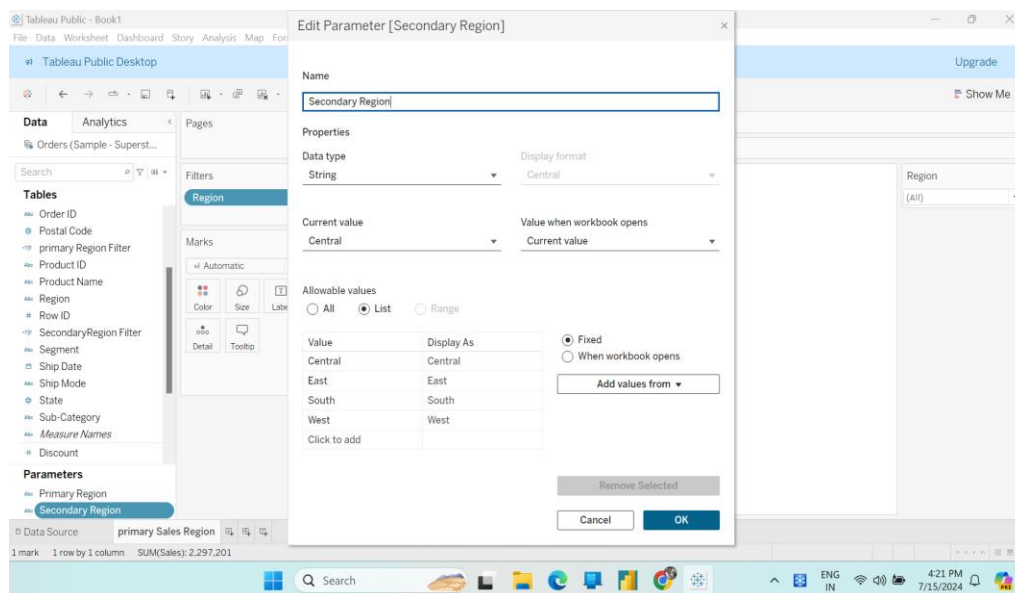
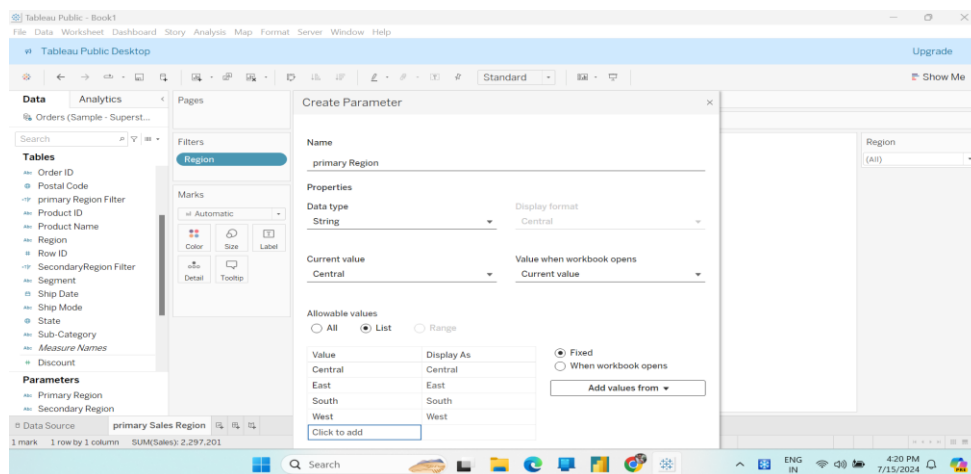


