

Comparison of Region Based on Sales

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

The aim is to help the organization by creating a dashboard to visualize the sales comparison between two selected regions.

Datasets

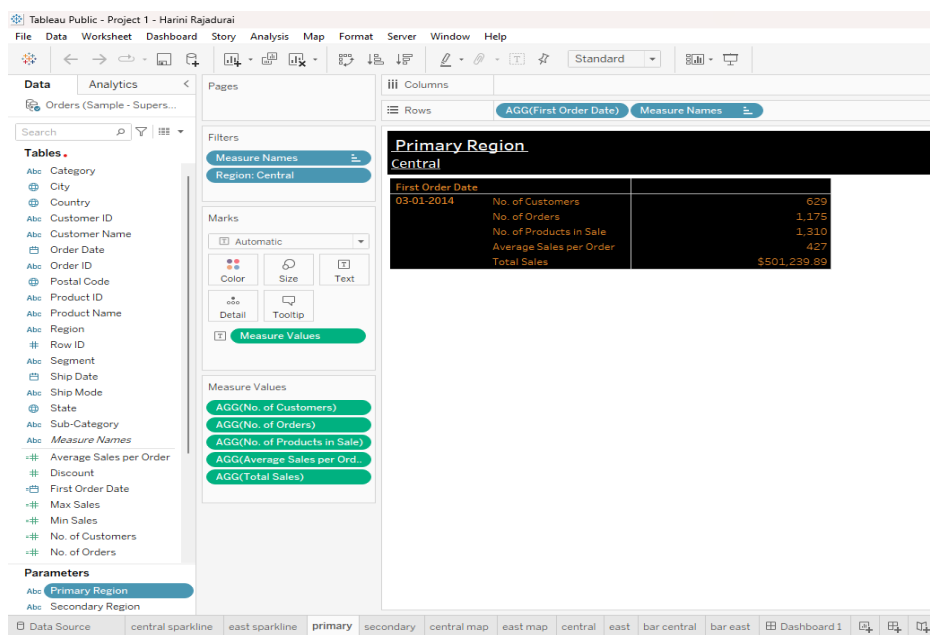
Sample Superstore

Steps to Perform

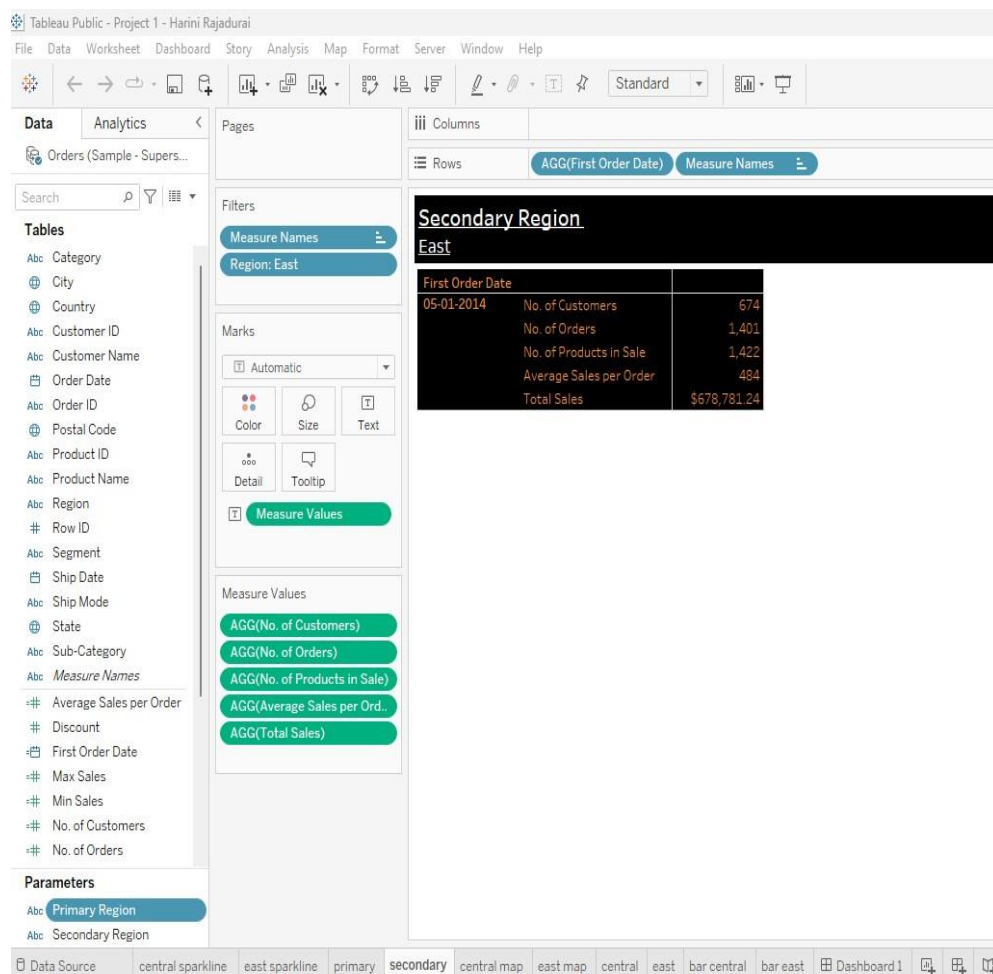
Dataset is added to Tableau Public. The objective is to compare the regions which are central and east based on sales. Two parameters are created i.e., Primary Region (Central) and Secondary Region (East). Respective calculated fields are also found they are,

- First Order Date
- Total Sales
- Average Sales per Order
- No. of Customers
- No. of Orders
- No. of Products in Sale

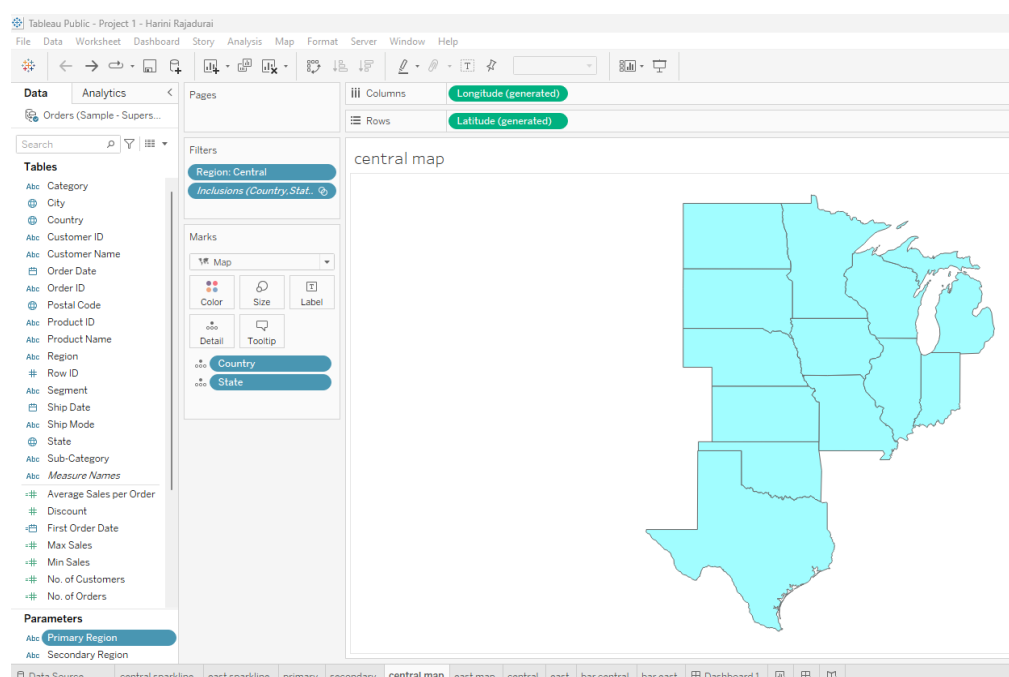
Primary region is to be displayed by adding necessary fields which is given below:



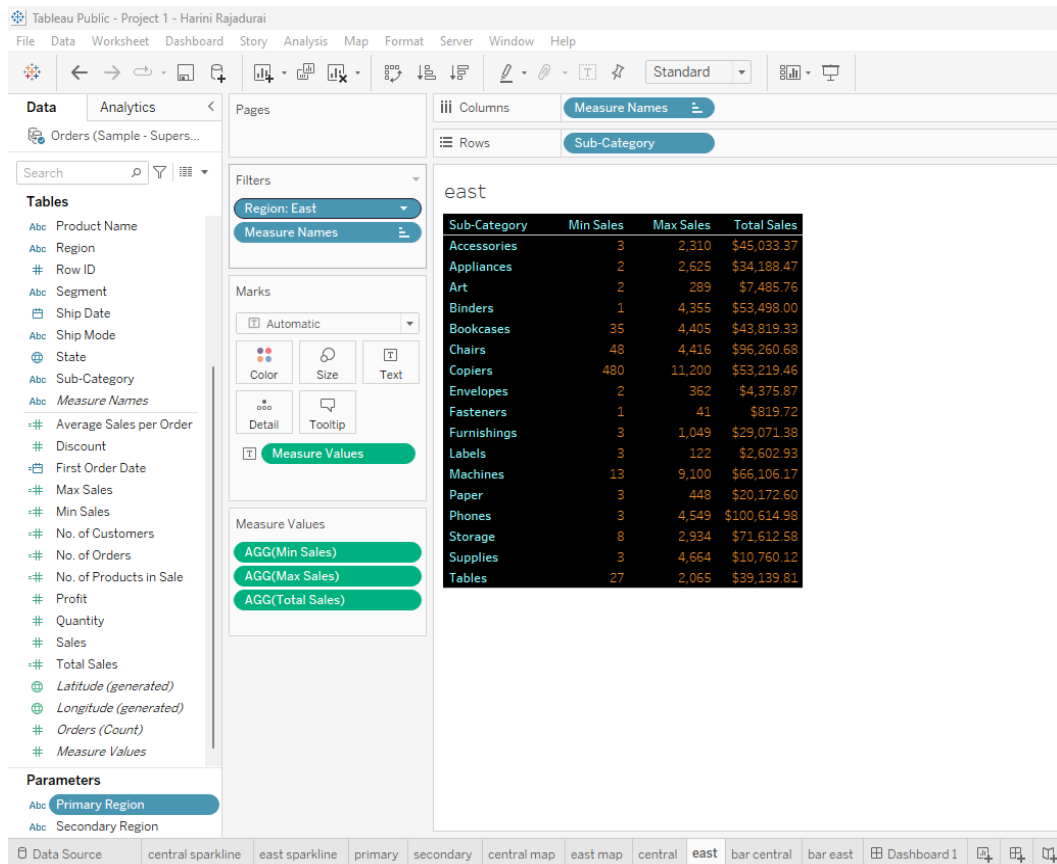
In the same way, Secondary Region is found below:



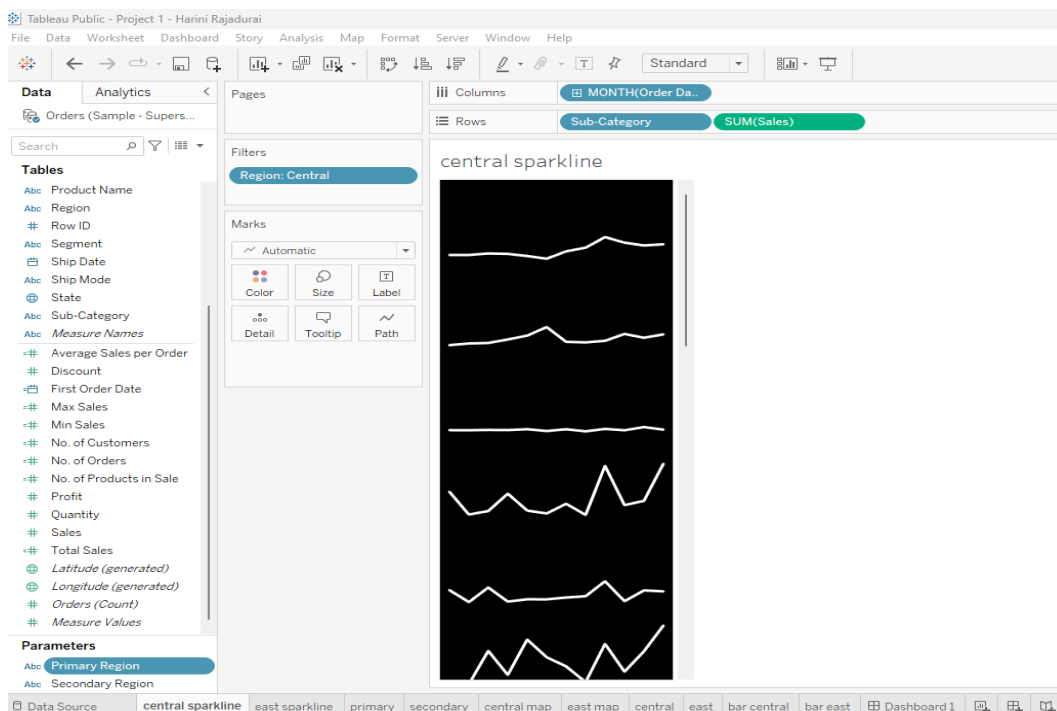
Central region and East region are visualized through Maps. County and state are added. Filter is used to filter the particular region. These two regions are focused in map for an enhanced view.



