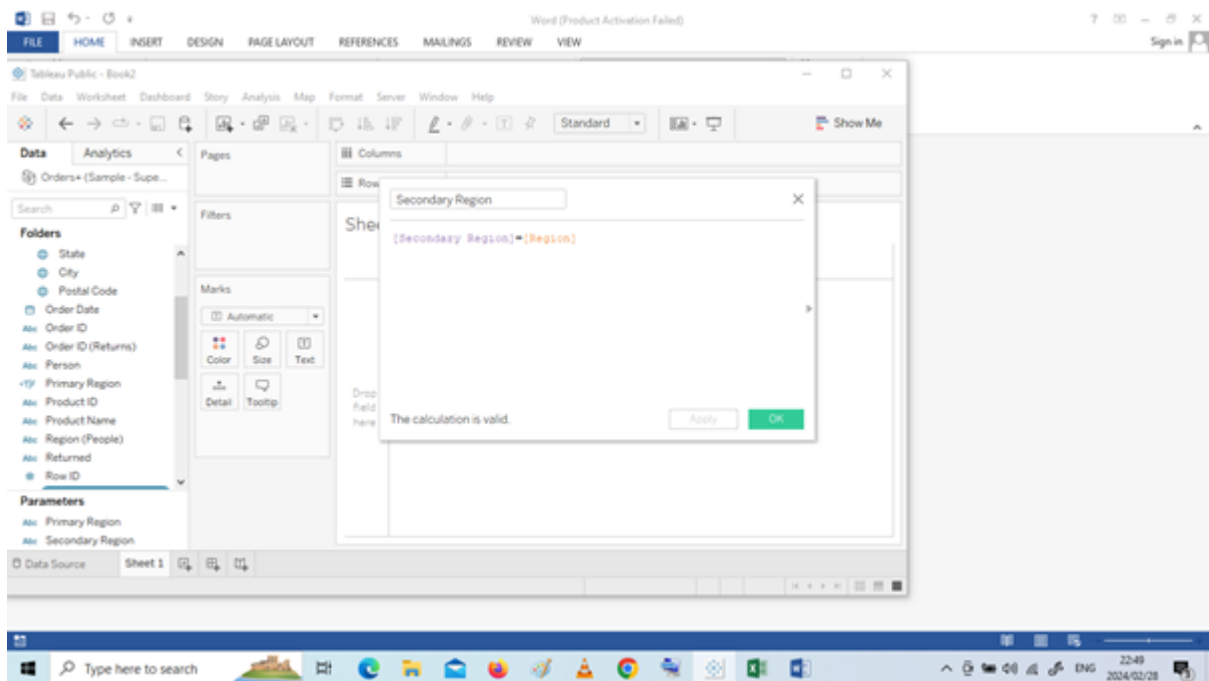
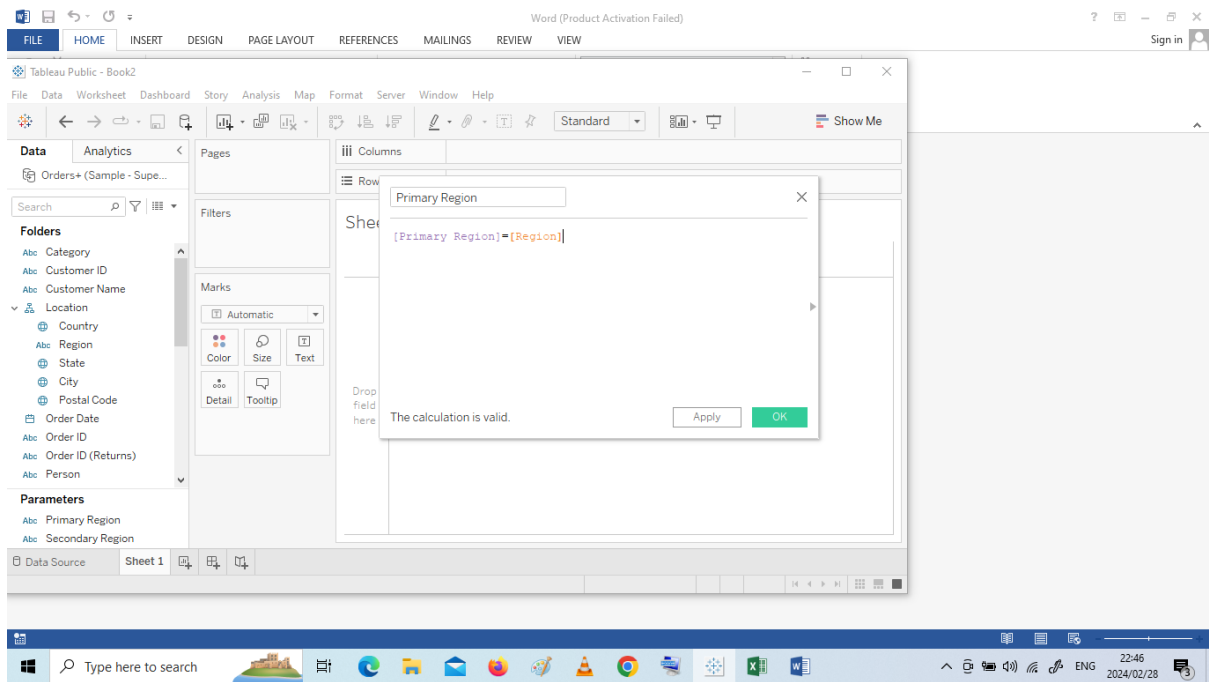
Create two parameters: Primary Region and Secondary Region with all regions listed in them. Here, primary and secondary region are the two regions where the sales are being compared.

Create Parameters for Primary Region and Secondary Region



## Step 5:

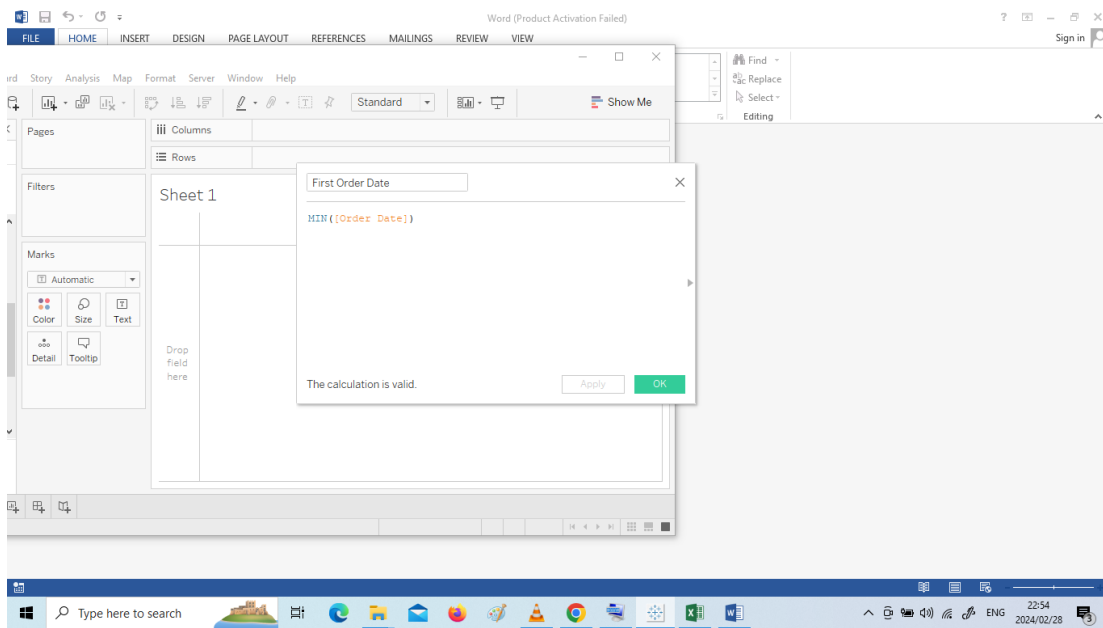
Create a Calculated Field for both Primary Region and Secondary Region



