

Tableau Training – Project Writeup

Comparison of Region Based on Sales

Objective:

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

Datasets: Sample Superstore

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.

Steps Performed:

- Import sample super store dataset into tableau data source
- Create primary and secondary region parameters to segregate data into two regions
- These two regions were created to carry out comparative analysis between them
- Separate worksheets were developed for each calculated parameter
- The calculated fields are,
 - Total sales
 - No. of customers
 - No. of orders
 - No. of products in sales
 - First order date
- Bar chart and sparkline chart was developed for visual representation of sales
- A table showing total sales, minimum and maximum sales for each sub- category was developed
- After creating the required worksheets, the final Dashboard was developed
- Sales dashboard has two main partitions for primary and secondary region
- Each region contains the above calculated fields and charts to analyse the sales across two regions
- Filters were provided at the top of the dashboard for better analysis
- The dashboard was then published online

Final Output:

