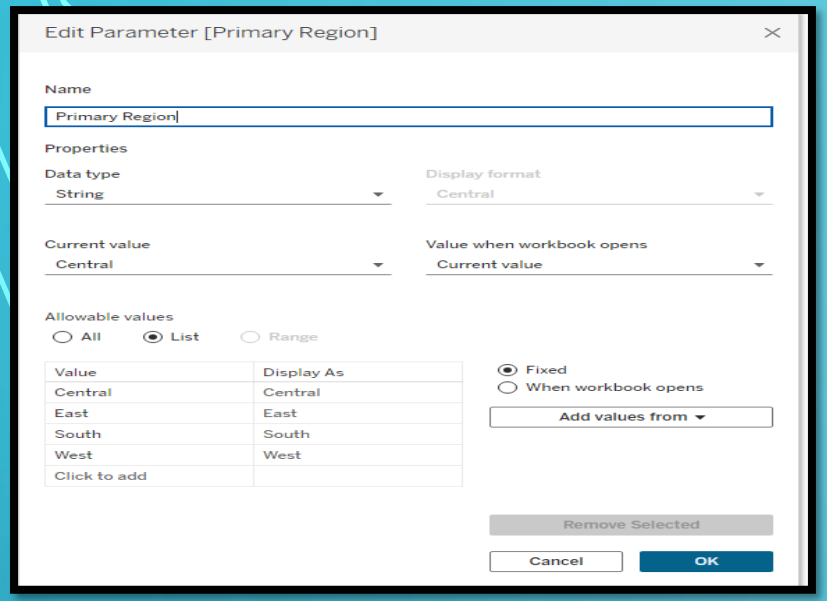
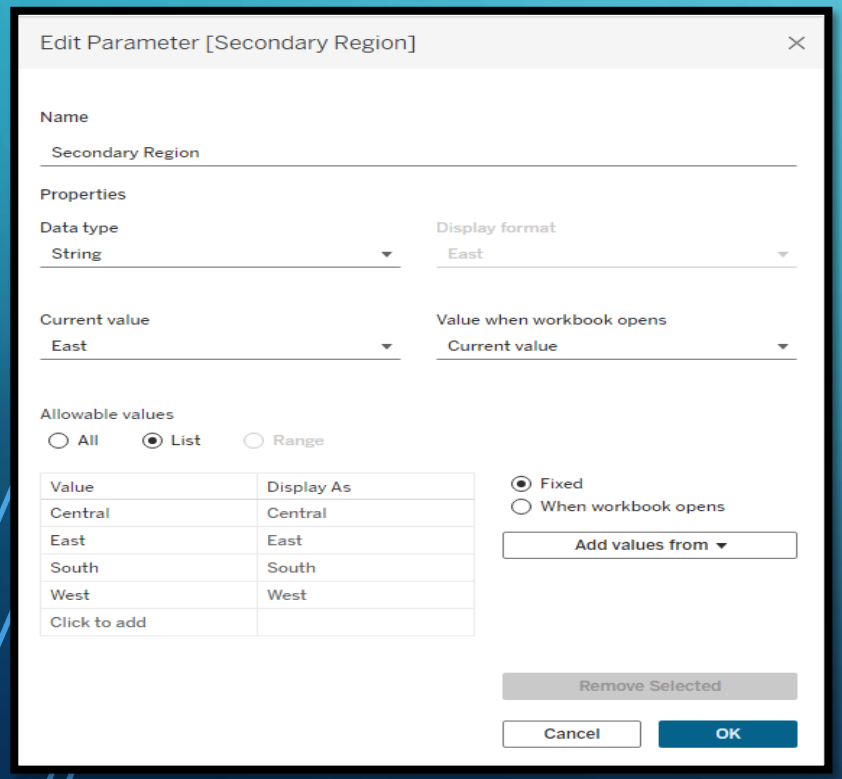
PROJECT NAME - COMPARISON OF REGION BASED ON SALES

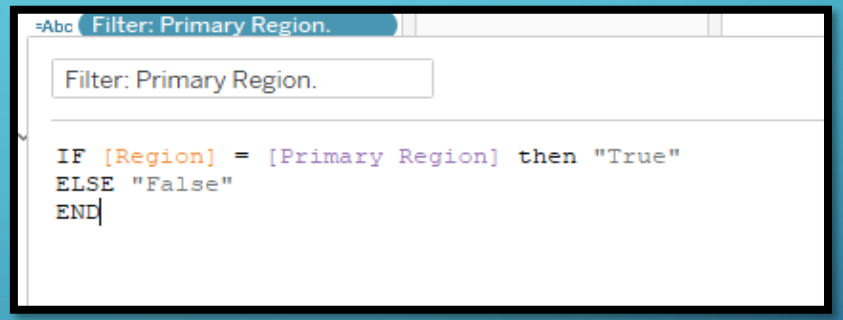
PROJECT DESCRIPTION

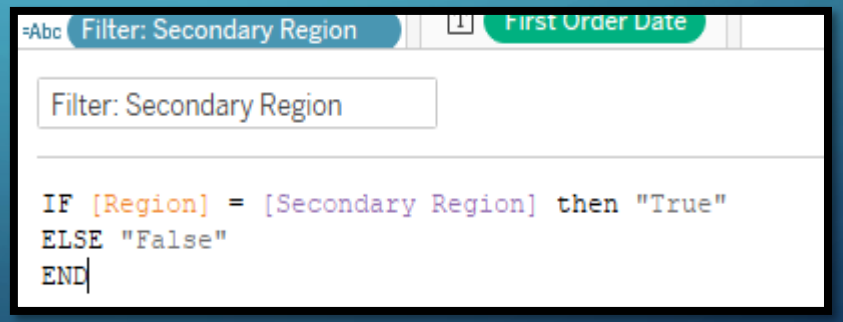
THE DIRECTOR OF A LEADING ORGANIZATION WANTS TO COMPARE THE SALES BETWEEN TWO REGIONS. HE HAS ASKED EACH REGION OPERATORS TO RECORD THE SALES DATA TO COMPARE BY REGION. THE UPPER MANAGEMENT WANTS TO VISUALIZE THE SALES DATA USING A DASHBOARD TO UNDERSTAND THE PERFORMANCE BETWEEN THEM AND SUGGEST THE NECESSARY IMPROVEMENTS.



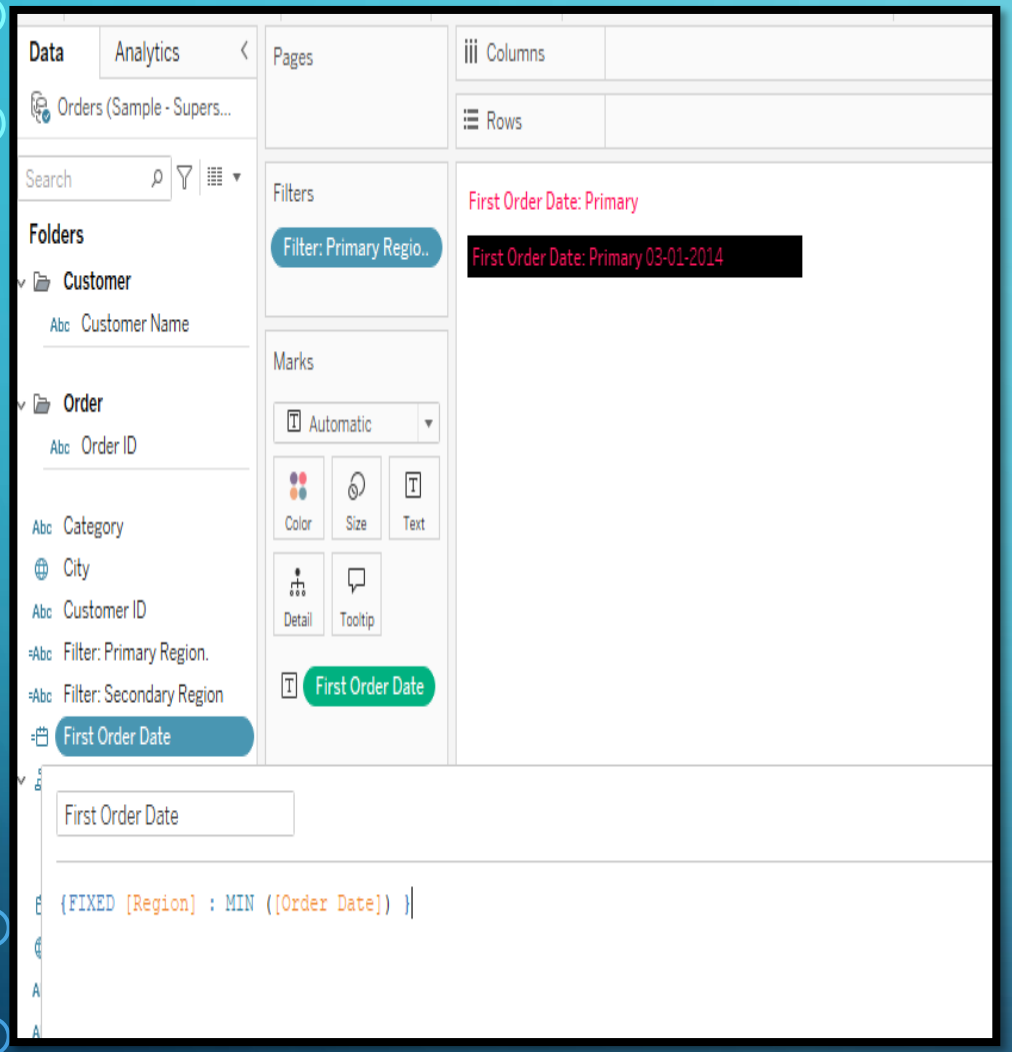


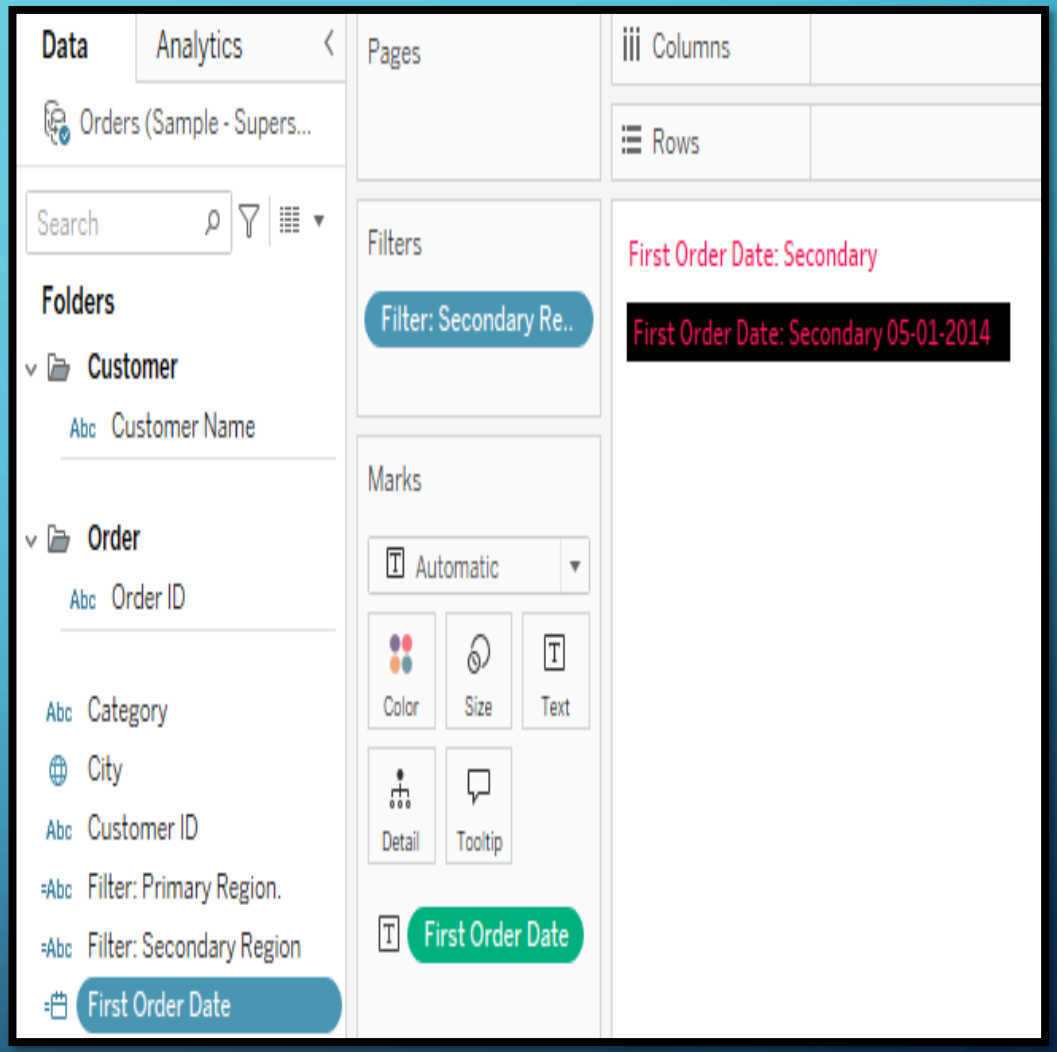
Here, the ask was to create a parameter for Primary and Secondary Region.
I have created a parameters accordingly and had listed all the regions :
Central, East, South & West. And have also created a calculated field for Primary & Secondary Regions



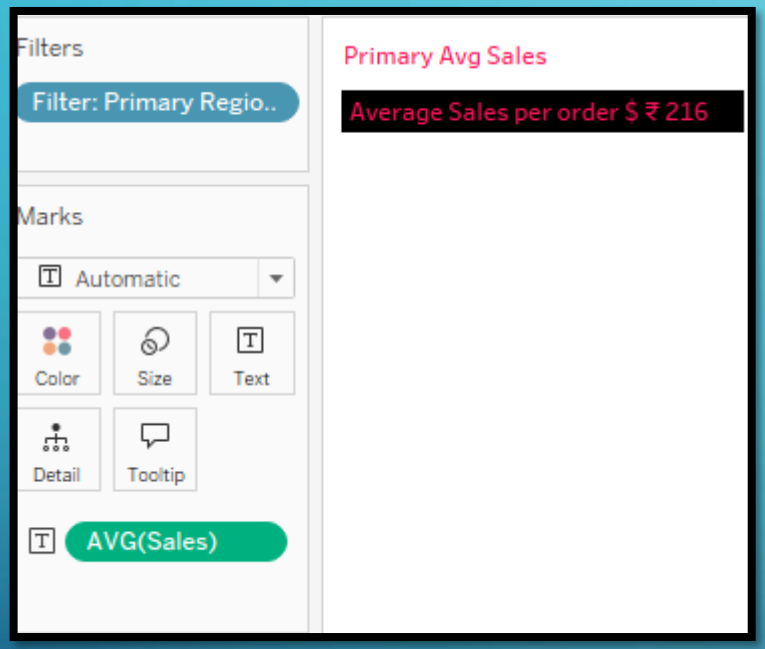


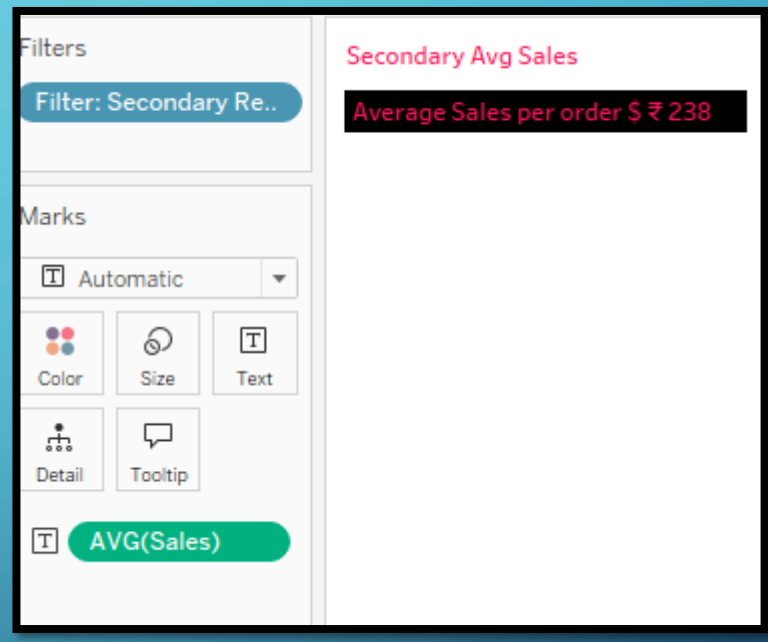
Then to create a Calculated Field and name it as the First Order Date for Primary and Secondary Regions



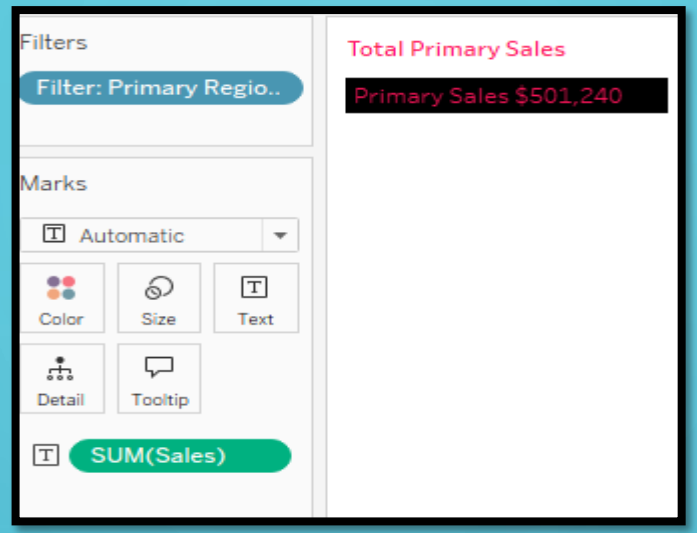


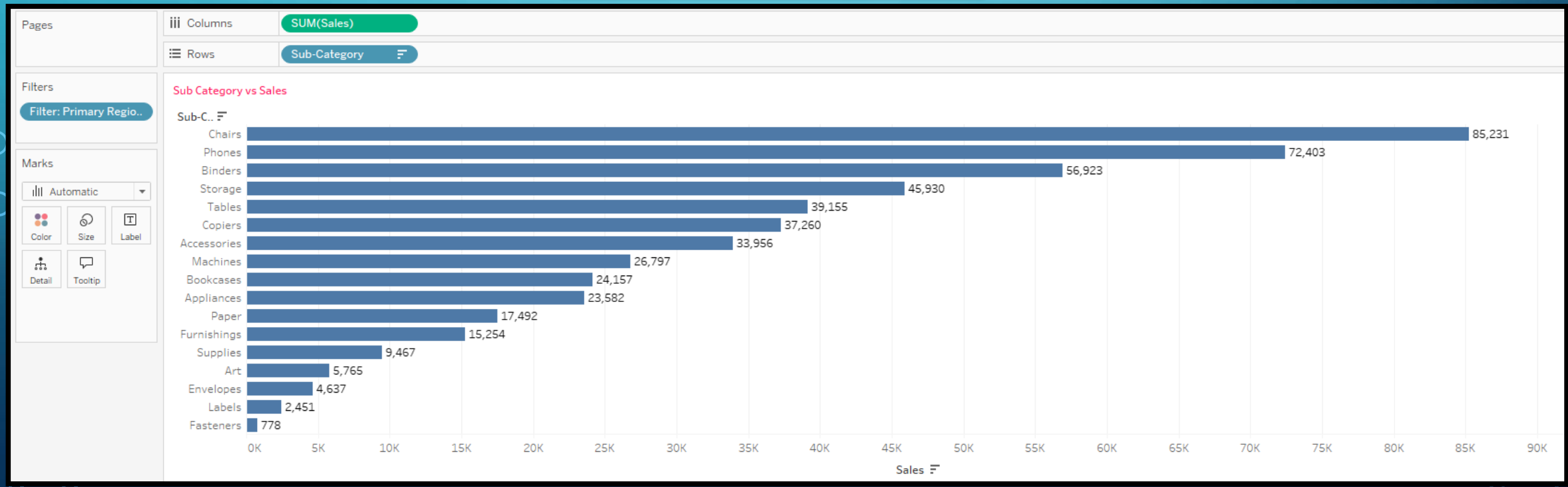
Average Sales per order for Primary Region