## **Step 6:**

Create a First Order Date

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



## **Step 7 :**

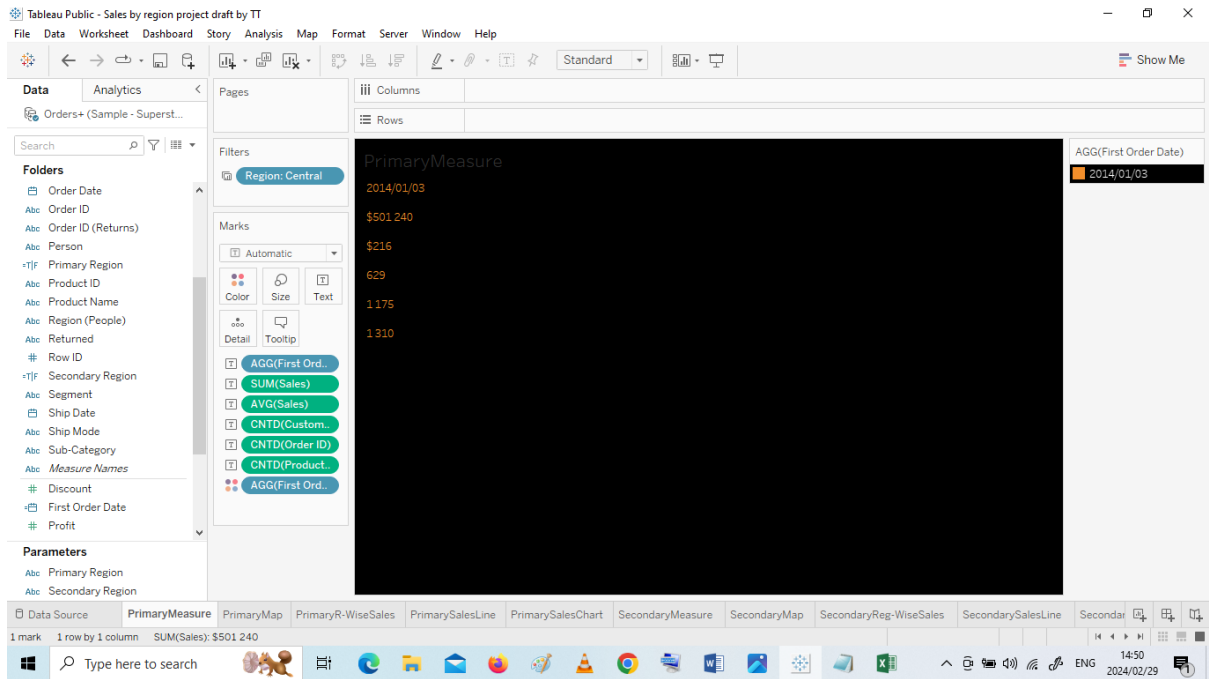
Create a dashboard

Align all sheets in the dashboard

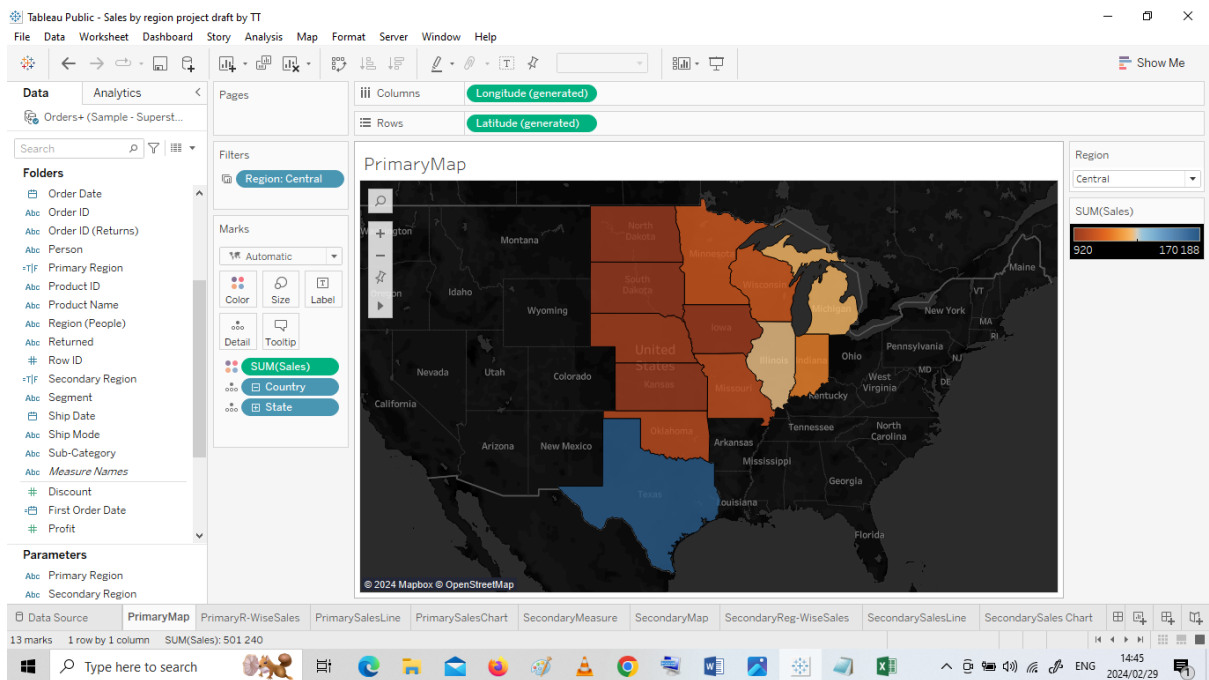
Partition the dashboard to display the below details of Primary Region and Secondary Region

**This step requires to create individual sheets first and align them to create a dashboard. As per below. (Screenshots include source fields)**

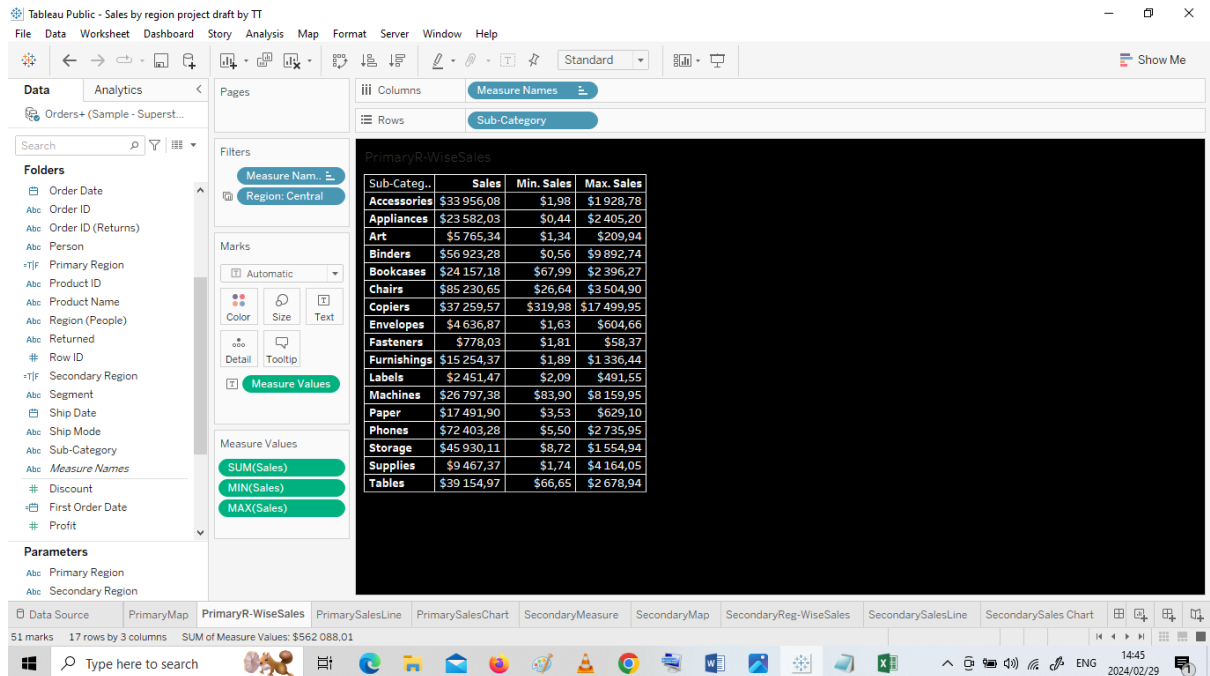
### **1. Computing required values for primary region**