# Regional Sales Analysis

## 1. Sales Performance Parameters

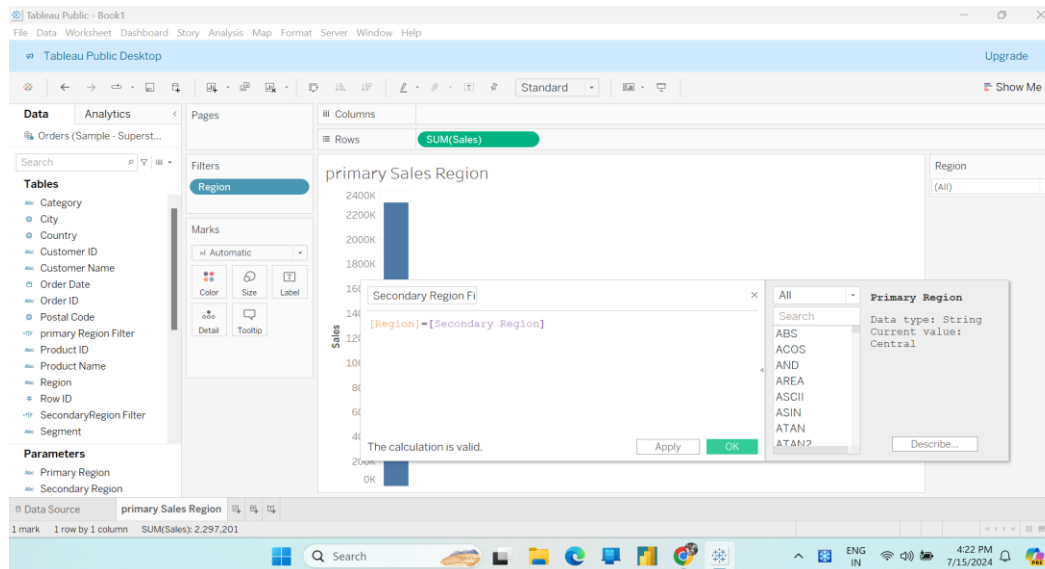
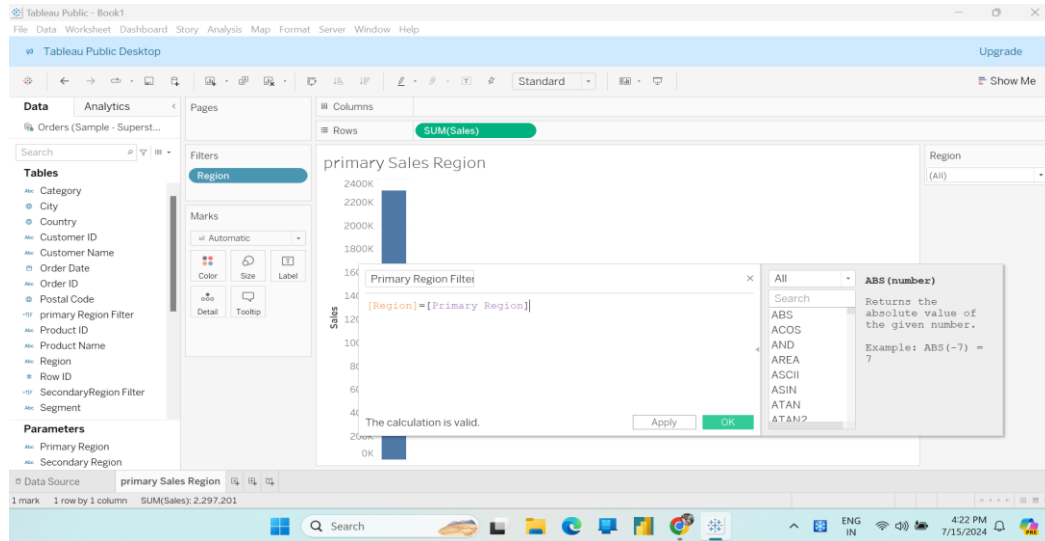
(a) Create a parameter for the Primary Region and another for the Secondary Region to allow region selection.

- Go to the Data pane and click the drop-down arrow next to Parameters.
- Select Create Parameter.
- Name the first parameter Primary Region and set the data type to String.
- Under Values, select List and add all the regions.
- Repeat steps 1-4 to create the Secondary Region parameter.