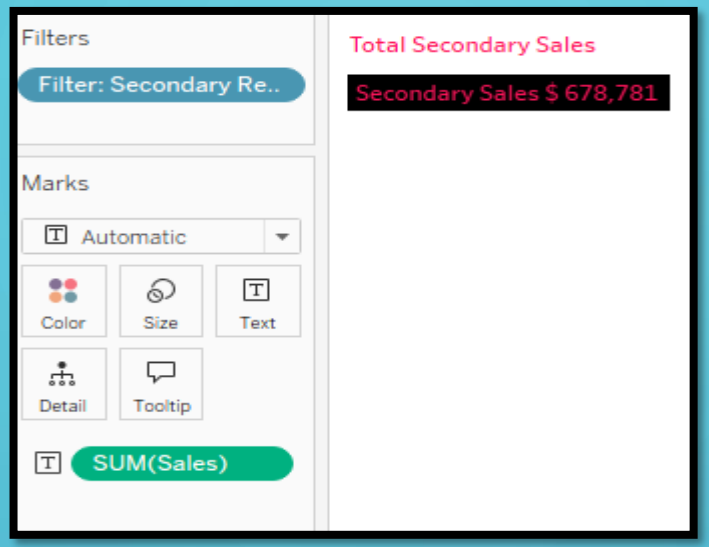


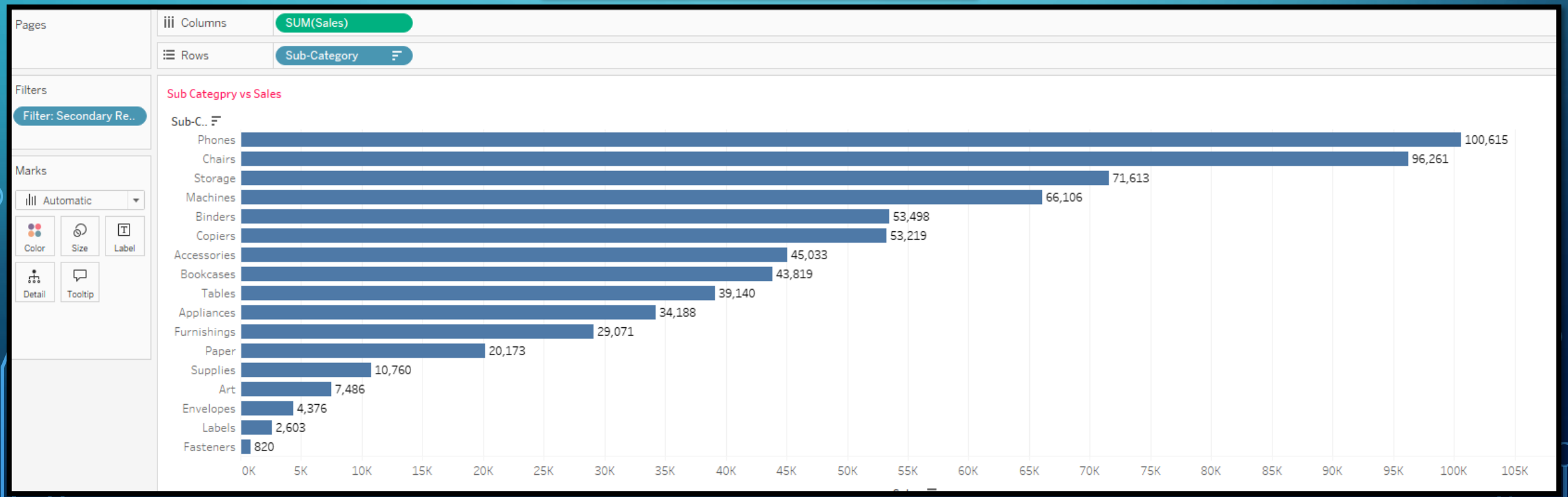
Total Sales per Order for Primary Region



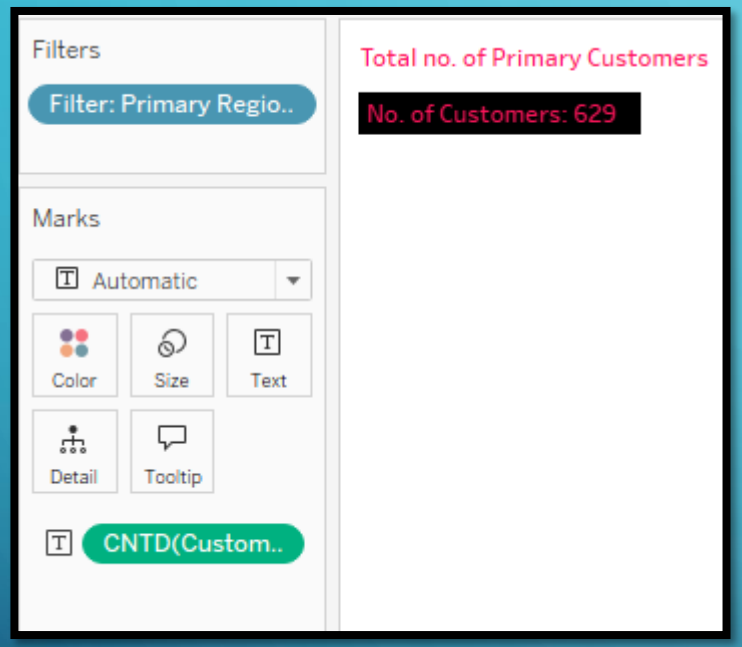


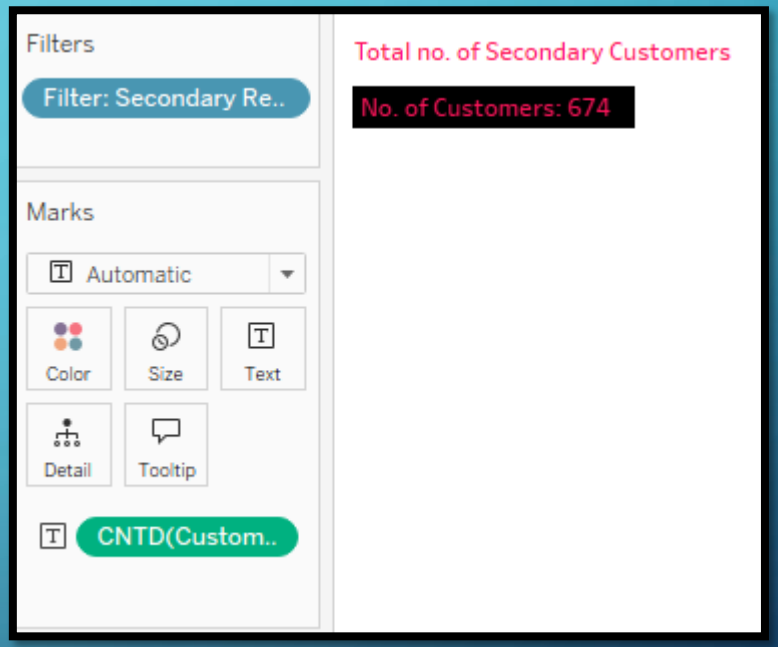
Total Sales per order for Secondary Regions