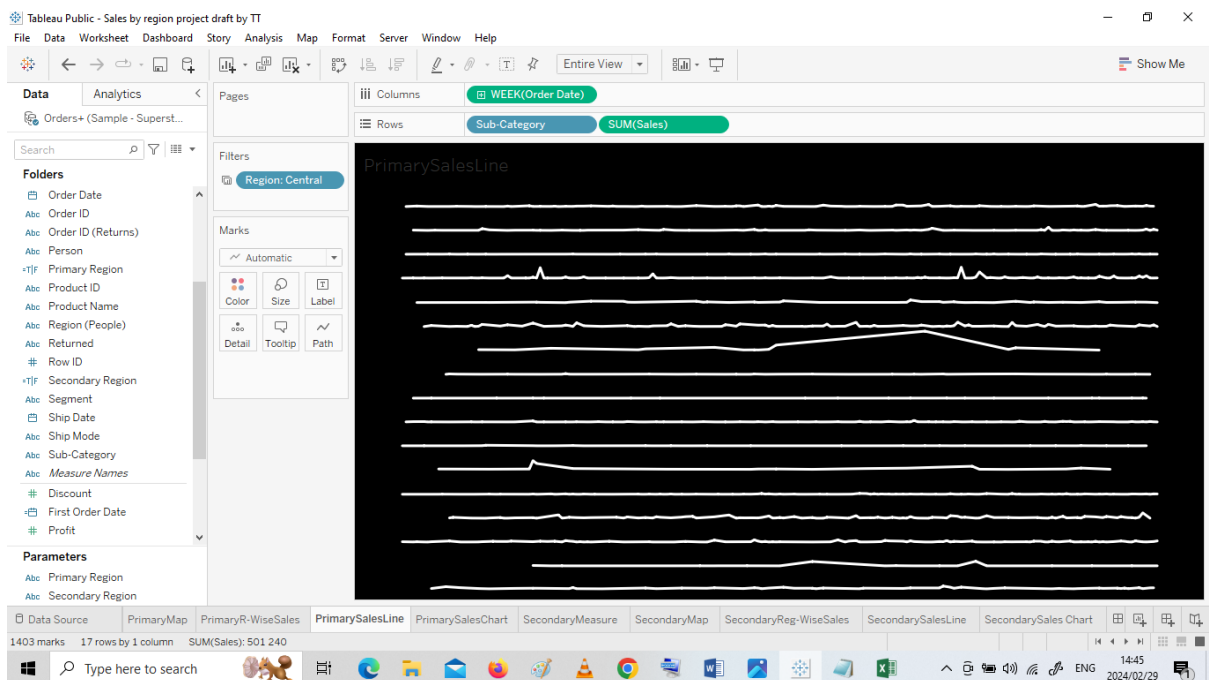
## 2. Creating Map for primary region



### 3. Computing Region wise sales for primary region

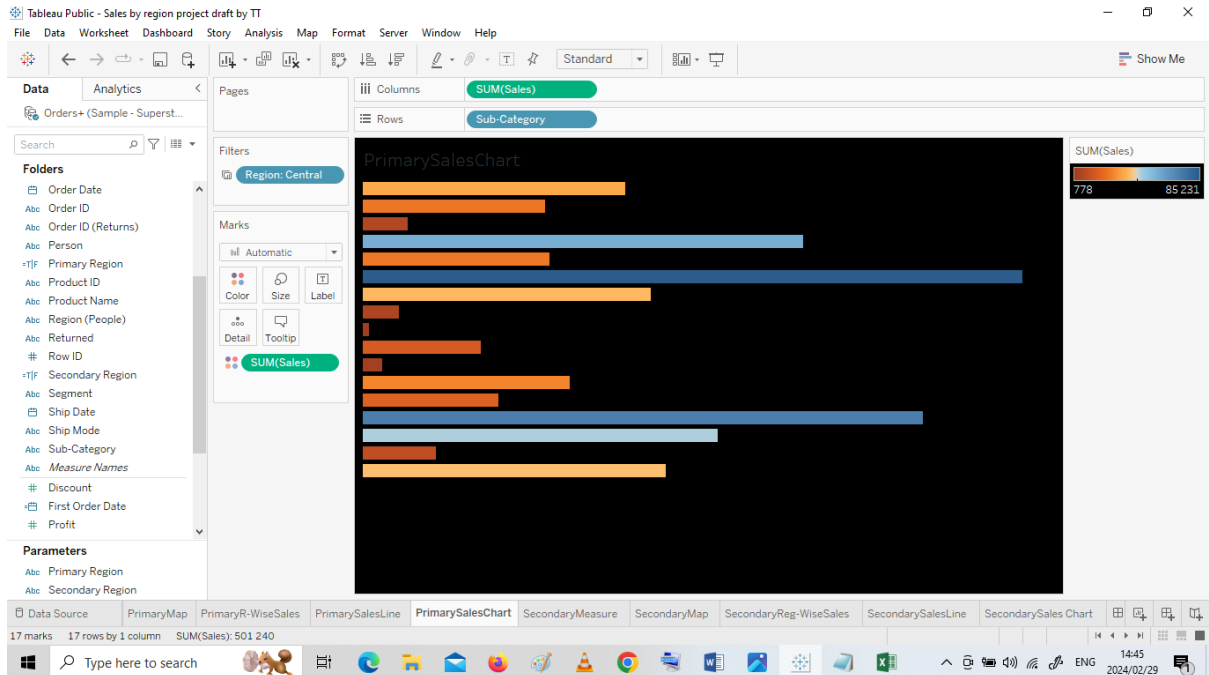


### 4. Sales Lines for primary region

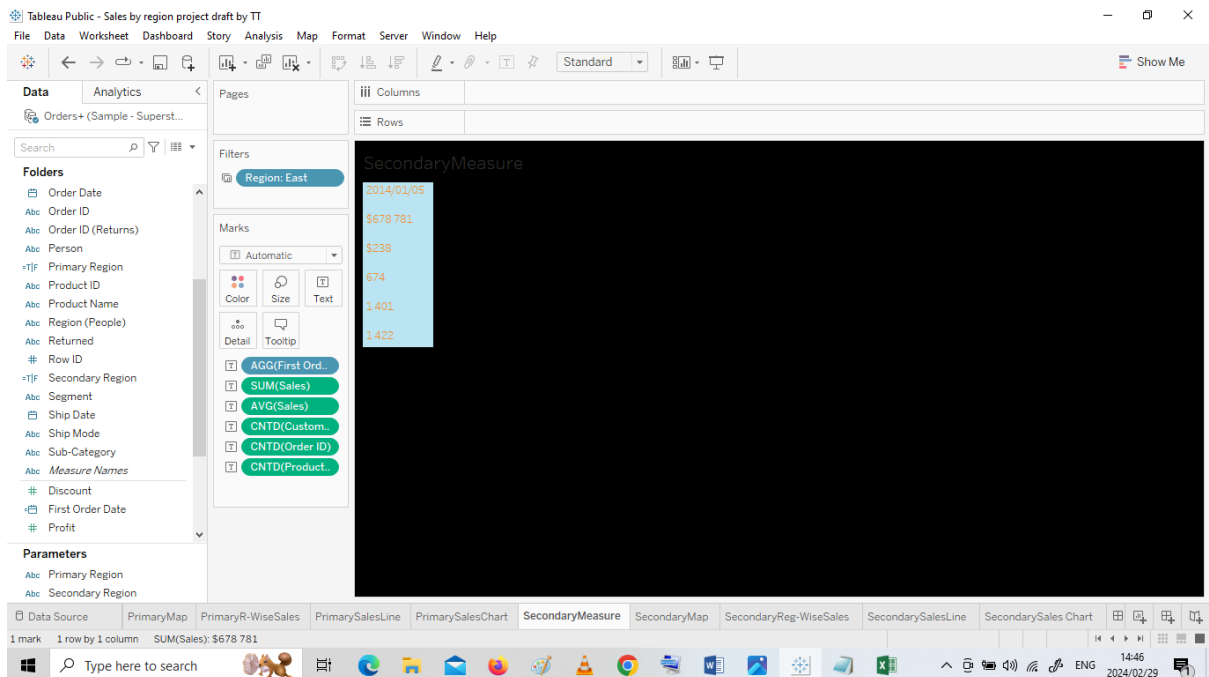




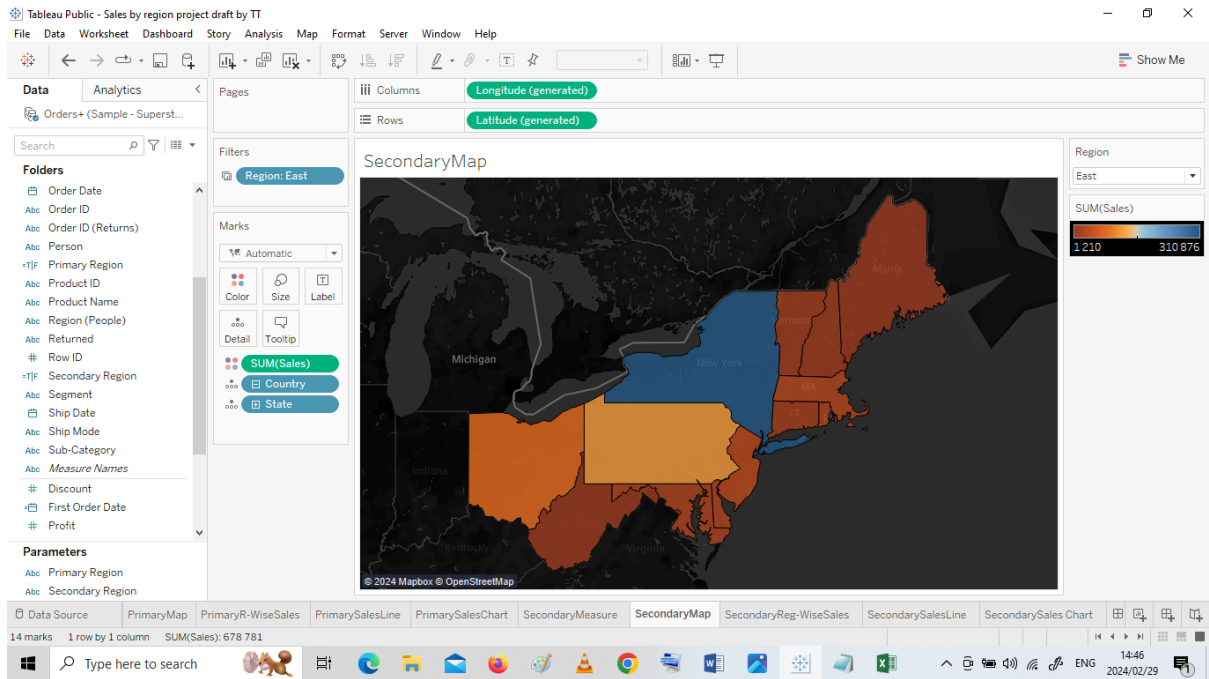
