

DATA ANALYTICS ASSIGNMENT – 2

Supermarket Sales Advanced Visualization using Tableau

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🏢 Internship Platform: SmartInternz

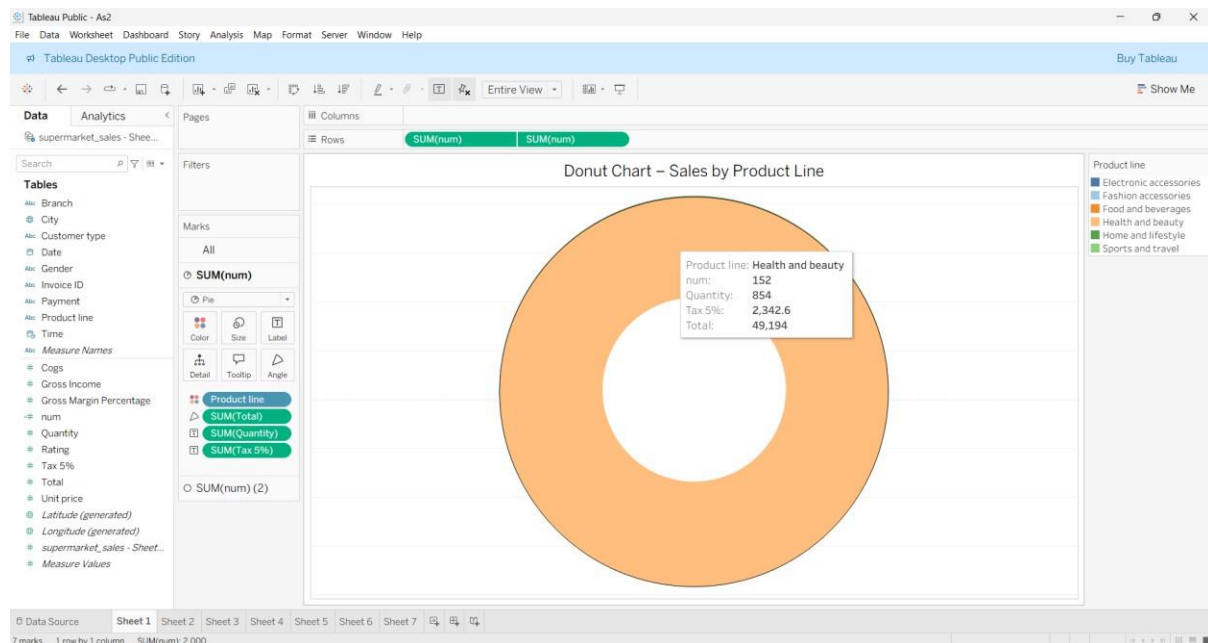
📅 Date: 28 June 2025

🏢 Organization: ABC Company

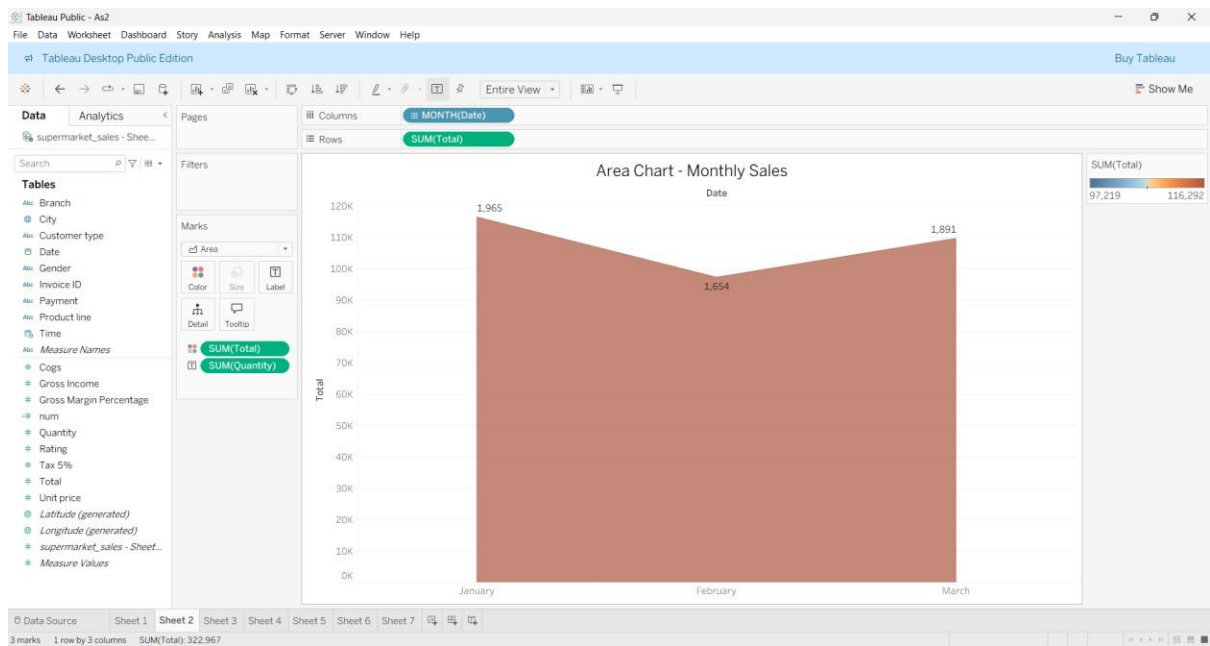
📌 ASSIGNMENT OVERVIEW

This assignment builds upon the foundational analysis from Assignment 1 and aims to explore advanced data visualization techniques using Tableau. By analyzing supermarket transaction data, this task focuses on enhancing interpretability through visually engaging charts such as donut, funnel, waterfall, and others.