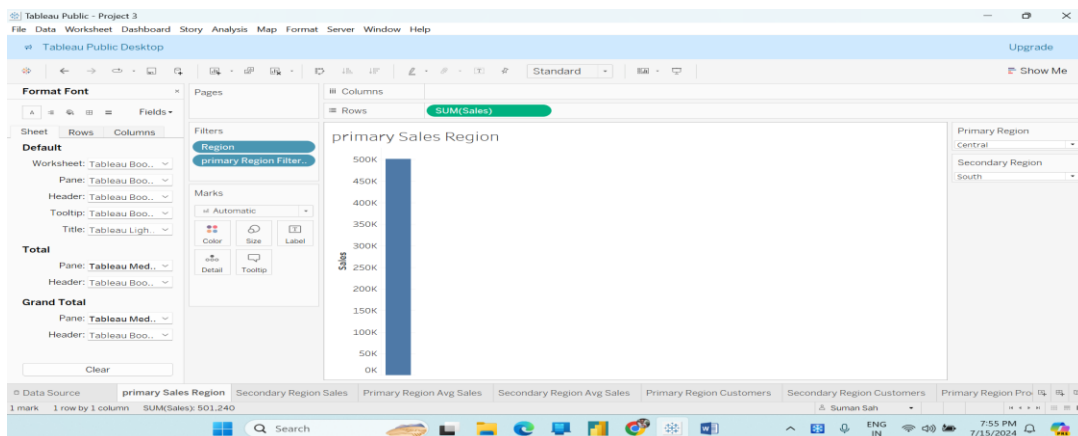
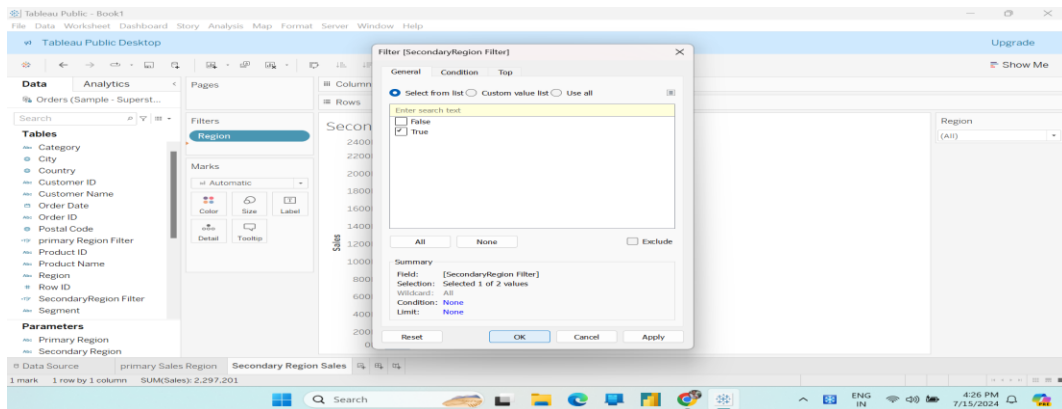
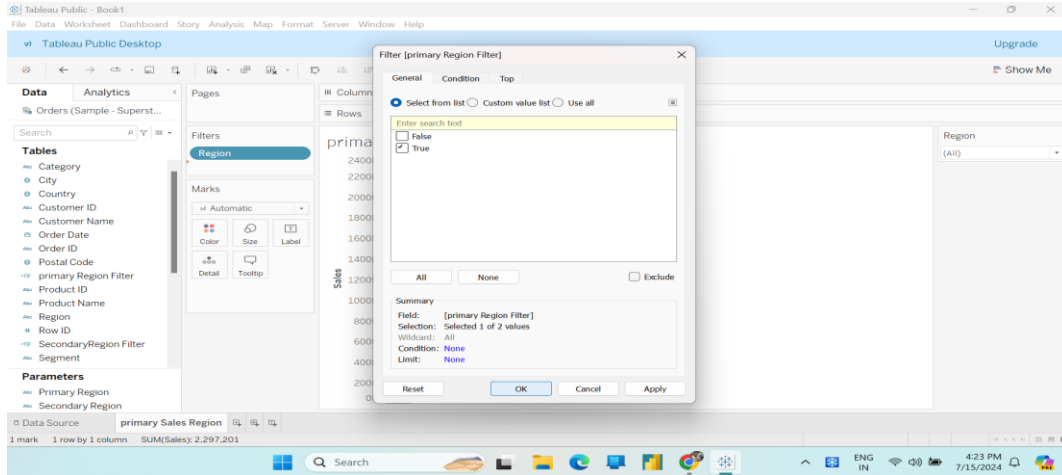
(b) Create calculated fields to filter the data based on the selected regions

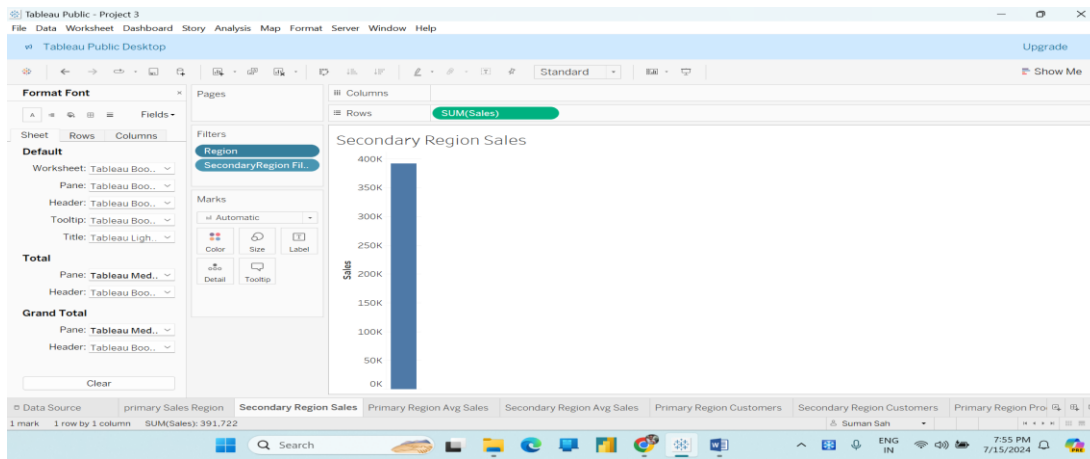
- Go to the Data pane, right-click and select Create Calculated Field.
- Name it Primary Region Filter and use the following formula



(c) Display the total sales for each region, using separate worksheets for the primary and secondary regions

- Drag Sales to Rows and Region to Filters.
- Add the Primary Region Filter calculated field to the Filters shelf and set it to True.
- Repeat steps 1-3 for Secondary Region Sales, using the Secondary Region Filter