## 5 Creating Sales chart for primary region



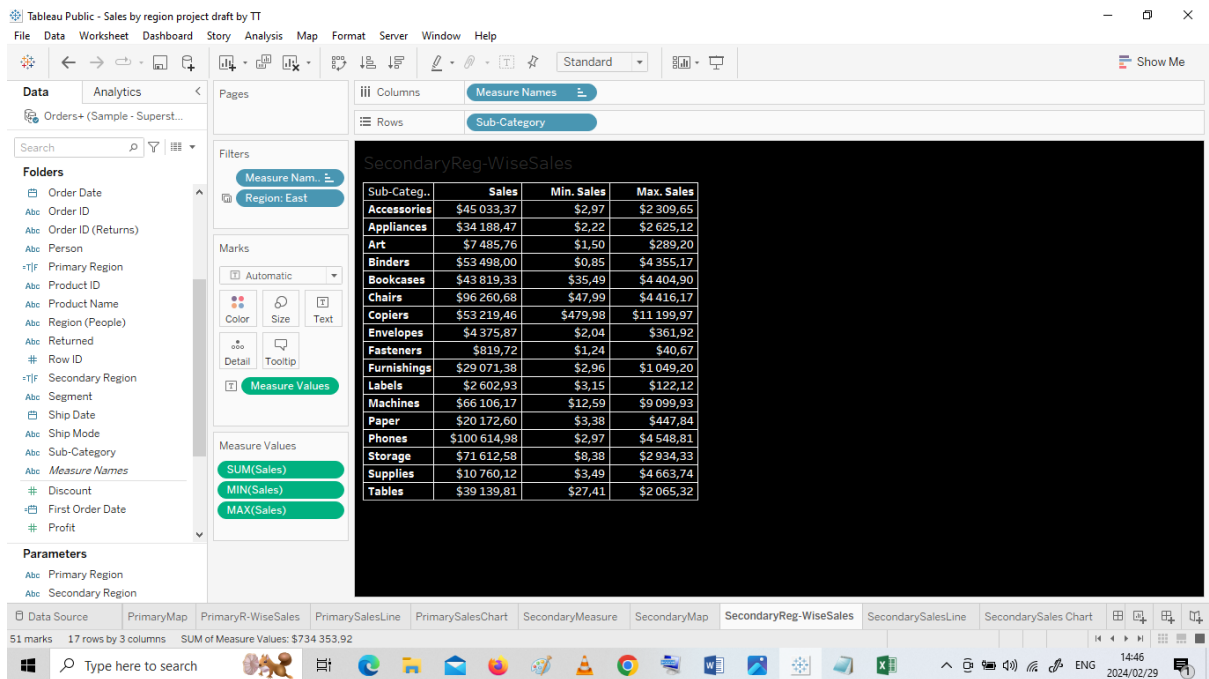
## 6. Computing required values for secondary region



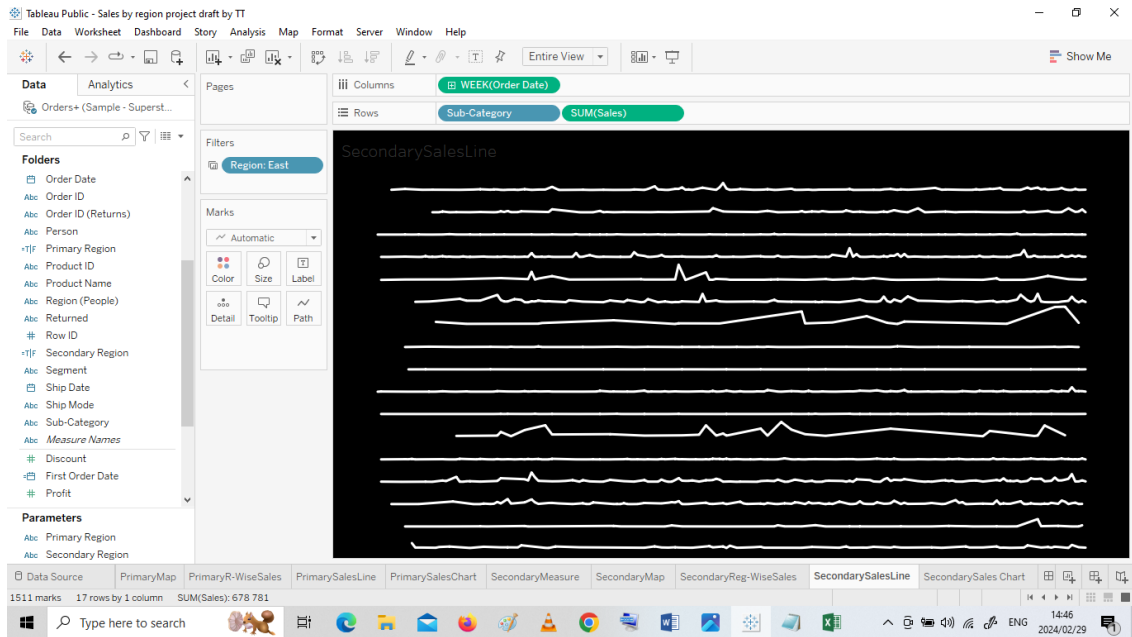
## 7. Creating Map for Secondary region



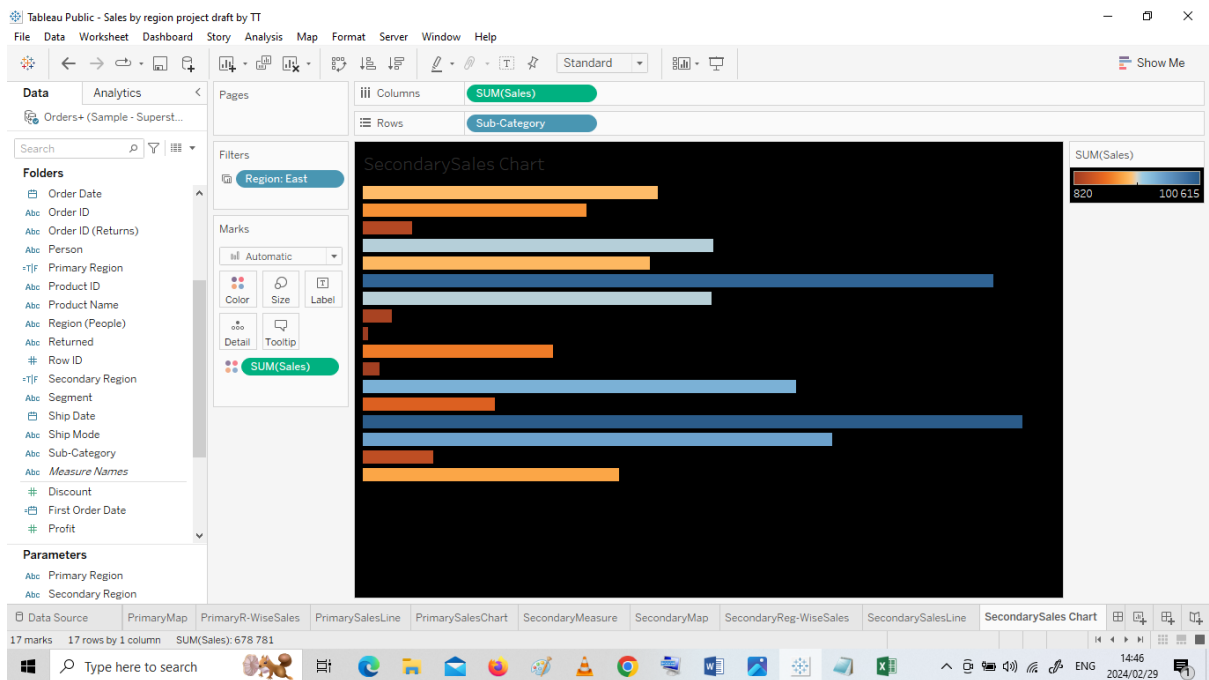
## 8. Computing Region wise sales for Secondary region



## 9. Creating Sales Lines for Secondary region



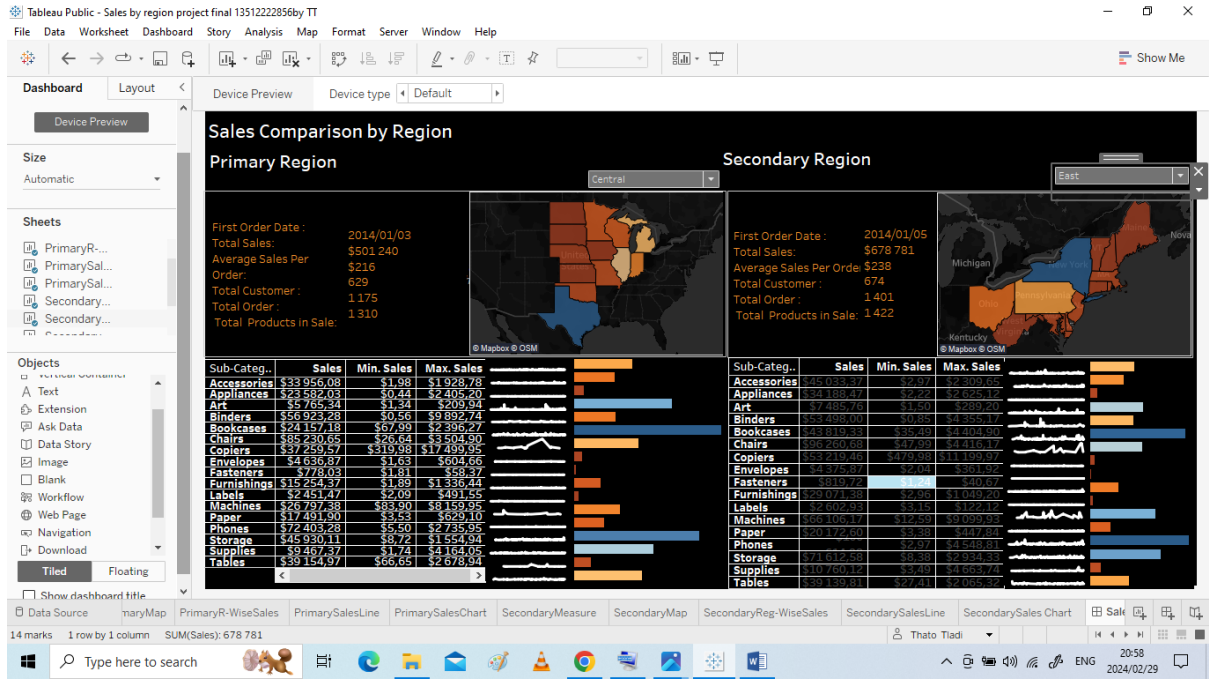
## 10. Creating Sales chart for Secondary region



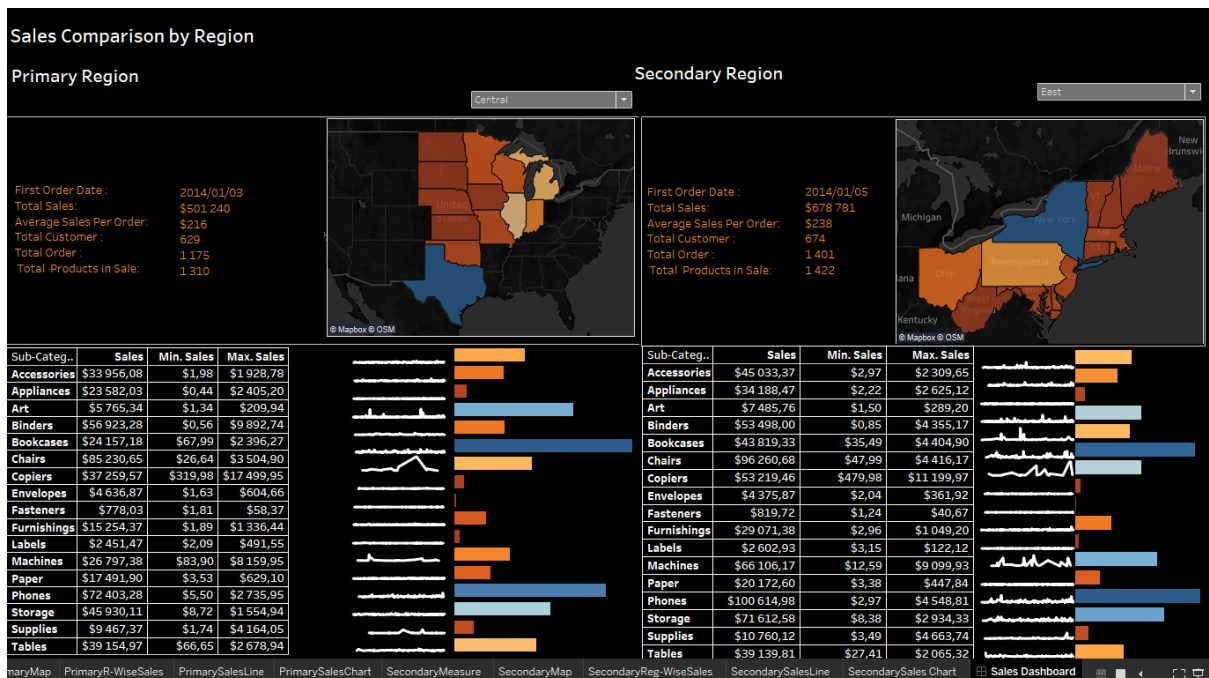
## 11. SALES DASHBOARD

- Created a dashboard by aligning all the sheets as per requirements

## ➤ Dashboard Creation



## ➤ Final output



**DASHBOARD LINK:**

[https://public.tableau.com/views/SalesbyregionprojectFinalVTT/SalesDashboard?:language=en-US&publish=yes&:sid=&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/SalesbyregionprojectFinalVTT/SalesDashboard?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link)