Donut Chart - Sales by Product Line



Area Chart - Monthly Sales

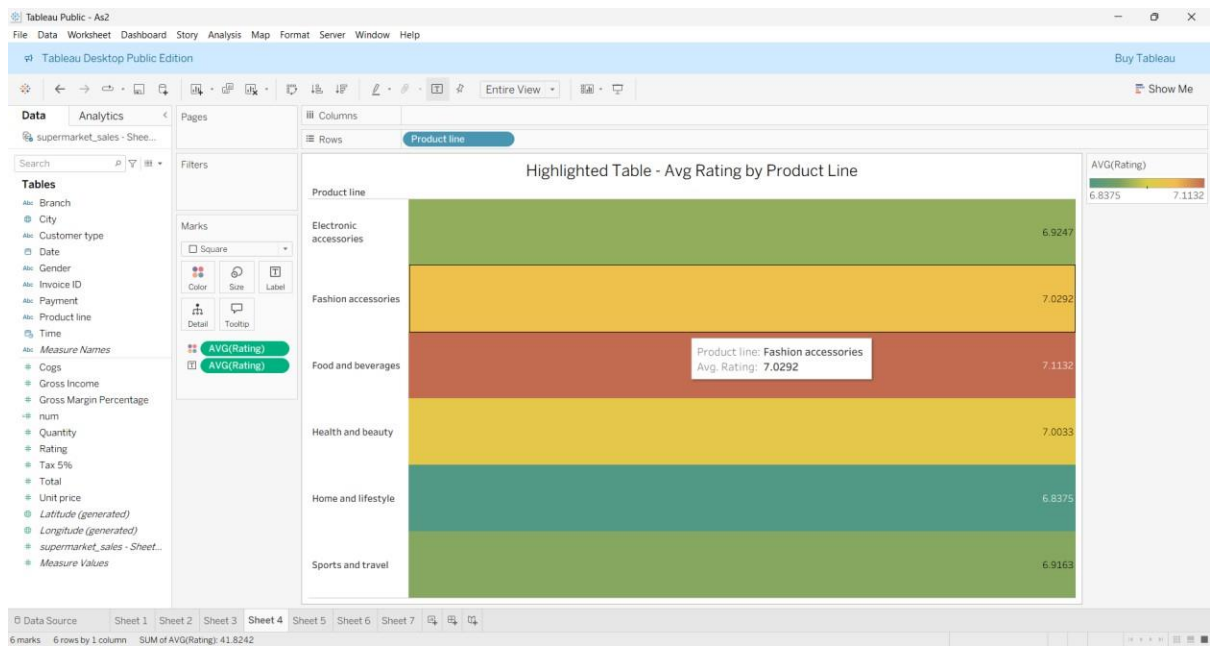


Text Table - Sales by City & Product Line

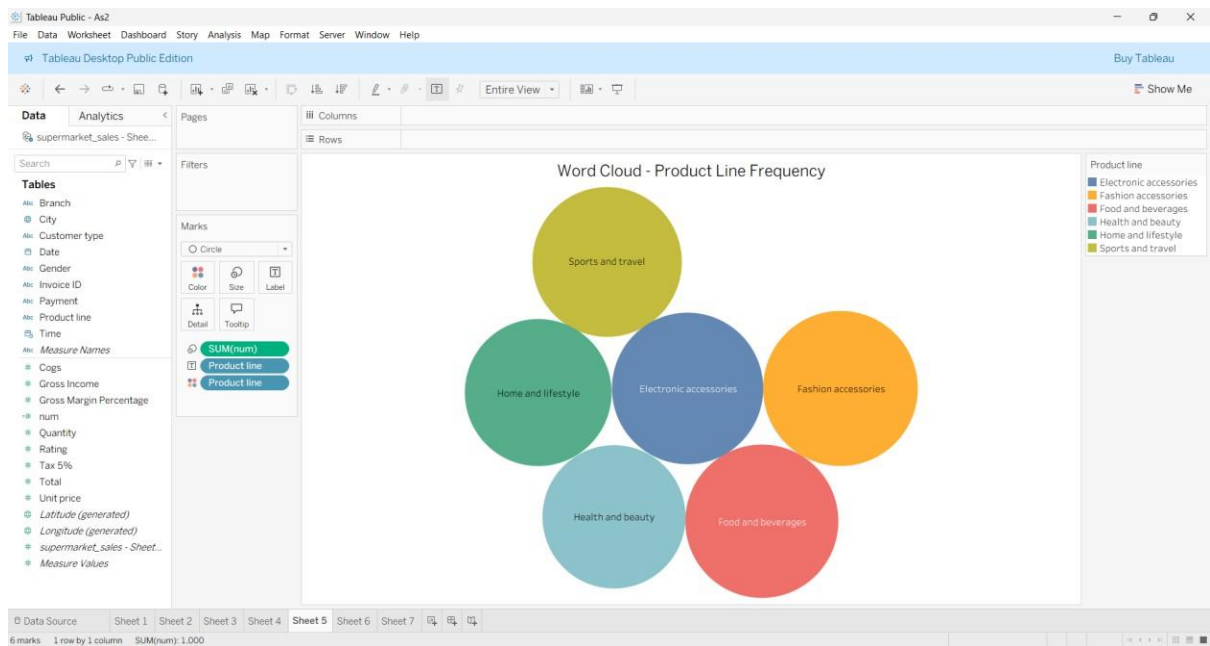
Text Table - Sales by City & Product Line

City	Product line	Sales
Mandalay	Electronic accessories	17,051
	Fashion accessories	16,413
	Food and beverages	15,215
	Health and beauty	19,981
	Home and lifestyle	17,549
Naypyitaw	Sports and travel	19,988
	Electronic accessories	18,969
	Fashion accessories	21,560
	Food and beverages	23,767
	Health and beauty	16,615
Yangon	Home and lifestyle	13,896
	Sports and travel	15,762
	Electronic accessories	18,317
	Fashion accessories	16,333
	Food and beverages	17,163
	Health and beauty	12,598
	Home and lifestyle	22,417
	Sports and travel	19,373

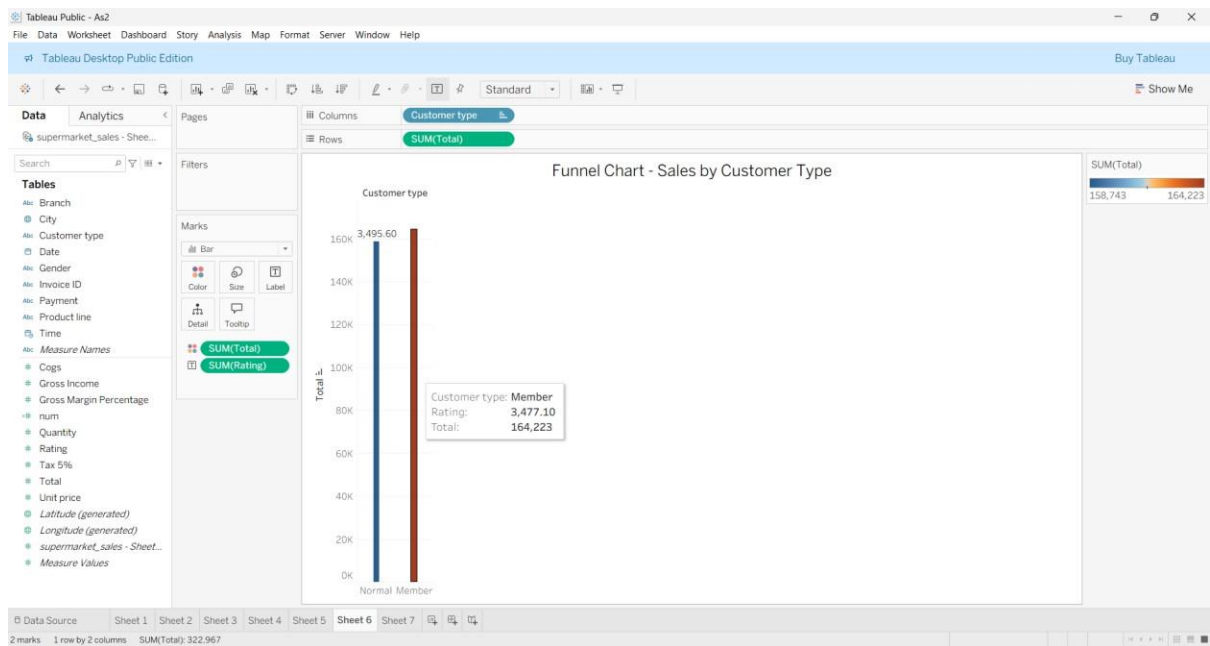
Highlighted Table - Avg Rating by Product Line



Word Cloud - Product Line Frequency



Funnel Chart - Sales by Customer Type



Waterfall Chart - Monthly Gross Income