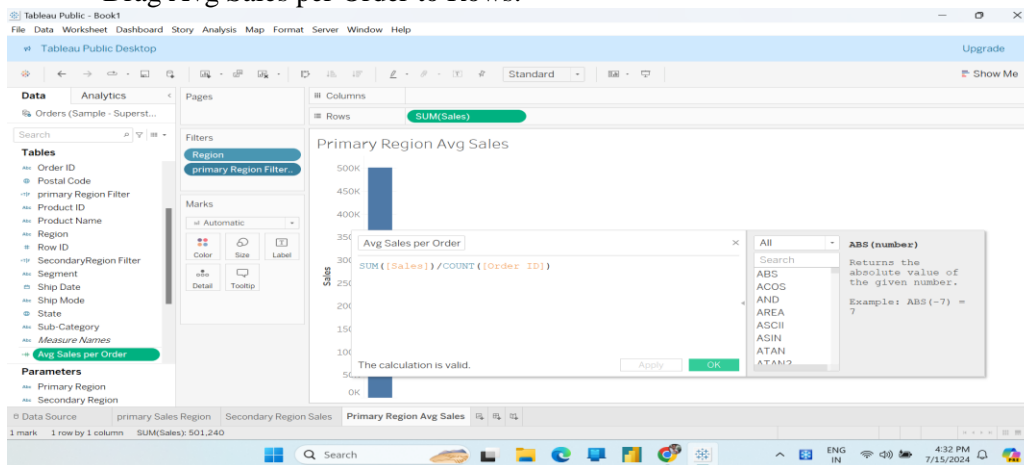




## 2. Average Sales and Order Statistics:

(a) Create a worksheet showing the average sales per order for both the primary and secondary regions

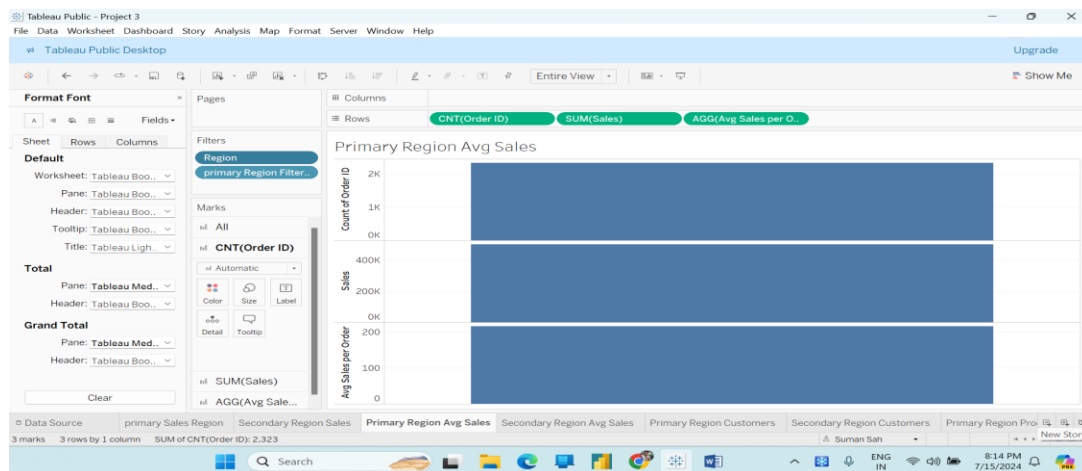
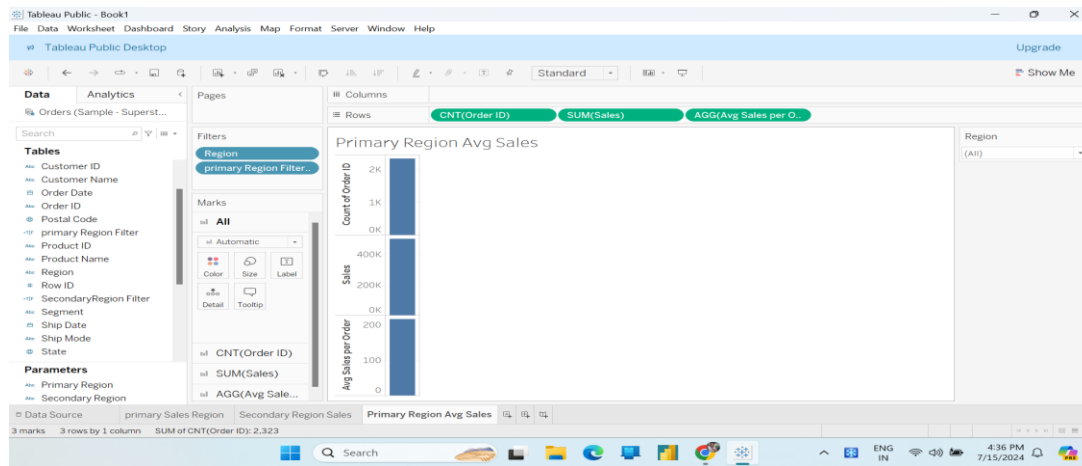
- Create a new worksheet and name it Primary Region Avg Sales.
- Drag Sales to Rows and Region to Filters.
- Add Primary Region Filter to the Filters shelf and set it to True.
- Create a calculated field Avg Sales per Order with the formula
- Drag Avg Sales per Order to Rows.



(b) Include a count of the total number of orders in each region

- In the same worksheet, drag Order ID to Rows and change the aggregation to Count.

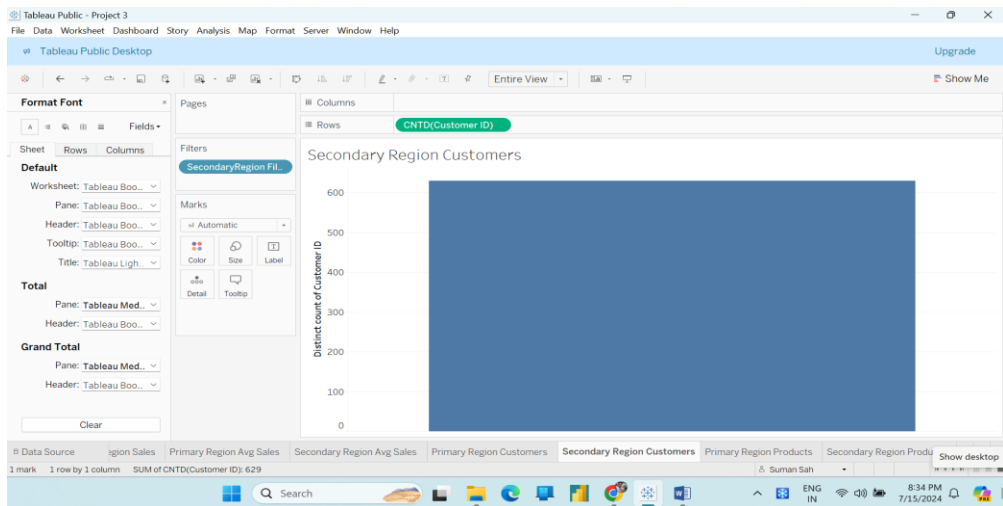
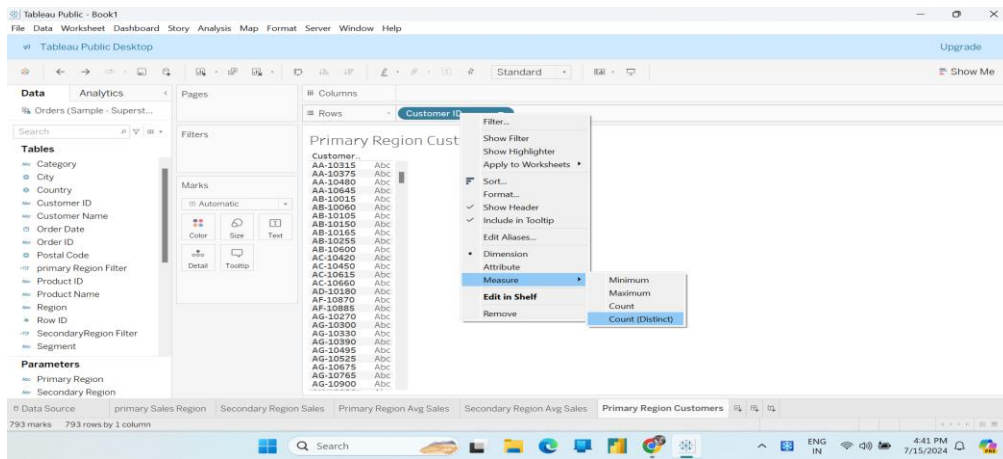
(c) Filter each worksheet to display data only for the selected region