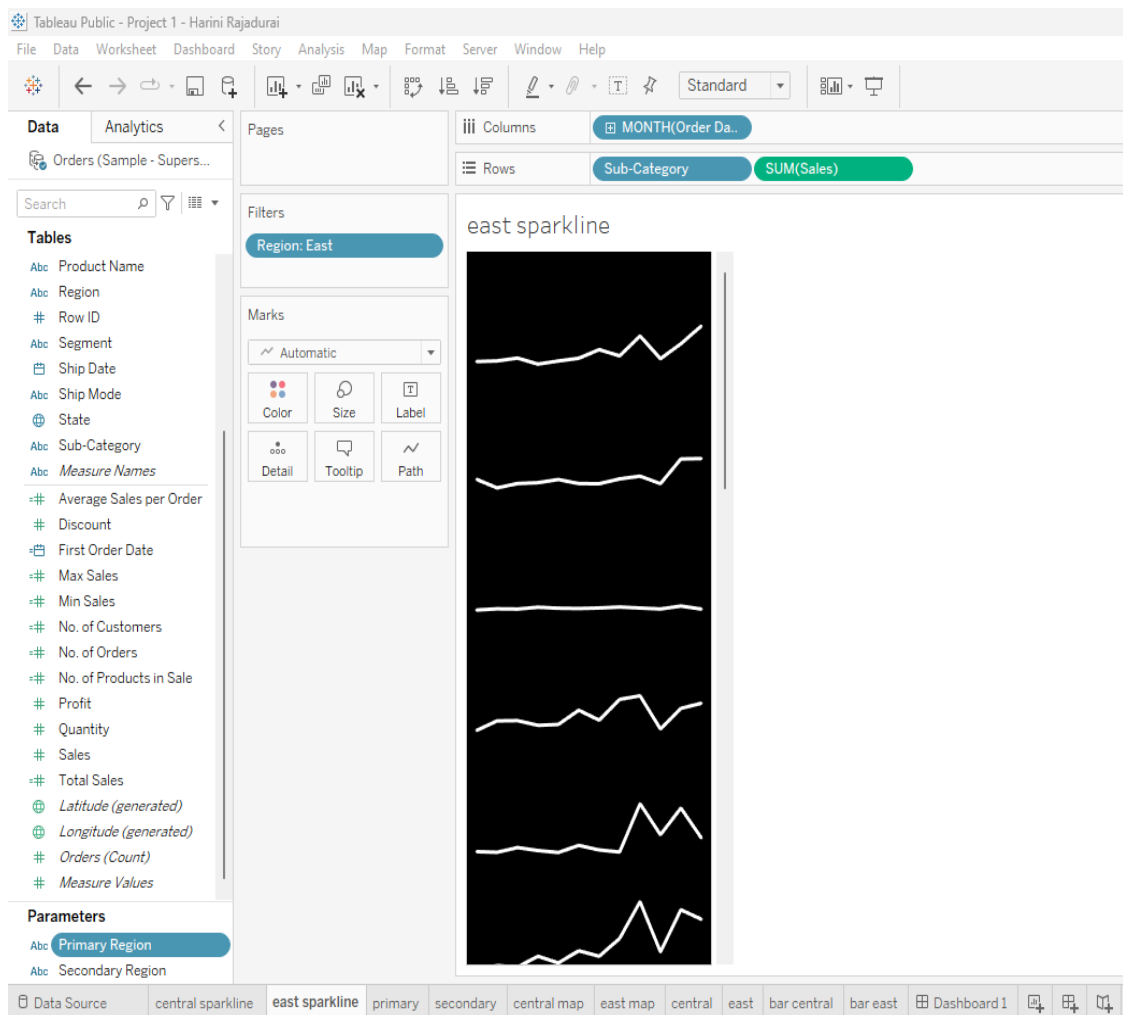
Likewise, in secondary east region, subcategories are classified based on the mentioned parameters.



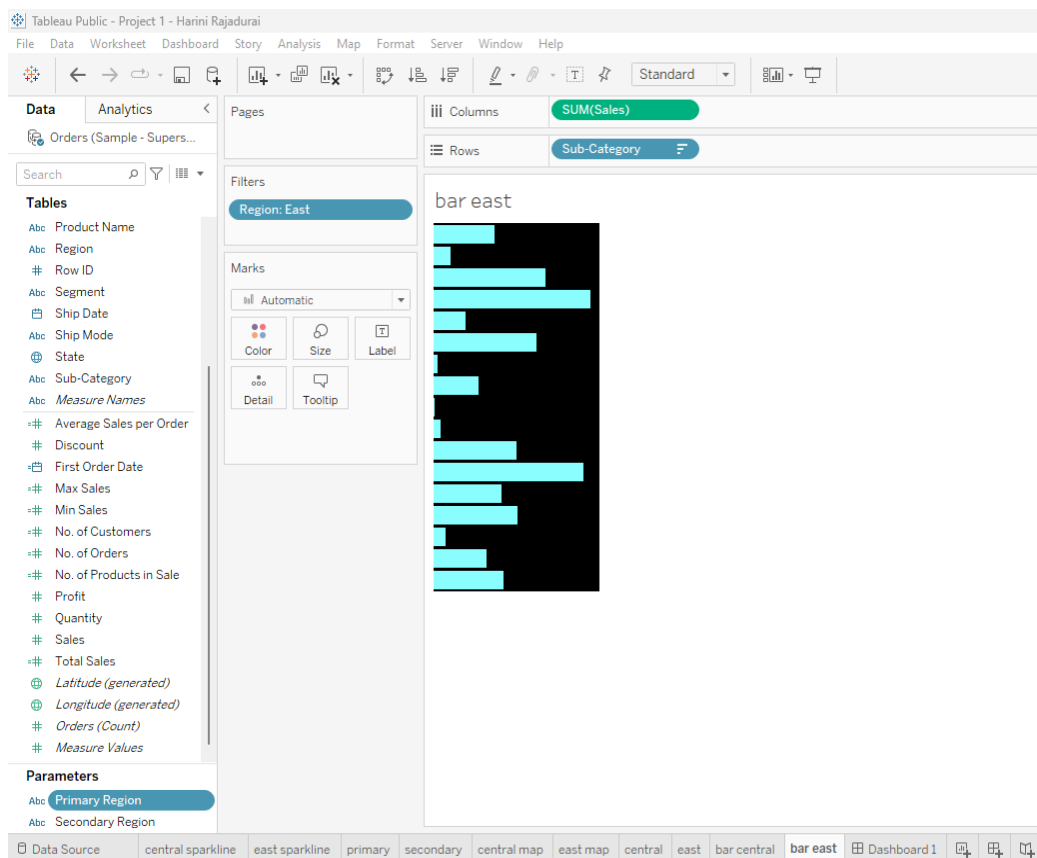
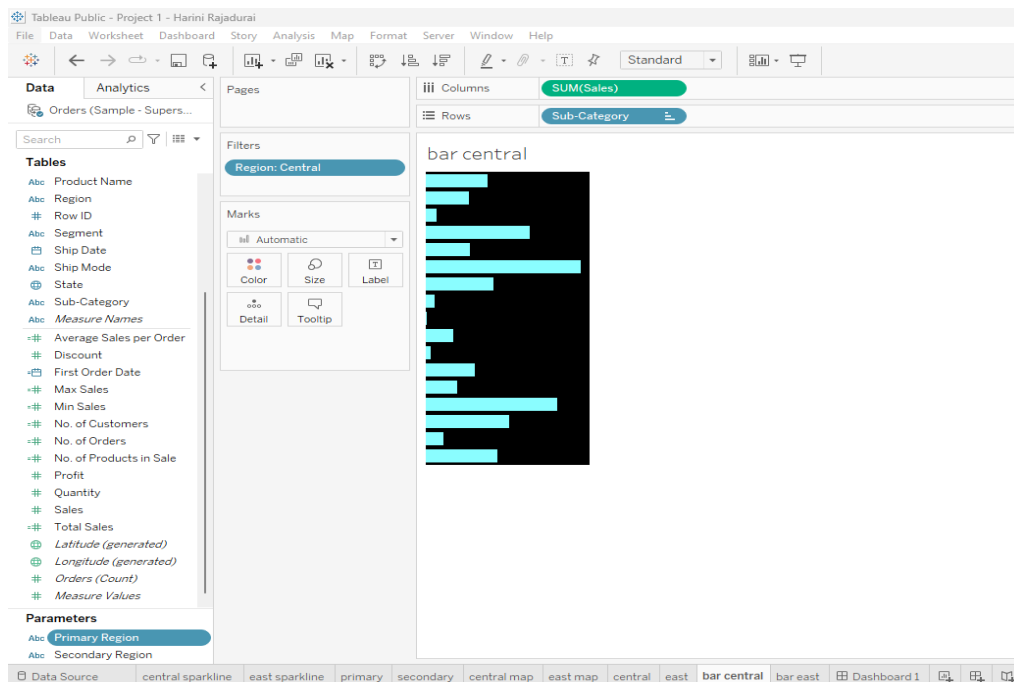
In central region, subcategories are classified based on sales and month (order date) which is visualized like a line graph. It's formatted for a better view.



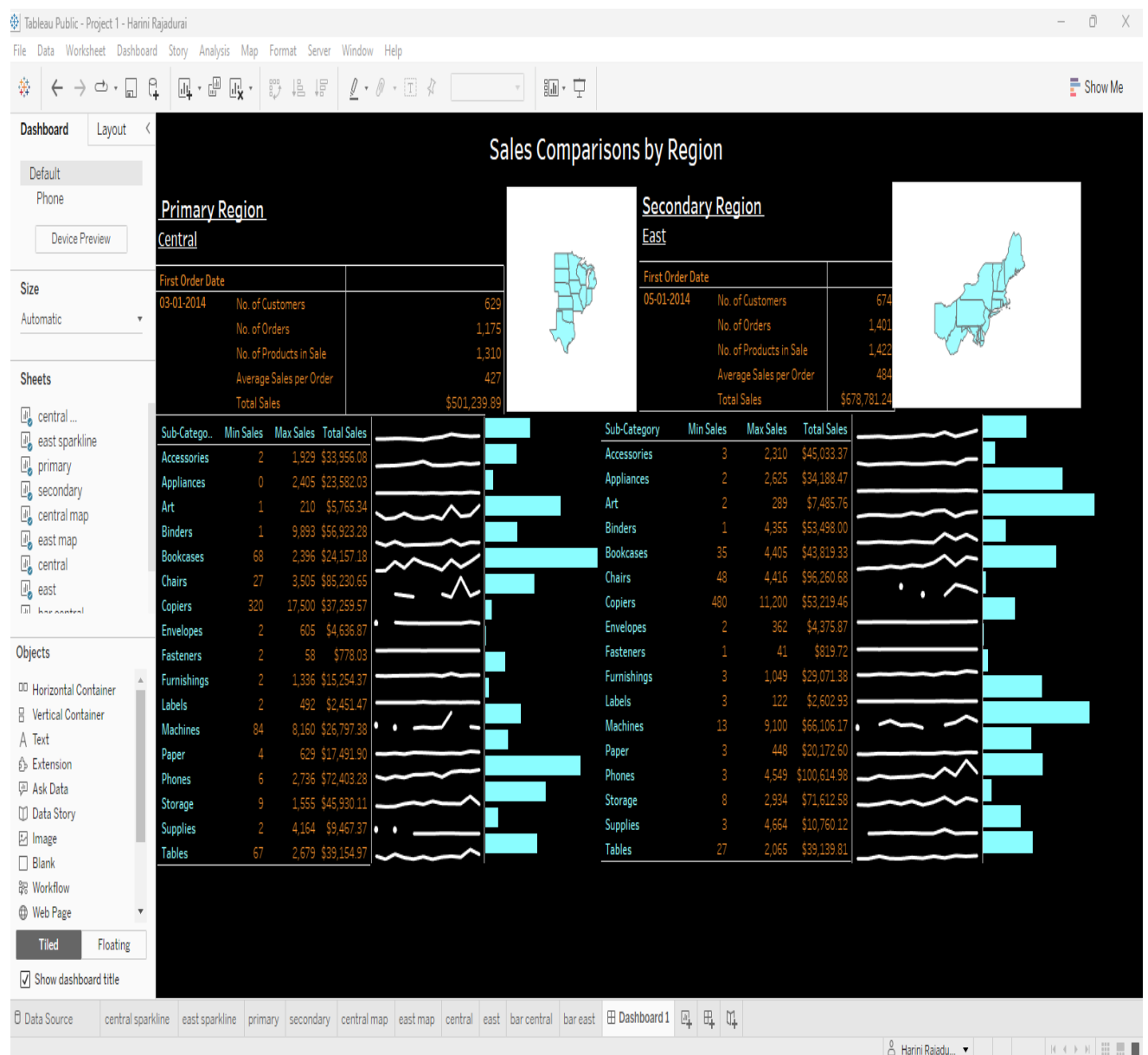
In east region, subcategories are classified based on sales and month (order date) which is visualized like a line graph. It's formatted for a better view.



Bar graph is added for both the regions. It helps to find the highest and lowest number of sales for the available subcategories.



Finally, Dashboard is created for better comparison between two regions based on sales. All the sheets are aligned to made an interaction easier. Following partition displays the details of primary and secondary regions.



Hence, a dashboard is created to visualize the sales comparison between two selected regions.