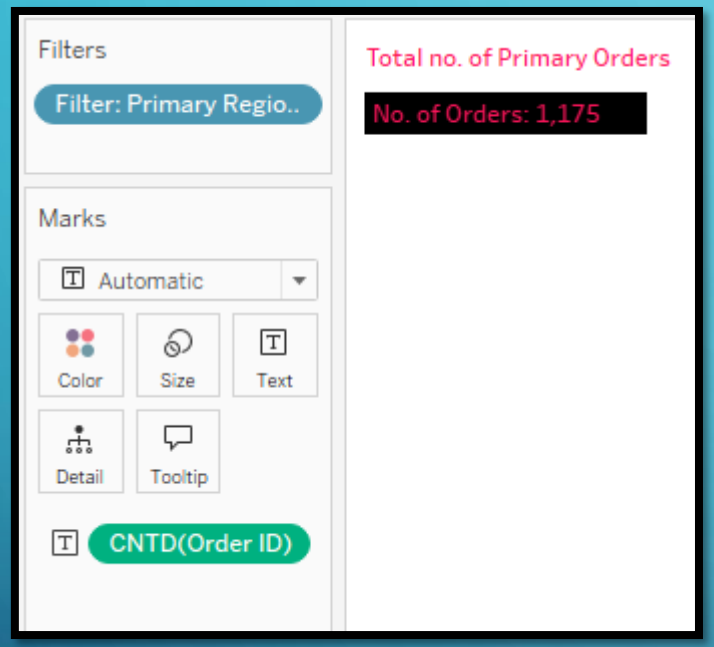


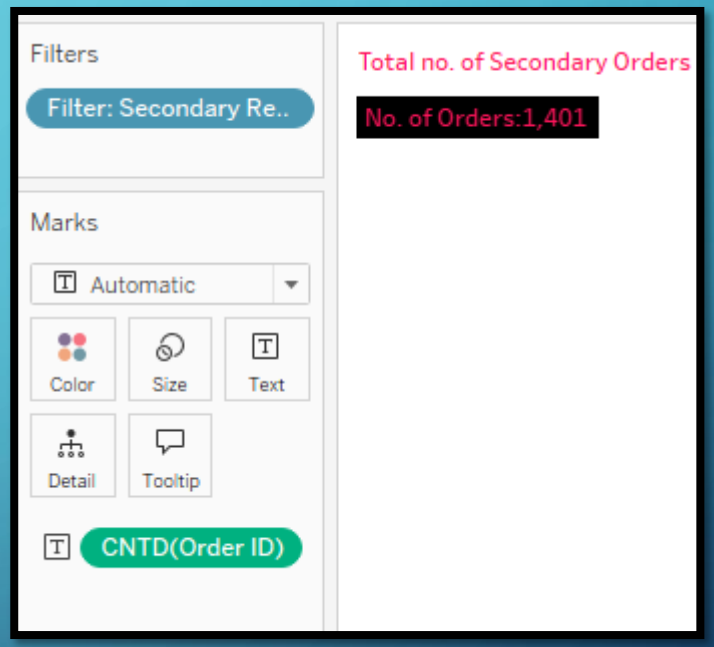
Total number of customers count in Primary and Secondary Region



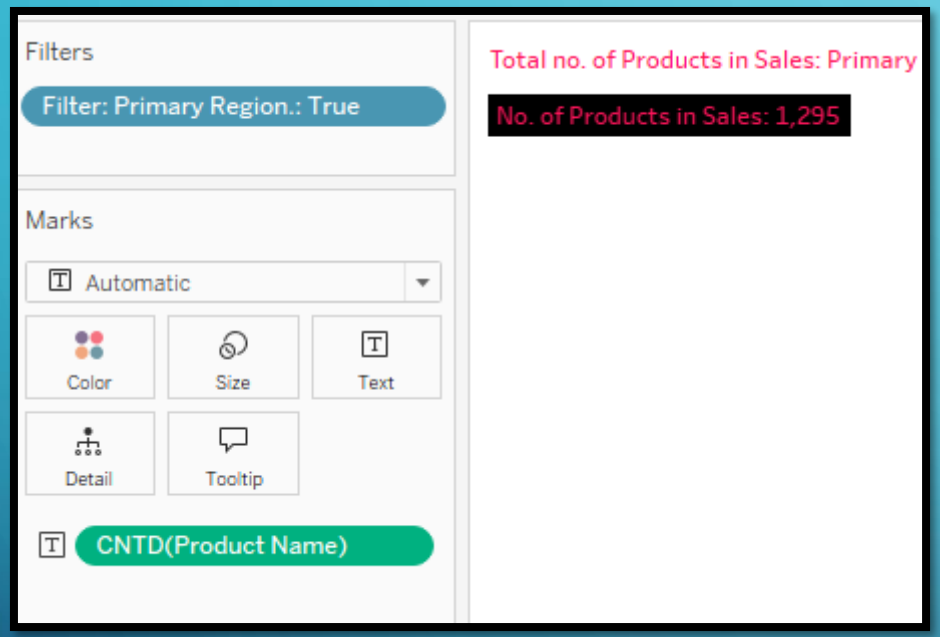


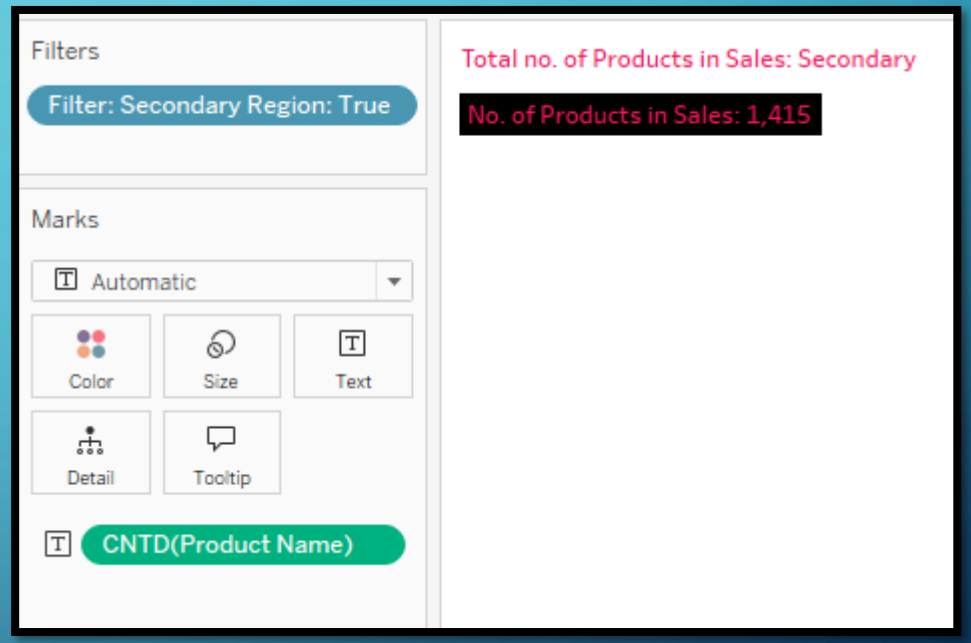
Total count of orders in Primary and Secondary Regions



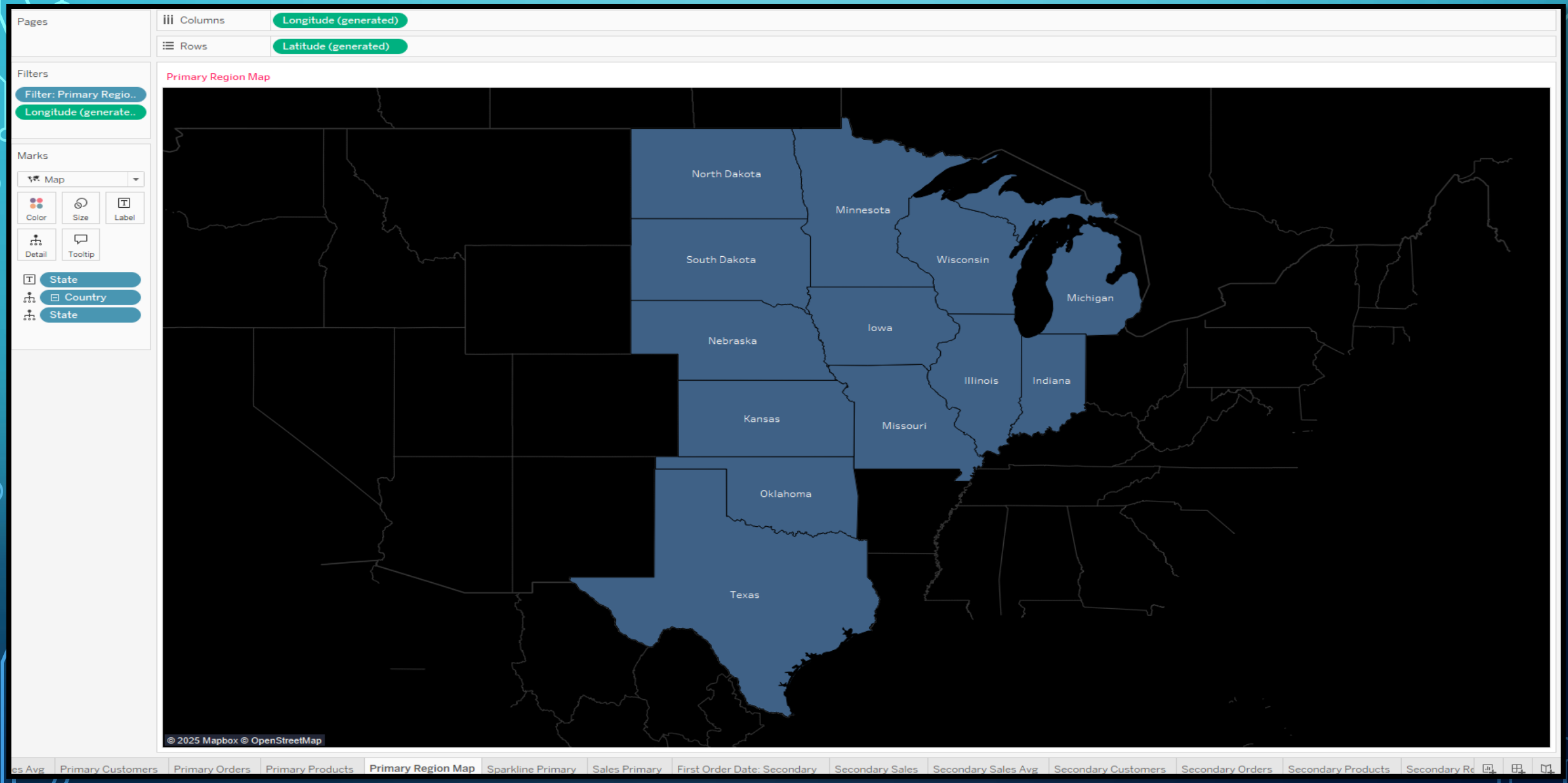


Total count of Product Names in Primary and Secondary Regions

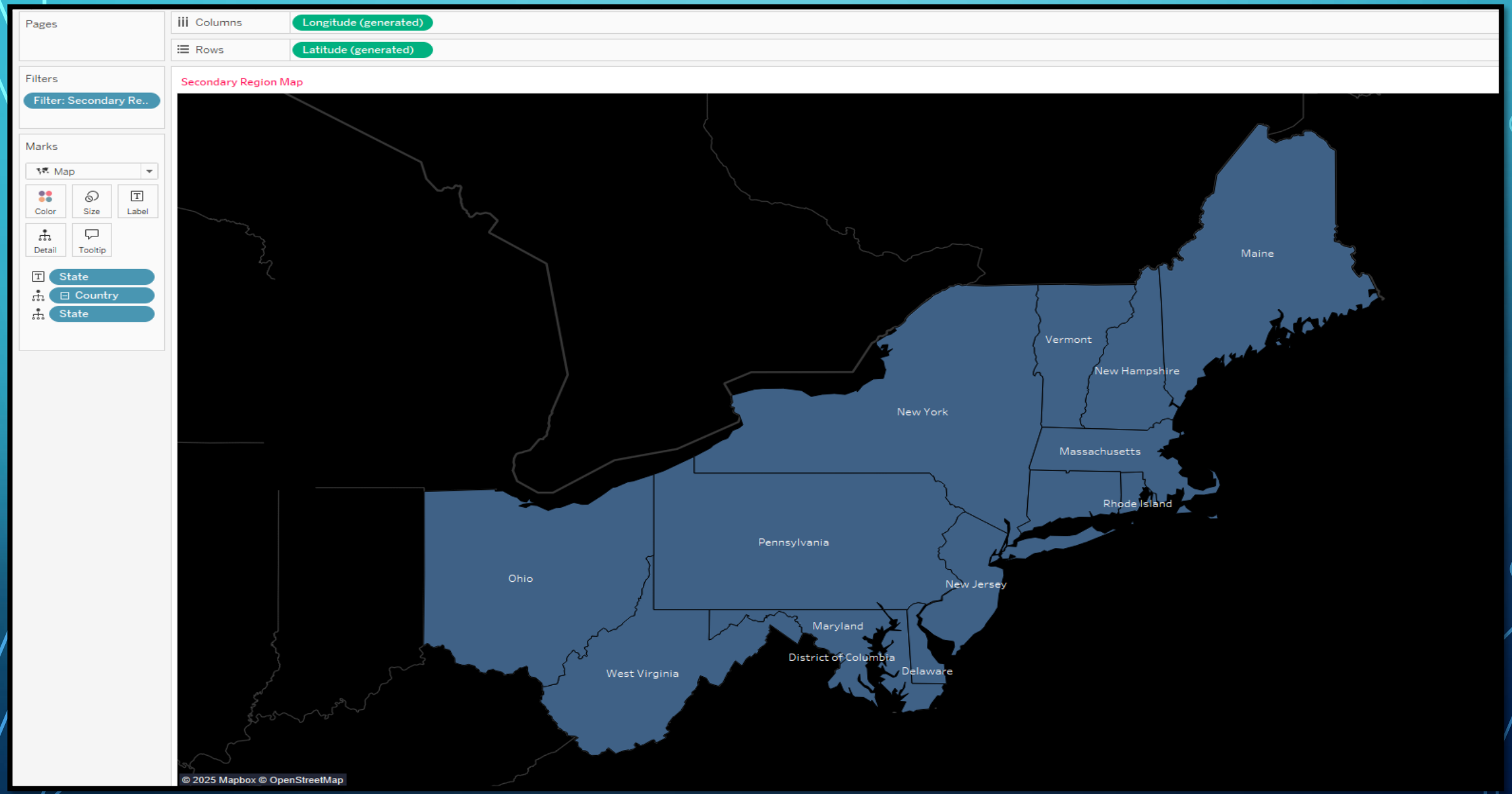




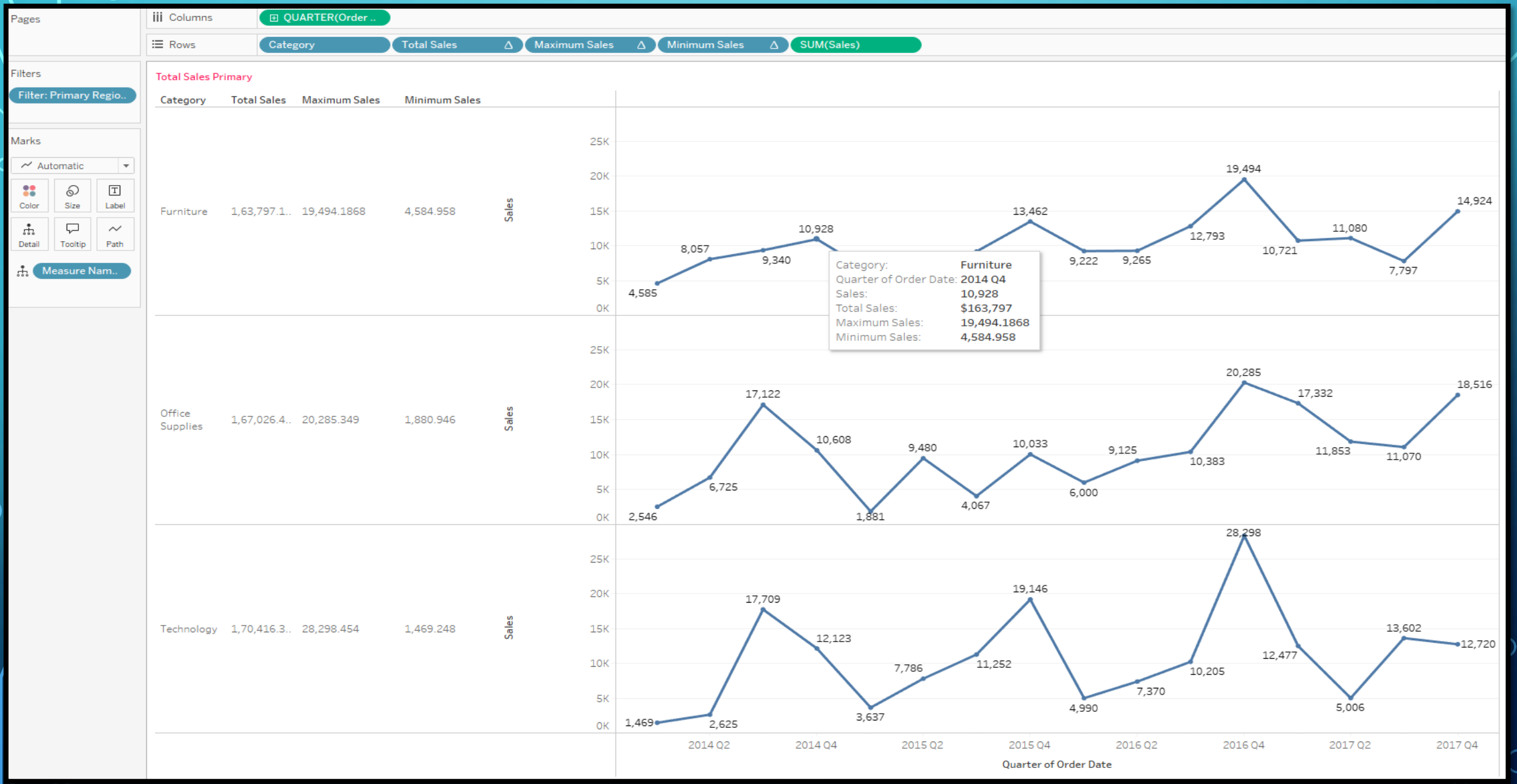
Primary Region Map



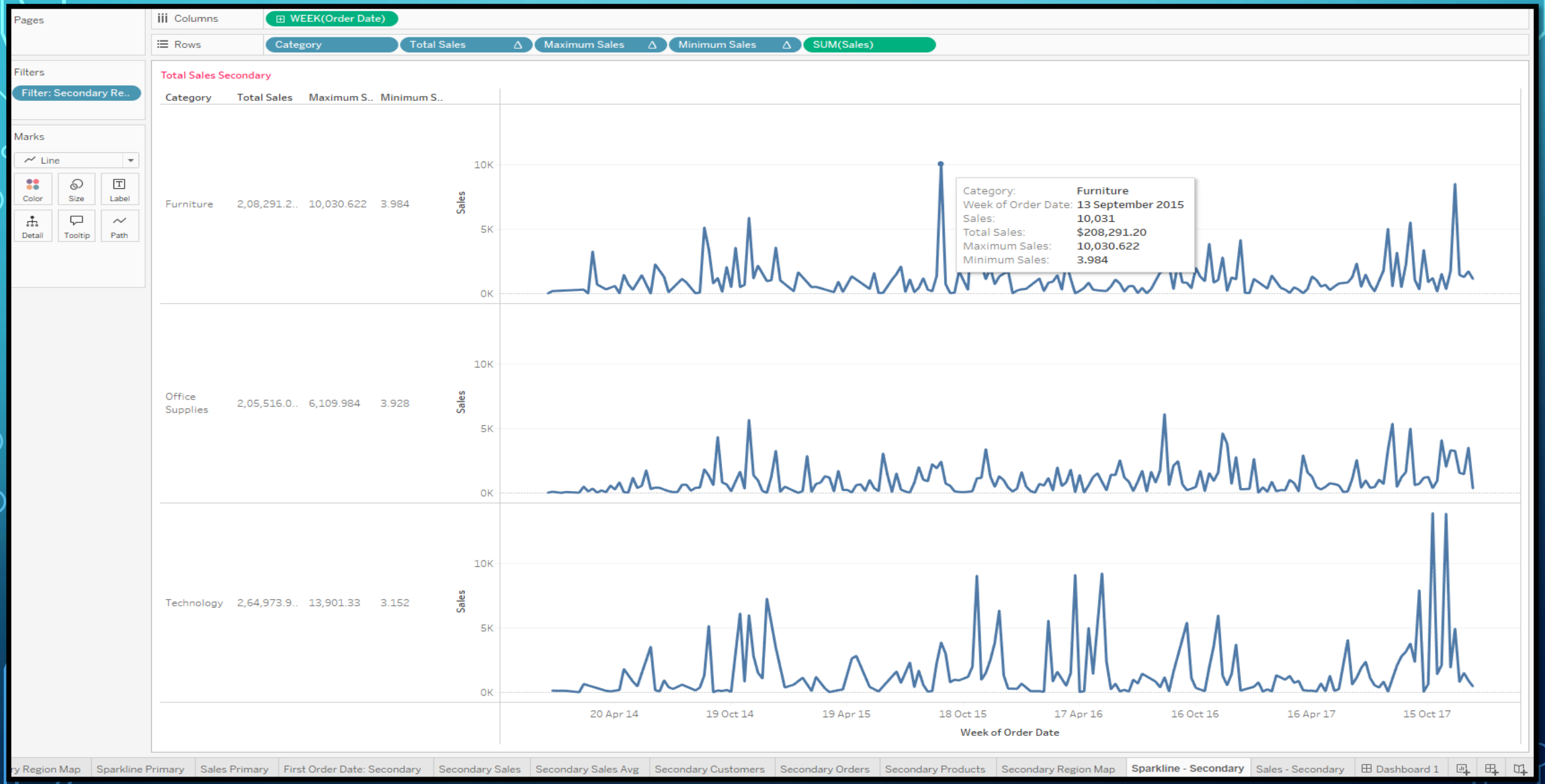
Secondary Region Map



A line graph category wise to present total sales, maximum sales, minimum sales across primary region



A line graph category wise to present total sales, maximum sales, minimum sales across secondary region



Dashboard


Dashboard
Layout
Default
Phone
Device Preview
Size
Automatic
Sheets
First Order Date...
Primary Sales
Primary Sales ...
Primary ...
Primary Orders
Primary Products
Primary Region ...
Sparkline Primary
Sales Primary
First Order Date...
Secondary Sales
Secondary Sale...
Secondary ...
Secondary ...
Secondary ...
Secondary ...
Sparkline - ...
Sales - ...
Objects
Horizontal Container
Vertical Container
Text
Extension
Pulse Metric
Data Story
Image
Blank
Workflow
Web Page
Tiled
Floating
Show dashboard title
Sales Comparision by Region
First Order Date: Primary
First Order Date: Primary 03-01-2014
First Order Date: Secondary
First Order Date: Secondary 05-01-2014
Total Primary Sales
Primary Sales $501,240
Total Secondary Sales
Secondary Sales $ 678,781
Primary Avg Sales
Average Sales per order $ ₹ 216
Secondary Avg Sales
Average Sales per order $ ₹ 238
Total no. of Primary Orders
No. of Orders: 1,175
Total no. of Secondary Orders
No. of Orders:1,401
Total no. of Primary Customers
No. of Customers: 629
Total no. of Secondary Customers
No. of Customers: 674
Total no. of Products in Sales: Primary
No. of Products in Sales: 1,295
Total no. of Products in Sales: Secondary
No. of Products in Sales: 1,415
Primary Region Map
South Dakota
Indiana
Oklahoma
Texas
© 2025 Mapbox © OpenStreetMap
condary Region Map
Maine
New Hampshire
Pennsylvania
© 2025 Mapbox © OpenStreetMap
Total Sales Primary
Category
Total Sales
Maximum Sales
Minimum Sales
Furniture
1,63,797.1..
19,494.1868
4,584.958
Office Supplies
1,67,026.4..
20,285.349
1,880.946
Technology
1,70,416.3..
28,298.454
1,469.248
Sales
30K
20K
10K
19,494
12,793
9,167
20,285
10,608
9,125
28,298
2018
Quarter of ..
Sub Category vs Sales
Sub-C..
Chairs 85,231
Phones 72,403
Binders 56,923
Storage 45,930
Tables 39,155
Copiers 37,260
Accessories 33,956
Machines 26,797
Bookcases 24,157
Appliances 23,582
Paper 17,492
Furnishings 15,254
0K
50K
100K
Sales
Total Sales Secondary
Category
Total Sales
Maximum S..
Minimum S..
Furniture
2,08,291.2..
10,030.622
3.984
Office Supplies
2,05,516.0..
6,109.984
3.928
Technology
2,64,973.9..
13,901.33
3.152
Sales
10K
5K
0K
2015
2017
Week of Order Date
Sub Categpry vs Sales
Sub-C..
Phones 100,615
Chairs 96,261
Storage 71,613
Machines 66,106
Binders 53,498
Copiers 53,219
Accessories 45,033
Bookcases 43,819
Tables 39,140
Appliances 34,188
Furnishings 29,071
Paper 20,173
0K
50K
100K
Sales
Data Source
oducts
Primary Region Map
Sparkline Primary
Sales Primary
First Order Date: Secondary
Secondary Sales
Secondary Sales Avg
Secondary Customers
Secondary Orders
Secondary Products
Secondary Region Map
Sparkline - Secondary
Sales - Secondary
Dashboard 1