

PROJECT 1

COMPARATIVE STUDY OF COUNTRIES

DESCRIPTION

You are a data analyst working for an insurance company. The company is expanding and wants to open new branches in various parts of the world. Your task is to compare various parameters such as income, life insurance share, market share, penetration, ratio of reinsurance accepted, and retention ratio of different countries using the sample insurance dataset and world development indicators dataset.

Objective:

Create a dashboard to compare all the parameters mentioned above for different countries, to strategize market penetration and to target new customers.

Datasets:

Primary Dataset - Insurance Sample Dataset

Secondary Dataset - Global Financial Development Database

Note: Use Data Blending with Relationships between Country Code, Country, and Year

Steps to Perform:

1. Create a geographic map showing the countries' fields. Color the map based on the income column from the secondary dataset
 - a. Include income group filter in the dashboard
2. Include a webpage to show data from the world bank webpage driven by an URL action from a geography graph.
 - a. The country names in the map will act as the trigger
<https://en.wikipedia.org/wiki/Country>
3. Create a KPI Table to show the comparison between the selected period and the period prior to the selected one
 - a. Create two parameters for Year Selection and Category Selection
 - b. Category parameter includes life insurance share, market share, penetration, ratio of reinsurance accepted, and retention ratio
 - c. Create a calculated field to calculate the Growth %
 - d. Create a table to show these values
 - e. Title should be updated based on the category selection
4. Create Growth Indicator Shapes based on the Growth %
 - a. Growth indicator displays Negative, No Change, and Positive as values and corresponding shapes against it

5. Create a trend line to show the selected category values
 - a. The line shows an arrow or triangle at the last mark
6. Create a dashboard filter for income group to be applied for all charts with the filter action enabled in the map as well
7. Formatting should be done appropriately

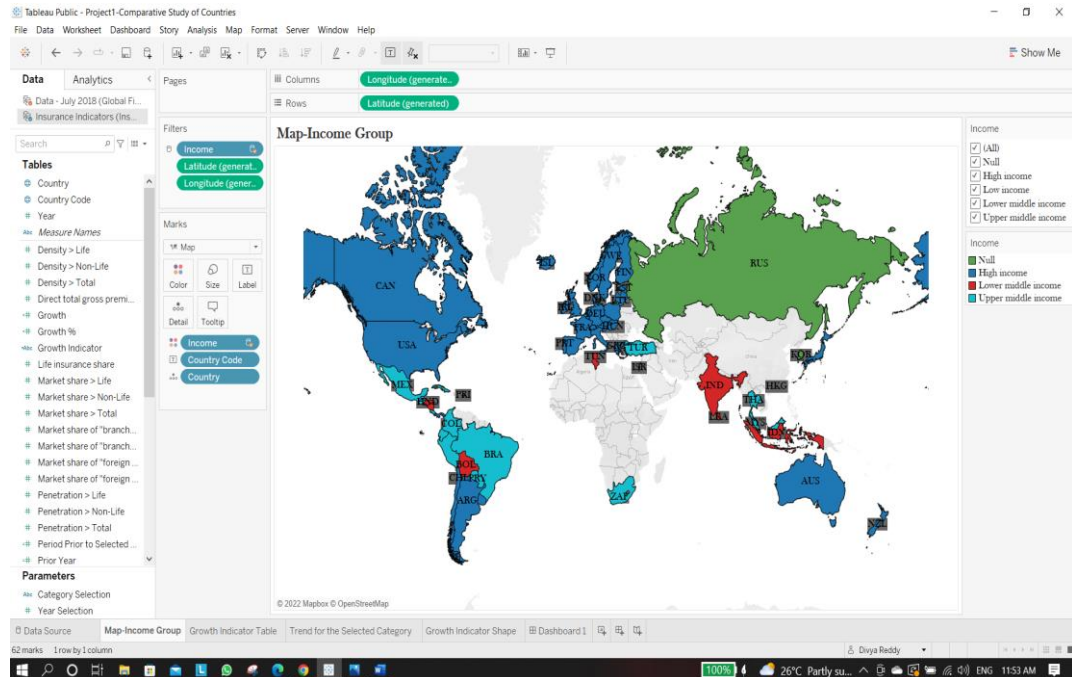
TOOLS USED FOR THIS PROJECT: Tableau Public 2022.1

LINK TO VIEW THE PROJECT WORKBOOK:

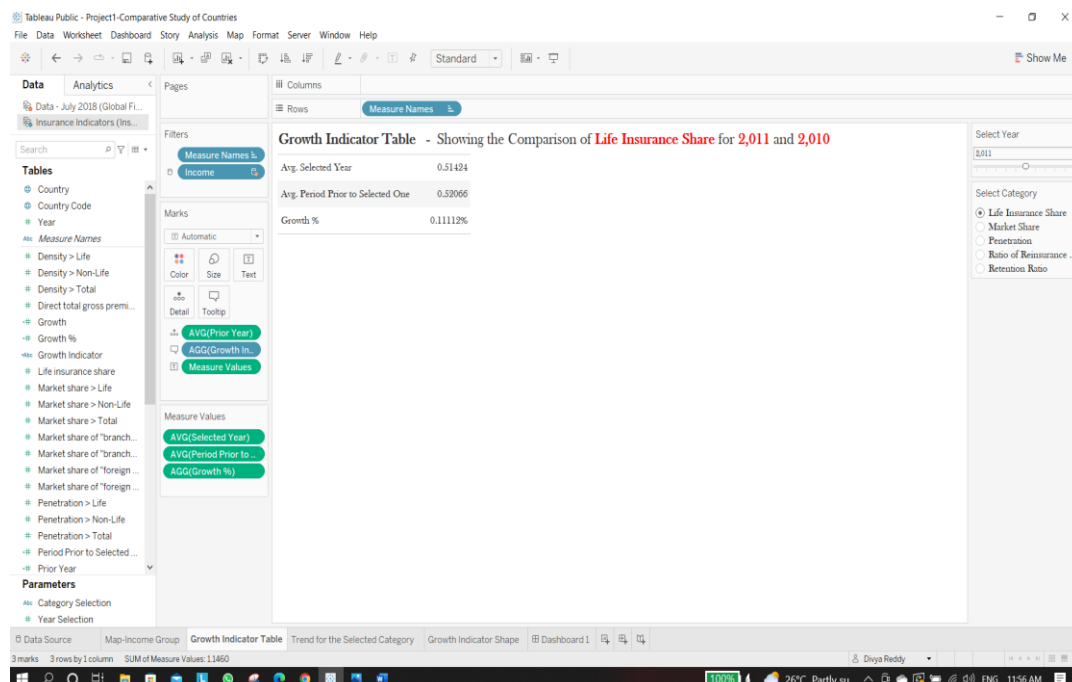
https://public.tableau.com/app/profile/divya.reddy7718/viz/Project1-ComparativeStudyofCountries_16562694287770/Dashboard1

SCREENSHOTS OF THE PROJECT:

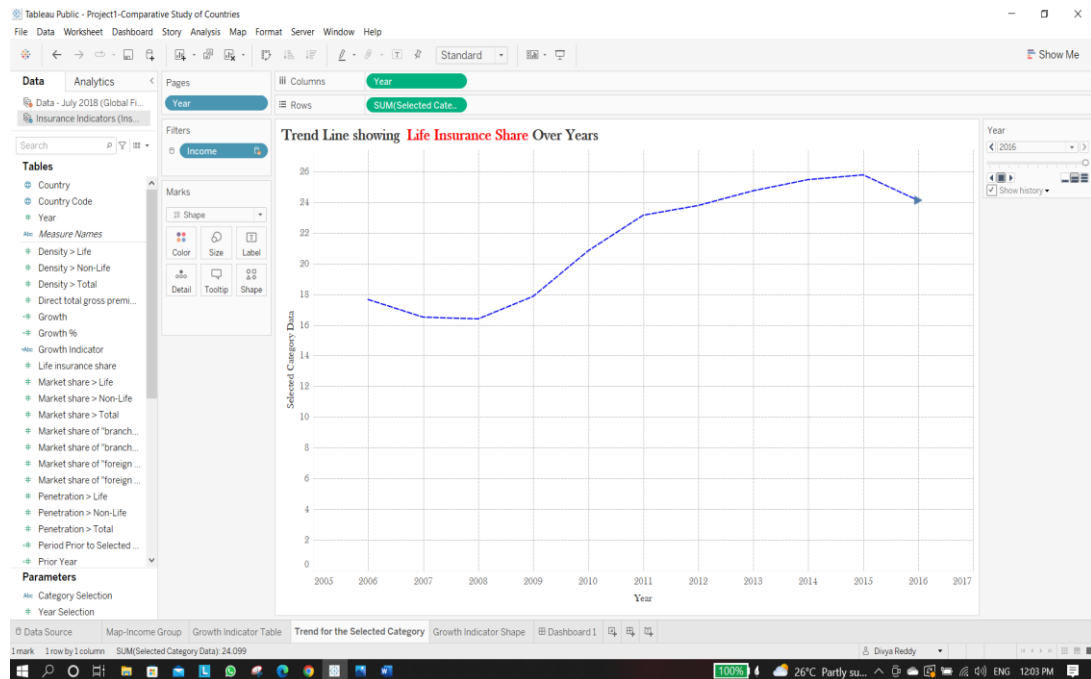
1. In the first worksheet (Map-Income Group) a Geographic map is created showing the countries fields. The map is Coloured based on the income column from the secondary dataset. A webpage(<https://en.wikipedia.org/wiki/Country>) is also included to show data from the webpage driven by an URL action from a geography graph.



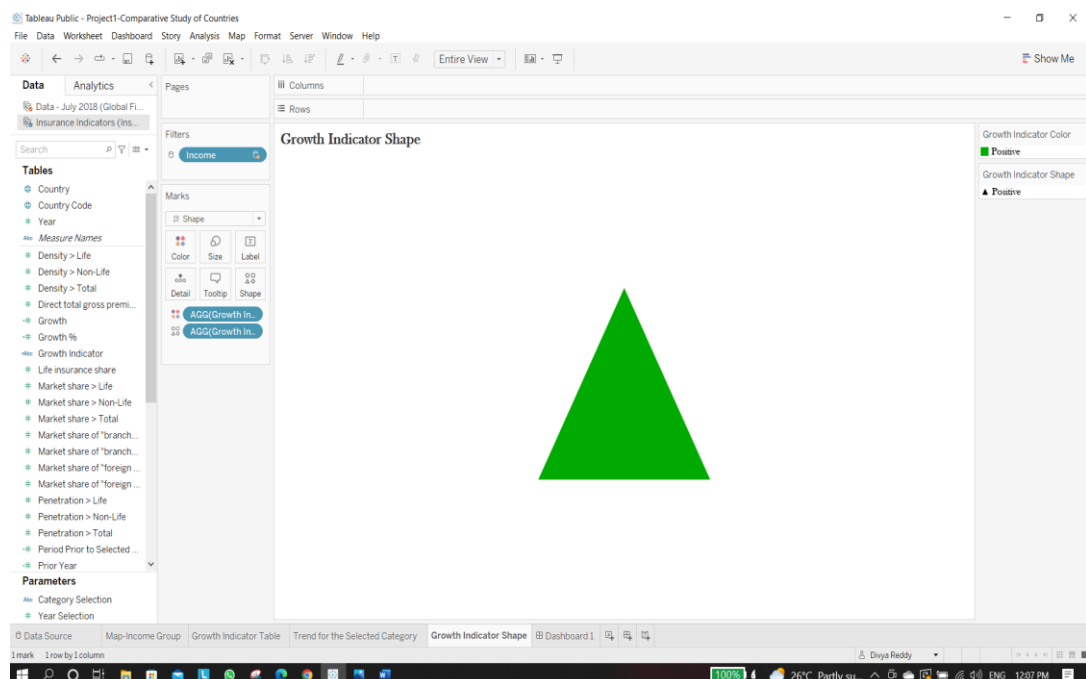
2. In the second worksheet (Growth Indicator table) a KPI Table is created to show the comparison between the selected period and the period prior to the selected one and Growth%



- In the third worksheet (Trend for the Selected Category) a trend line is created to show the selected category values



- In the fourth worksheet (Growth Indicator Shape) a Growth Indicator Shape is created based on the Growth %. The Growth indicator displays Positive, Negative, and No Change as values and corresponding shapes against it



Map-Income Group

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Comparative Study of Countries

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Growth Indicator Table - Showing the Comparison of Life Insurance Share for 2011 and 2010

Indicator	Value
Avg. Selected Year	0.51424
Avg. Period Prior to Selected One	0.52066
Growth %	0.11112%

Growth Indicator Shape

Trend Line showing Life Insurance Share Over Years

Year	Share
2005	18.0
2006	17.5
2007	17.0
2008	16.5
2009	17.5
2010	19.0
2011	20.5
2012	21.5
2013	22.5
2014	23.0
2015	23.5
2016	24.0
2017	24.0

THANK YOU