### 3. Customer and Product Analysis:

(a) Create a worksheet displaying the number of unique customers in each region

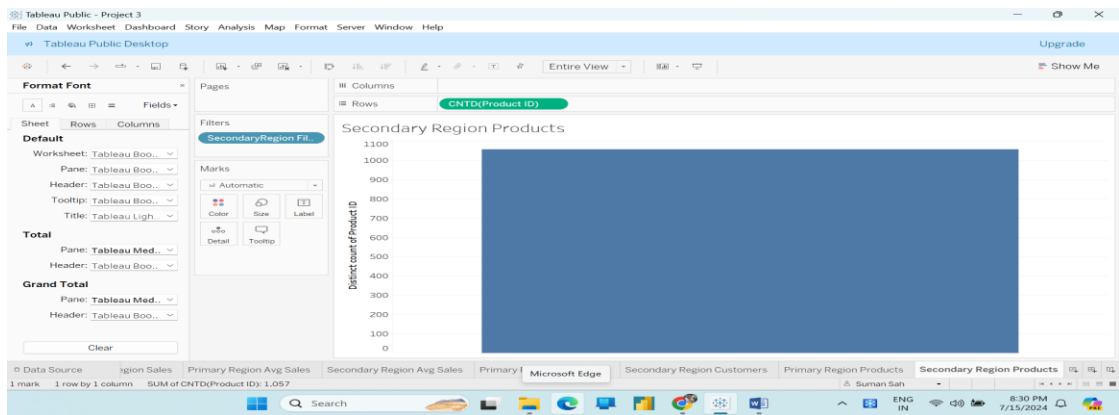
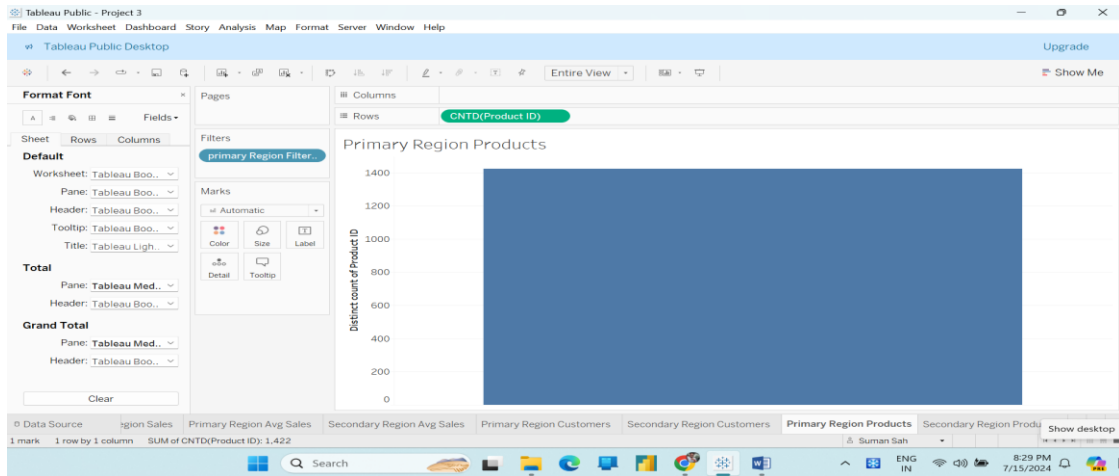
- Create a new worksheet and name it Primary Region Customers.
- Drag Customer ID to Rows and change the aggregation to Count Distinct.
- Add the Primary Region Filter to the Filters shelf.
- Repeat steps 1-3 for Secondary Region Customers, using the Secondary Region Filter.



(b) Create a worksheet showing the number of distinct products sold in each region

- Create a new worksheet and name it Primary Region Products.
- Drag Product ID to Rows and change the aggregation to Count Distinct.
- Add the Primary Region Filter to the Filters shelf.
- Repeat steps 1-3 for Secondary Region Products, using the Secondary Region Filter.

(c) Apply filters to each worksheet to ensure data accuracy for the selected regions



## Combine Individual Worksheets into a Single Dashboard:

