

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:

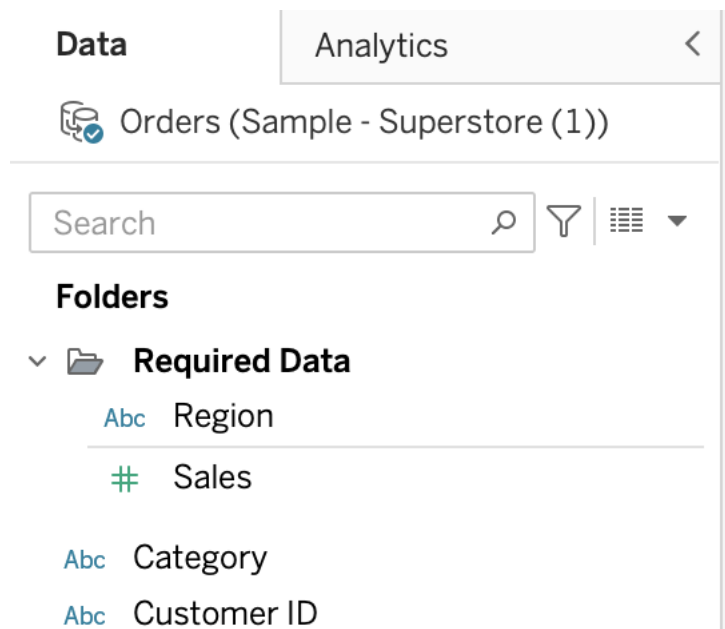
Help the organization by creating a dashboard to visualize the sales comparison between two selected regions.

Datasets:

Sample Superstore

Steps to Perform:

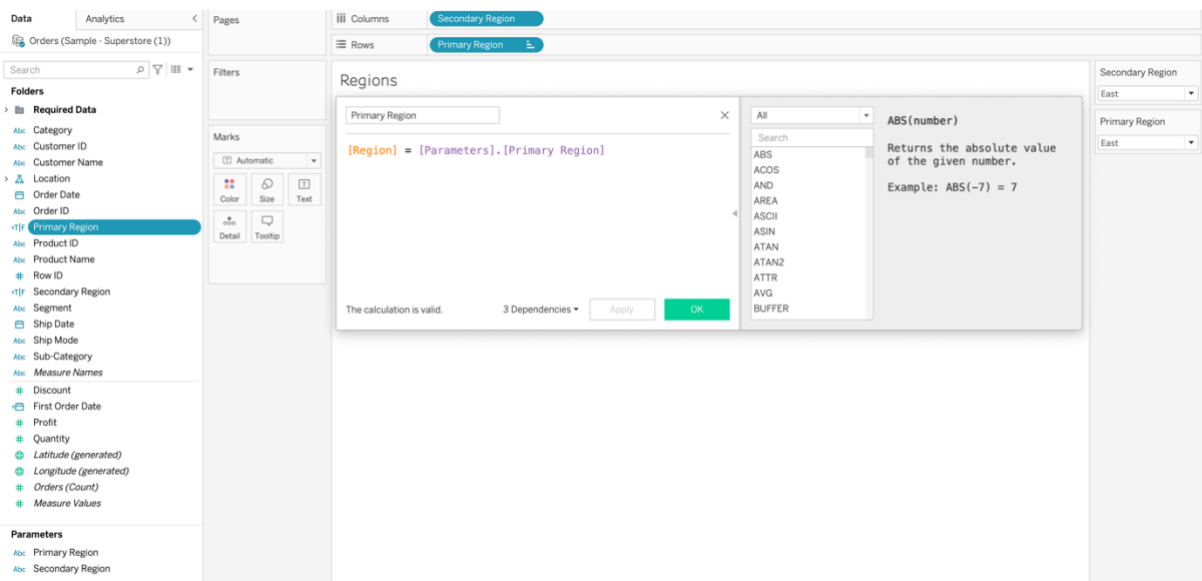
1. Select Sample Superstore as Dataset
 1. Use Sample Superstore Dataset
 2. Select Data
 3. Use Group by from Data Source Table on a Folder to create a folder to segregate the required data



2. Create a hierarchy called Location

- ▼  Location
 -  City
 -  State
 -  Country
 -  Postal Code

3. Create two parameters: Primary Region and Secondary Region with all regions listed in them.
 1. Create Parameters for Primary Region and Secondary Region
 2. Create a Calculated Field for both Primary Region and Secondary Region



The screenshot shows the Tableau Desktop interface with the 'Orders (Sample - Superstore (1))' data source loaded. The 'Columns' shelf contains 'Secondary Region' and the 'Rows' shelf contains 'Primary Region'. A 'Regions' dialog box is open, showing the formula `[Region] = [Parameters].[Primary Region]`. The dialog also displays a list of functions including ABS, ACOS, AND, AREA, ASCII, ASIN, ATAN, ATAN2, ATTR, AVG, and BUFFER. The 'ABS(number)' function is highlighted, with a description: 'Returns the absolute value of the given number. Example: ABS(-7) = 7'. The 'Parameters' section on the left lists 'Primary Region' and 'Secondary Region'.

Data | Analytics | Pages | Columns: Secondary Region | Rows: Primary Region

Search: Orders (Sample - Superstore (1))

Folders

- Required Data
 - Category
 - Customer ID
 - Customer Name
 - Location
 - Order Date
 - Order ID
 - Primary Region
 - Product ID
 - Product Name
 - Row ID
 - Secondary Region
 - Segment
 - Ship Date
 - Ship Mode
 - Sub-Category
 - Measure Names
 - Discount
 - First Order Date
 - Profit
 - Quantity
 - Latitude (generated)
 - Longitude (generated)
 - Orders (Count)
 - Measure Values
- Parameters
 - Primary Region
 - Secondary Region

Filters

Marks

Automatic

Color Size Text

Detail Tooltip

Regions

Secondary Region

[Region] = [Parameters].[Secondary Region]

The calculation is valid. 2 Dependencies Apply OK

ABS(number)

Returns the absolute value of the given number.

Example: ABS(-7) = 7

Secondary Region: East

Primary Region: East

4. Create a First Order Date

1. Create a Calculated Field and name it as the First Order Date

Data | Analytics | Pages | Columns: DAY(Order Date) | Rows: AGG(First Order Date)

Search: Orders (Sample - Superstore (1))

Folders

- Required Data
 - Category
 - Customer ID
 - Customer Name
 - Location
 - Order Date
 - Order ID
 - Primary Region
 - Product ID
 - Product Name
 - Row ID
 - Secondary Region
 - Segment
 - Ship Date
 - Ship Mode
 - Sub-Category
 - Measure Names
 - Discount
 - First Order Date
 - Profit
 - Quantity
 - Latitude (generated)
 - Longitude (generated)
 - Orders (Count)
 - Measure Values
- Parameters
 - Primary Region
 - Secondary Region

Filters

Action (Region): DAY(Order Date)

Marks

Automatic

Color Size Label

Detail Tooltip

First Order Date

06/01/2014 | 6 January 2014
13/01/2014 | 13 January 2014
18/01/2014 | 18 January 2014
19/01/2014 | 19 January 2014
20/01/2014 | 20 January 2014
23/01/2014 | 23 January 2014
27/01/2014 | 27 January 2014
31/01/2014 | 31 January 2014
02/02/2014 | 2 February 2014
03/02/2014 | 3 February 2014
04/02/2014 | 4 February 2014
08/02/2014 | 8 February 2014
12/02/2014 | 12 February 2014
14/02/2014 | 14 February 2014
15/02/2014 | 15 February 2014
20/02/2014 | 20 February 2014
22/02/2014 | 22 February 2014
24/02/2014 | 24 February 2014
01/03/2014 | 1 March 2014
03/03/2014 | 3 March 2014
07/03/2014 | 7 March 2014
10/03/2014 | 10 March 2014
11/03/2014 | 11 March 2014
14/03/2014 | 14 March 2014
18/03/2014 | 18 March 2014
22/03/2014 | 22 March 2014
23/03/2014 | 23 March 2014
24/03/2014 | 24 March 2014
25/03/2014 | 25 March 2014
26/03/2014 | 26 March 2014
28/03/2014 | 28 March 2014
30/03/2014 | 30 March 2014
31/03/2014 | 31 March 2014
01/04/2014 | 1 April 2014
03/04/2014 | 3 April 2014

The calculation is valid. 3 Dependencies Apply OK

First Order Date

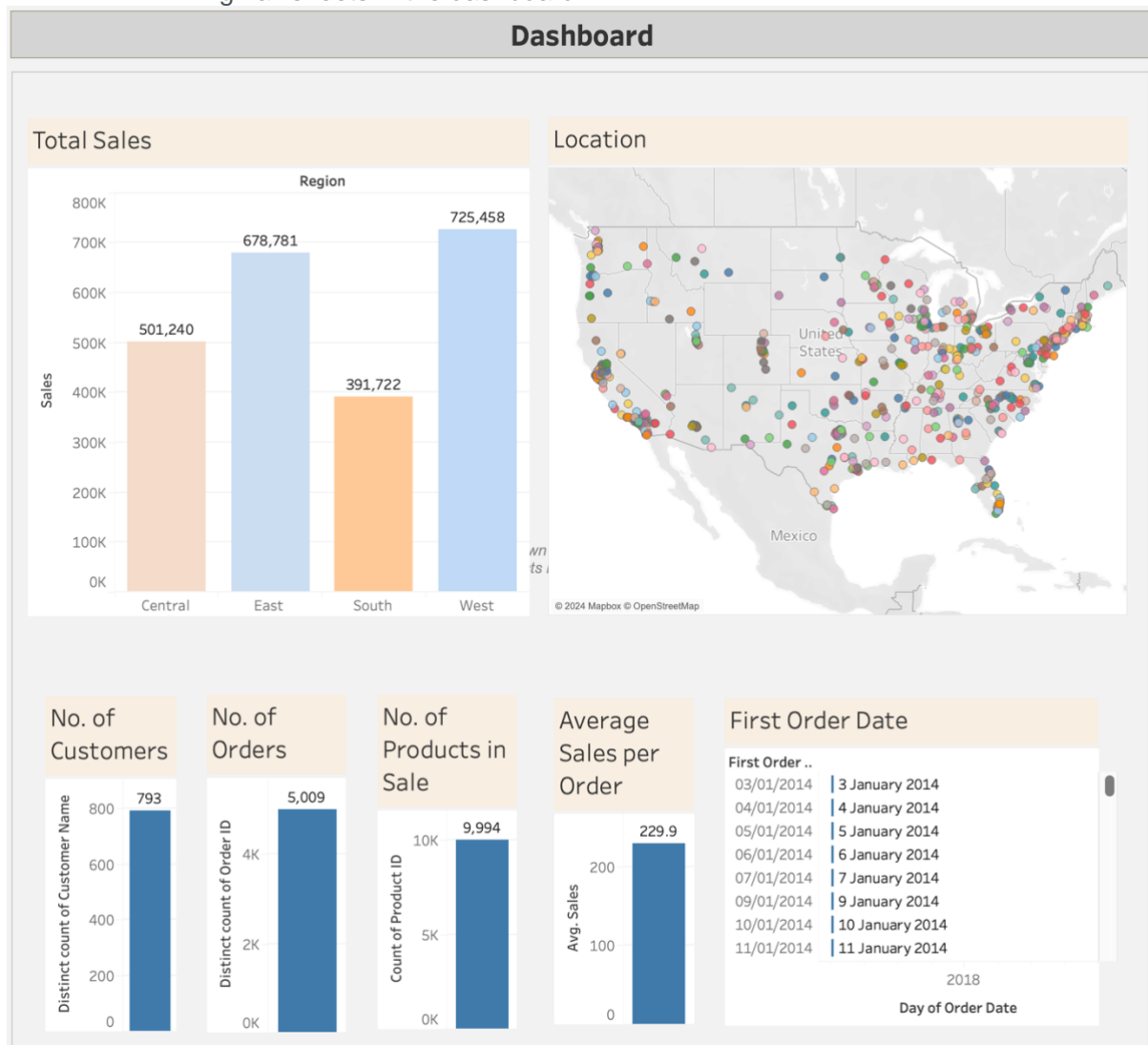
MIN([Order Date])

DAY(Order Date)

3 January 2013 30 December

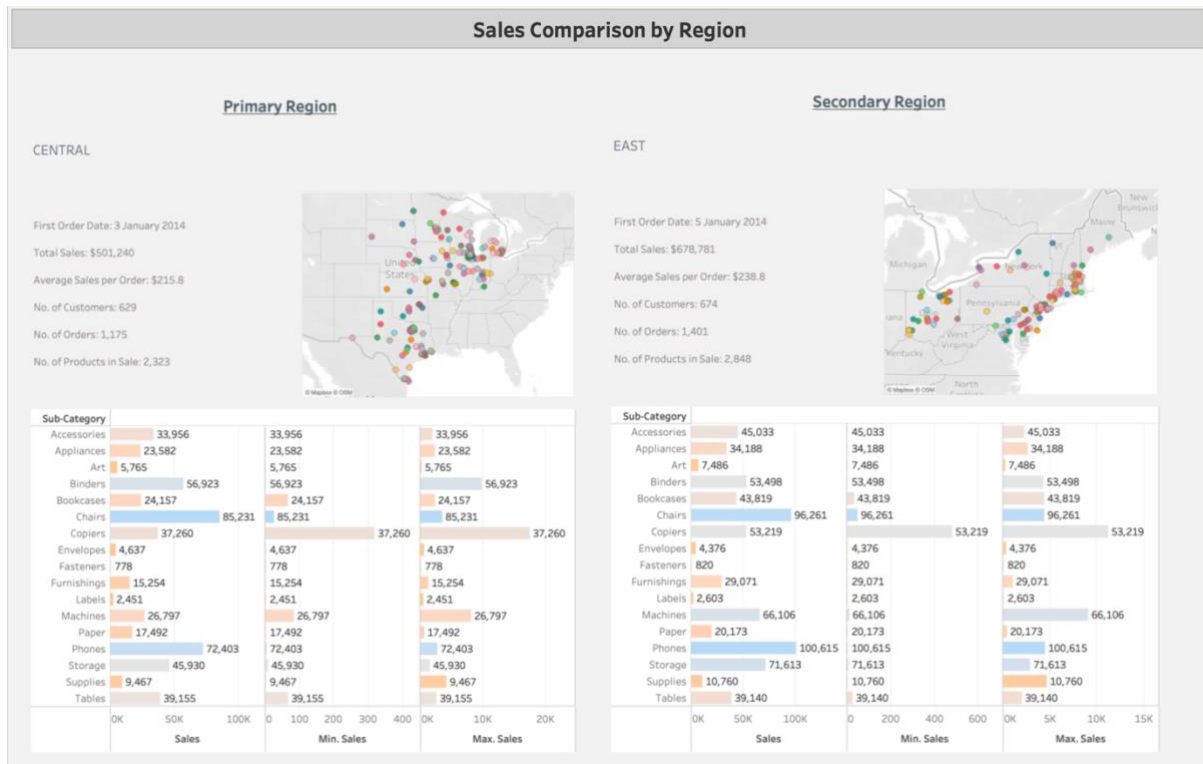
Day of Order Date

5. Create a dashboard
 1. Align all sheets in the dashboard



6. Partition the dashboard to display the below details of Primary Region and Secondary Region

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

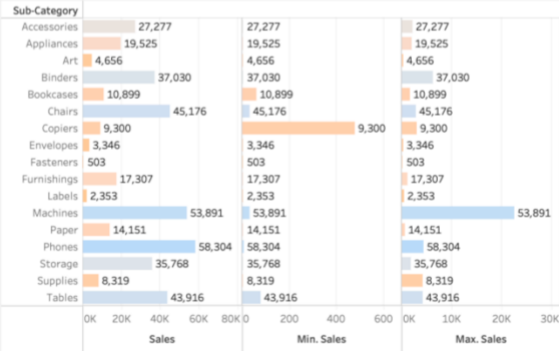


Sales Comparison by Region

Primary Region

SOUTH

First Order Date: 6 January 2014
Total Sales: \$391,722
Average Sales per Order: \$241.8
No. of Customers: 512
No. of Orders: 822
No. of Products in Sale: 1,620



Secondary Region

WEST

First Order Date: 6 January 2014
Total Sales: \$725,458
Average Sales per Order: \$226.5
No. of Customers: 686
No. of Orders: 1,611
No. of Products in Sale: 3,203

