Project Overview

This project aims to uncover the geographical and industrial distribution of Africa's top companies by revenue. The analysis leverages publicly available data scraped from Wikipedia, enhanced with regional classification to provide deeper insights. By integrating Excel for data cleaning and Tableau for dynamic visualization, the goal is to create a powerful, non-technical dashboard that informs stakeholders about regional economic strengths, underrepresented markets, and industry concentration.

Objectives:

- Segment companies by African regions (North, South, East, West, Central) to explore geographic revenue distribution.

- Identify which countries and industries dominate Africa's corporate landscape.

- Enable comparison of regional performance using KPIs such as total revenue, average revenue, and number of companies.

- Highlight the absence or underrepresentation of certain regions or sectors and discuss implications.

Success Criteria:

- Clear, interactive Tableau dashboard with filters and drill-down options.

- KPIs and visualizations that answer deep strategic questions (e.g., which regions are underserved? What industries dominate?).

- Professional reporting that allows non-technical audiences to interpret insights and make data-driven decisions.

Guiding Questions:

1. Which African region generates the most corporate revenue?

2. How is revenue distributed across industries within each region?

3. Which countries host the most high-revenue companies?

4. Is there a pattern between regions and average revenue per company?

5. Which regions or sectors appear to be underperforming or underserved?

6. How dependent is each region on a single industry?

7. What investment or policy opportunities emerge from the data??