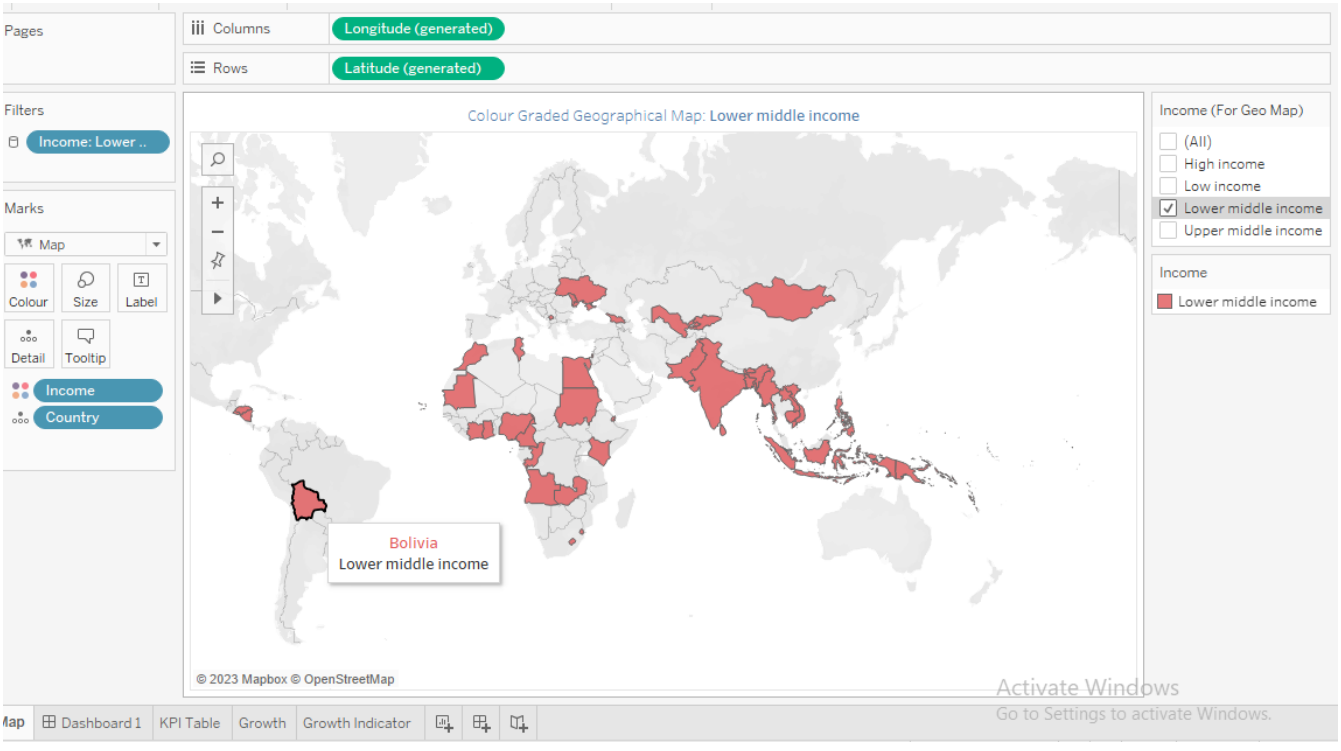
Course-End Project 1
Comparative Study of Countries

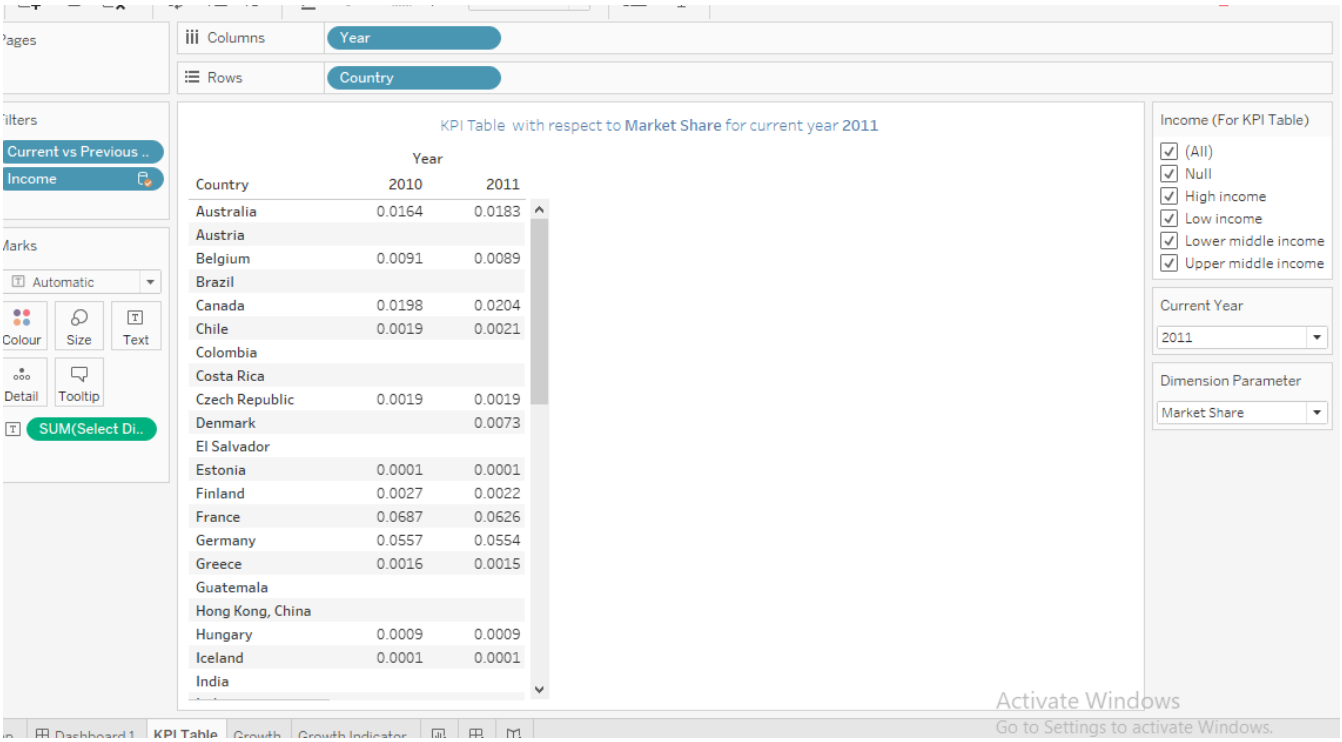
Problem Statement. You are a data analyst working for an insurance company. The company is expanding and wants to open new branches in various parts of the world. Your task is to compare various parameters such as income, life insurance share, market share, penetration, ratio of reinsurance accepted,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

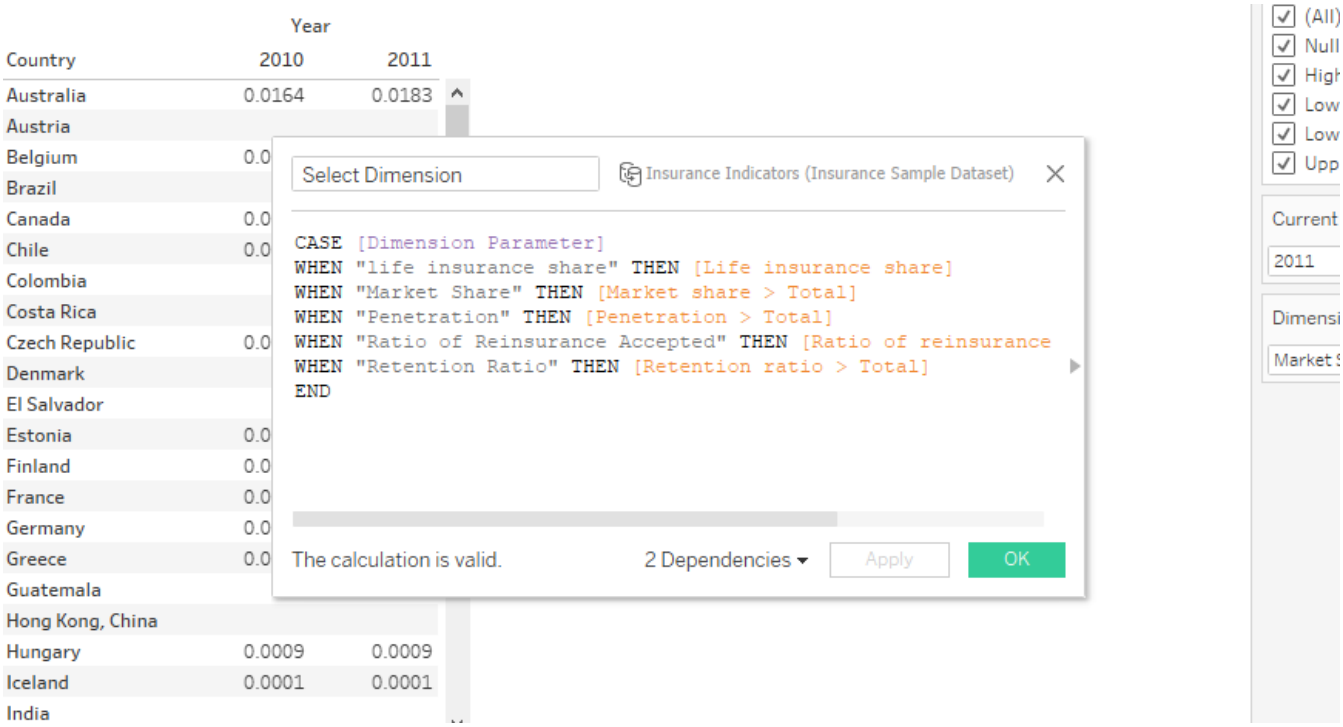
Solution Provided. As per the problem statement, firstly, Insurance Sample Dataset and Global Financial Development Database are blended/ merged with linking keys as Country Code, Country and year.
Subsequently, the blended dataset is analysed to compare key parameters such as income, life insurance share, market share, penetration, reinsurance acceptance ratio, and retention ratio for different countries. This comprehensive analysis aids in identifying potential locations for opening new branches as our company expands globally. By leveraging data-driven insights, stakeholders can make informed decisions to strategically position their insurance services in regions with promising market dynamics. This approach ensures their expansion aligns with the varying economic and insurance landscapes across different parts of the world. The data analysis approach was fragmented into following steps:-

1. Colour coded and URL action based geographic map showing the countries' fields. Colour coding is based on income groups filter (High, Low, Lower Middle and Upper Middle Income). For URL action, the country names in the map acts as the trigger. On clicking the country on the map, corresponding Wikipedia page opens up. Tooltip is also edited to display relevant and minimal details. Dynamic title is provided which changes as per the income group filter.

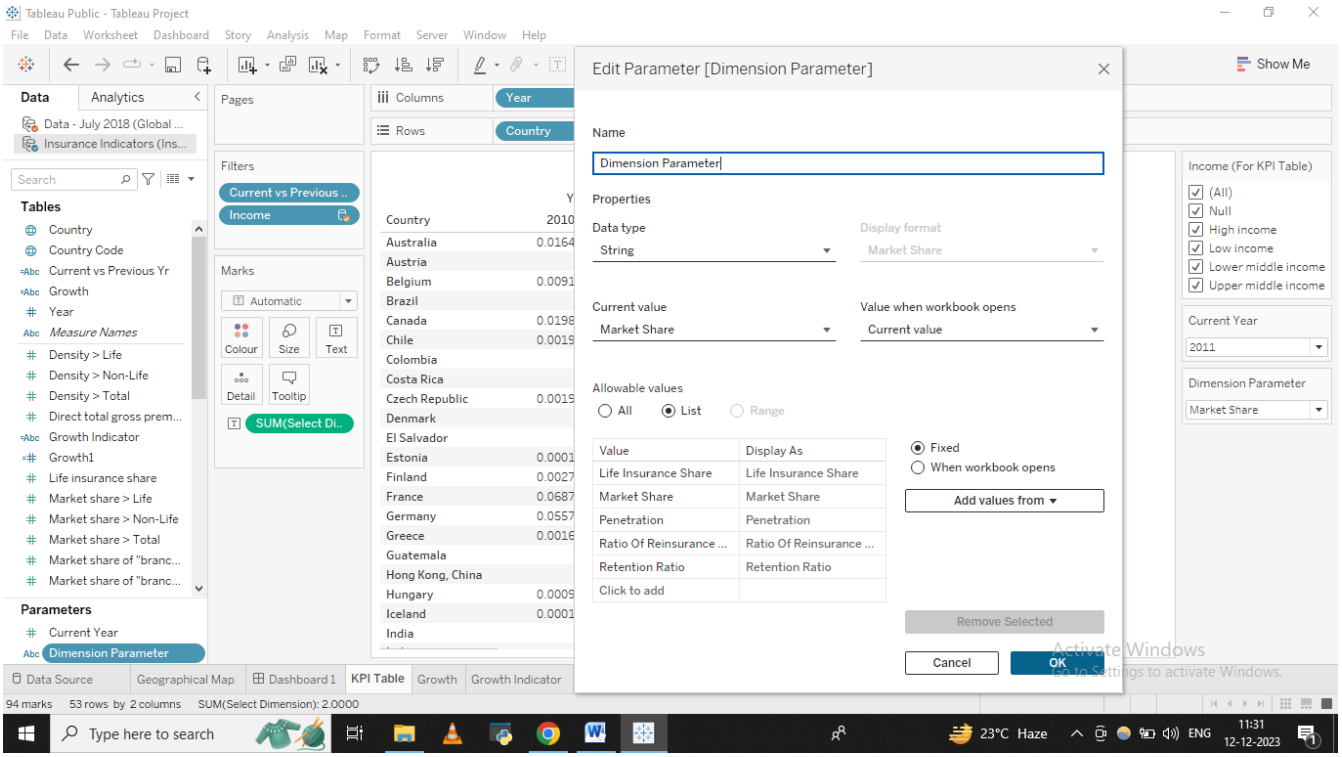


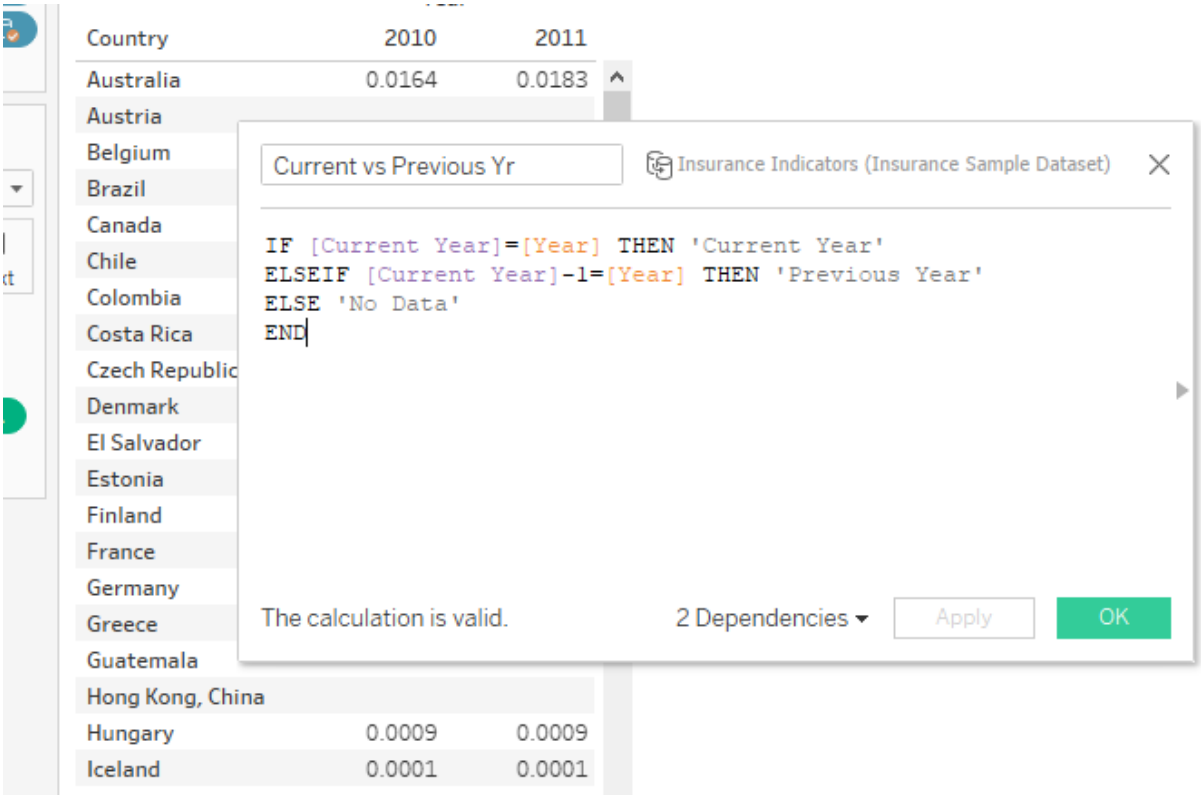
2. KPI Table is created to show data based on selection of Parameters Life Insurance Share, Market Share, Penetration, Ratio of Reinsurance Accepted, and Retention Ratio. Dimension parameter and filter are created for providing functionality to select KPI. Parameters swapping facility is provided here.



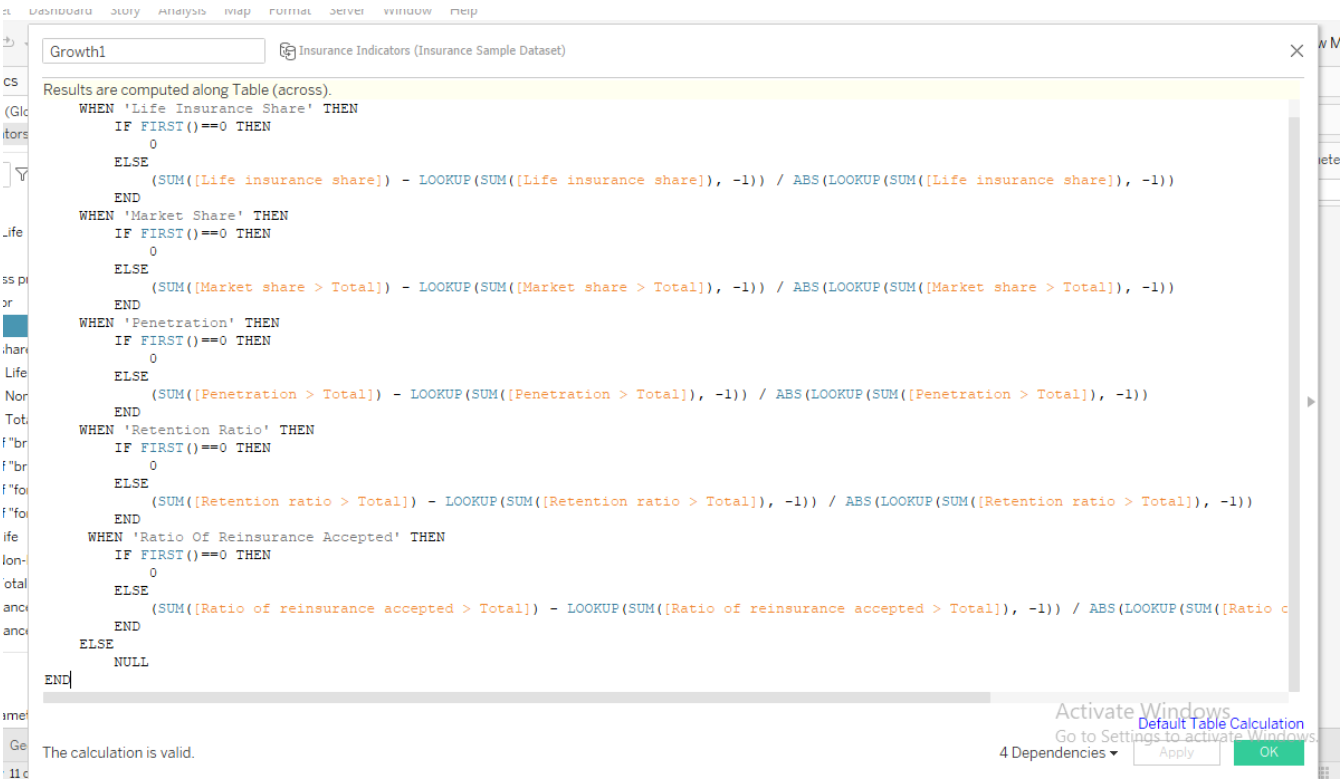


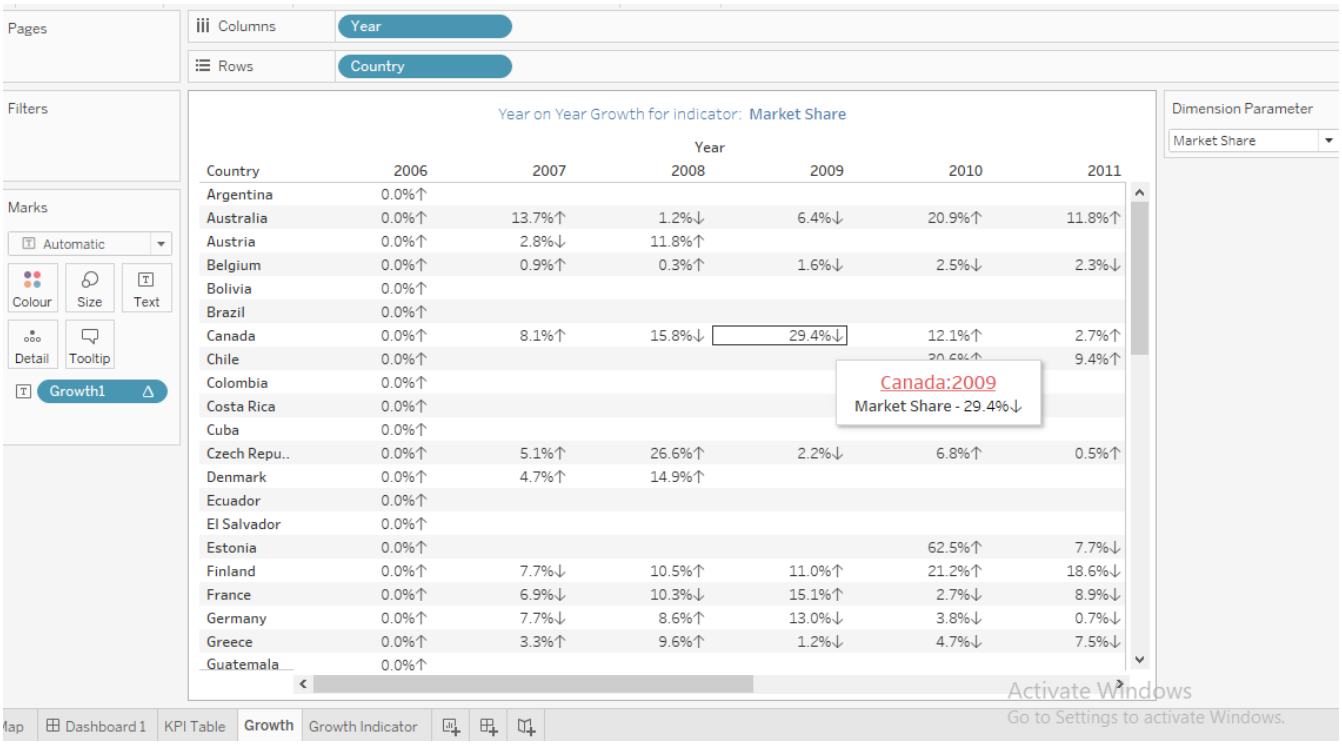
Further, to compare current year's KPI with previous year's KPI, Dimension filter along with calculated field is created with If-Else condition.



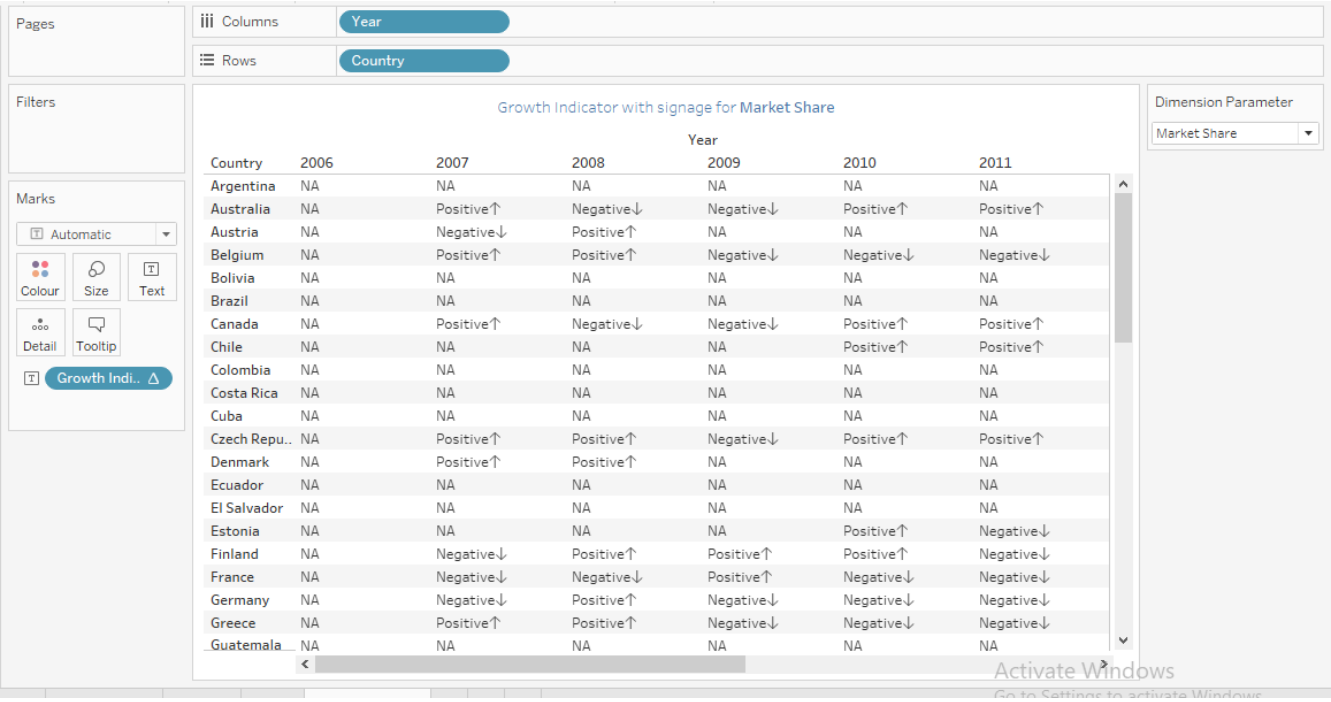


3. To evaluate percentage growth of parameter, calculated field using Lookup function is created. The table also reflects increase or decrease in growth with KPI arrows (up and down arrow). The tooltip also reflects the same in minimalistic manner. Dynamic title is provided which updates based on the Parameter selected.



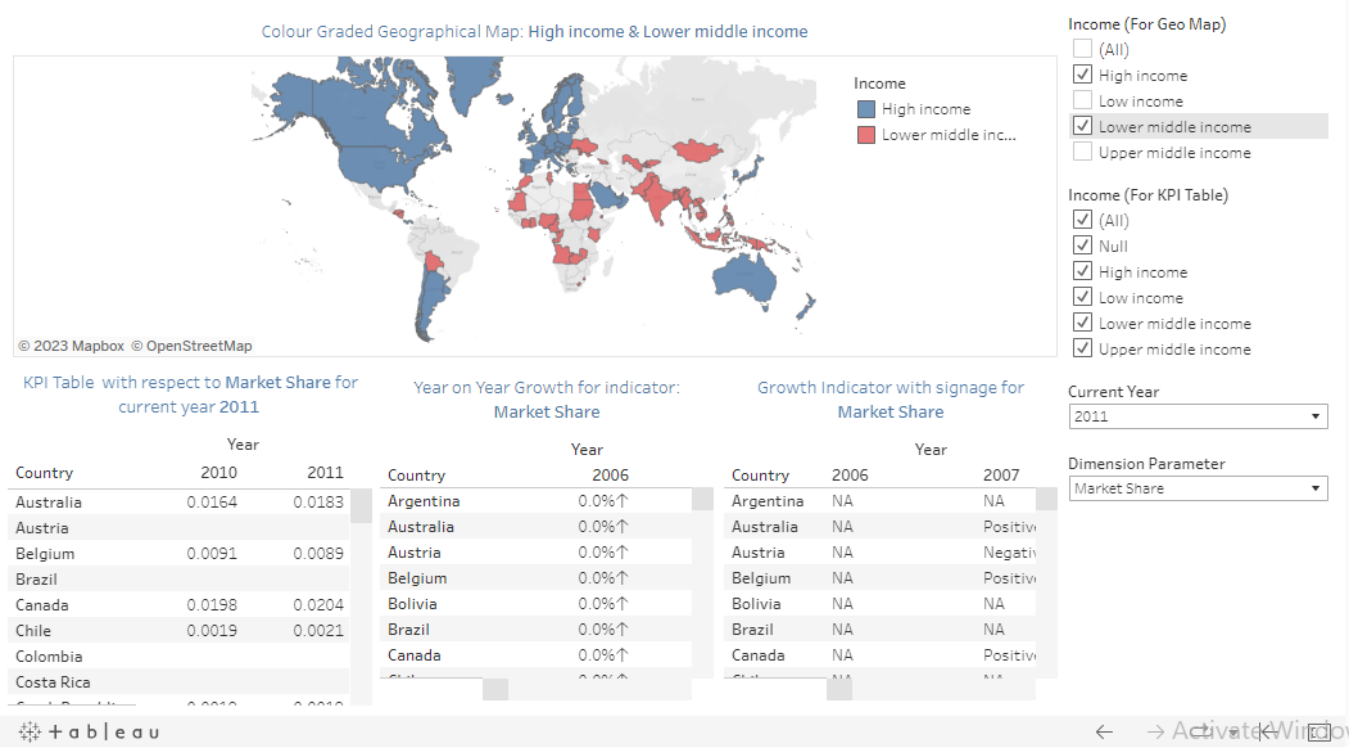


4. Growth indicator table is also created in which Growth indicator displays Negative, No Change, and Positive as values and corresponding shapes against it.



Country	2006	2007	2008	2009	2010	2011
Argentina	NA	NA	NA	NA	NA	NA
Australia	NA	Positive↑	Negative↓	Negative↓	Positive↑	Positive↑
Austria	NA	Negative↓	Positive↑	NA	NA	NA
Belgium	NA	Positive↑	Positive↑	Negative↓	Negative↓	Negative↓
Bolivia	NA	NA	NA	NA	NA	NA
Brazil	NA	NA	NA	NA	NA	NA
Canada	NA	Positive↑	Negative↓	Negative↓	Positive↑	Positive↑
Chile	NA	NA	NA	NA	Positive↑	Positive↑
Colombia	NA	NA	NA	NA	NA	NA
Costa Rica	NA	NA	NA	NA	NA	NA
Cuba	NA	NA	NA	NA	NA	NA
Czech Repu..	NA	Positive↑	Positive↑	Negative↓	Positive↑	Positive↑
Denmark	NA	Positive↑	Positive↑	NA	NA	NA
Ecuador	NA	NA	NA	NA	NA	NA
El Salvador	NA	NA	NA	NA	NA	NA
Estonia	NA	NA	NA	NA	Positive↑	Negative↓
Finland	NA	Negative↓	Positive↑	Positive↑	Positive↑	Negative↓
France	NA	Negative↓	Negative↓	Positive↑	Negative↓	Negative↓
Germany	NA	Negative↓	Positive↑	Negative↓	Negative↓	Negative↓
Greece	NA	Positive↑	Positive↑	Negative↓	Negative↓	Negative↓
Guatemala	NA	NA	NA	NA	NA	NA

5. All the sheets along with Parameters filter is nicely embedded in the dashboard. URL for public Dashboard is as follows:-
https://public.tableau.com/app/profile/shubham.parashar5335/viz/TableauProject_17017001228000/Dashboard1?publish=yes



Country	2010	2011
Australia	0.0164	0.0183
Austria		
Belgium	0.0091	0.0089
Brazil		
Canada	0.0198	0.0204
Chile	0.0019	0.0021
Colombia		
Costa Rica		

Country	2006
Argentina	0.0%↑
Australia	0.0%↑
Austria	0.0%↑
Belgium	0.0%↑
Bolivia	0.0%↑
Brazil	0.0%↑
Canada	0.0%↑

Country	2006	2007
Argentina	NA	NA
Australia	NA	Positive
Austria	NA	Negati
Belgium	NA	Positive
Bolivia	NA	NA
Brazil	NA	NA
Canada	NA	Positive