Tableau Project 1

Comparison of Region Based on Sales

**Step 1:** Uploaded Sample Superstore Dataset in Tableau Desktop

**Step 2:** Select Orders sheet data to perform the project task

**Step 3:** Created a parameter with name ‘Choose Region’ which consist regions from dataset such as Central, East, South and West region.

**Step 4:** Added Worksheet with name ‘Primary Region – Central’ and ‘Secondary Region - East’

**Step 5:** Created Calculated measures with parameter to make dynamic measures such as:

* **Choose Region Sales**

CASE [Choose Region]

WHEN 'Central' THEN SUM(IF [Region]= 'Central' THEN ([Sales]) END)

WHEN 'East' THEN SUM(IF [Region]= 'East' THEN ([Sales]) END)

WHEN 'South' THEN SUM(IF [Region]= 'South' THEN ([Sales]) END)

WHEN 'West' THEN SUM(IF [Region]= 'East' THEN ([Sales]) END )

END

* **Average Sales**

CASE [Choose Region]

WHEN 'Central' THEN AVG(IF [Region]= 'Central' THEN ([Sales]) END)

WHEN 'East' THEN AVG(IF [Region]= 'East' THEN ([Sales]) END)

WHEN 'South' THEN AVG(IF [Region]= 'South' THEN ([Sales]) END)

WHEN 'West' THEN AVG(IF [Region]= 'West' THEN ([Sales]) END)

END

* **Count of Customers**

CASE [Choose Region]

WHEN 'Central' THEN COUNTD(IF [Region]= 'Central' THEN ([Customer ID]) END)

WHEN 'East' THEN COUNTD(IF [Region]= 'East' THEN ([Customer ID]) END)

WHEN 'South' THEN COUNTD(IF [Region]= 'South' THEN ([Customer ID]) END)

WHEN 'West' THEN COUNTD(IF [Region]= 'West' THEN ([Customer ID]) END)

END

* **No. Of Orders**

CASE [Choose Region]

WHEN 'Central' THEN COUNTD(IF [Region]= 'Central' THEN ([Order ID]) END)

WHEN 'East' THEN COUNTD(IF [Region]= 'East' THEN ([Order ID]) END)

WHEN 'South' THEN COUNTD(IF [Region]= 'South' THEN ([Order ID]) END)

WHEN 'West' THEN COUNTD(IF [Region]= 'West' THEN ([Order ID]) END)

END

* **No. Of Products**

CASE [Choose Region]

WHEN 'Central' THEN COUNTD(IF [Region]= 'Central' THEN ([Product ID]) END)

WHEN 'East' THEN COUNTD(IF [Region]= 'East' THEN ([Product ID]) END)

WHEN 'South' THEN COUNTD(IF [Region]= 'South' THEN ([Product ID]) END)

WHEN 'West' THEN COUNTD(IF [Region]= 'West' THEN ([Product ID]) END)

END

**Step 6:** Added 2 more worksheets with name Primary Region Map & Secondary Region Map

**Step 7:** Added ‘Choose region sales’ measure in Text marks & colour marks card

**Step 8:** Added Longitude in column & latitude in Row section for map display.

**Step 9 :** Added State, Country & region in Detail marks card for complete view of Map.

**Step 10 :** Applied Parameter “choose region’ in primary Region map and used filter on Region dimension in worksheet secondary region Map to select East region.

**Step 11:** Added 2 more sheets with name ‘Primary Category Wise Sales’ and ‘Secondary Category Wise Sales’

**Step 12:** Added sub-category in rows and created measures ‘choose region sales’, Region wise Min sales’, Region wise Max sales’

**Step 13:** Added required columns in sheet by adding measure values and linked them with parameter via calculated measures.

**Step 14:** Created dynamic dashboard by name ‘Sales Comparison by Parameters’

**Step 15:** Created Final Dashboard and divided Business Insights between Primary and secondary region on basis of sales Summary, Map view and category wise sales view.