

DA ASSIGNMENT-1

Description : The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

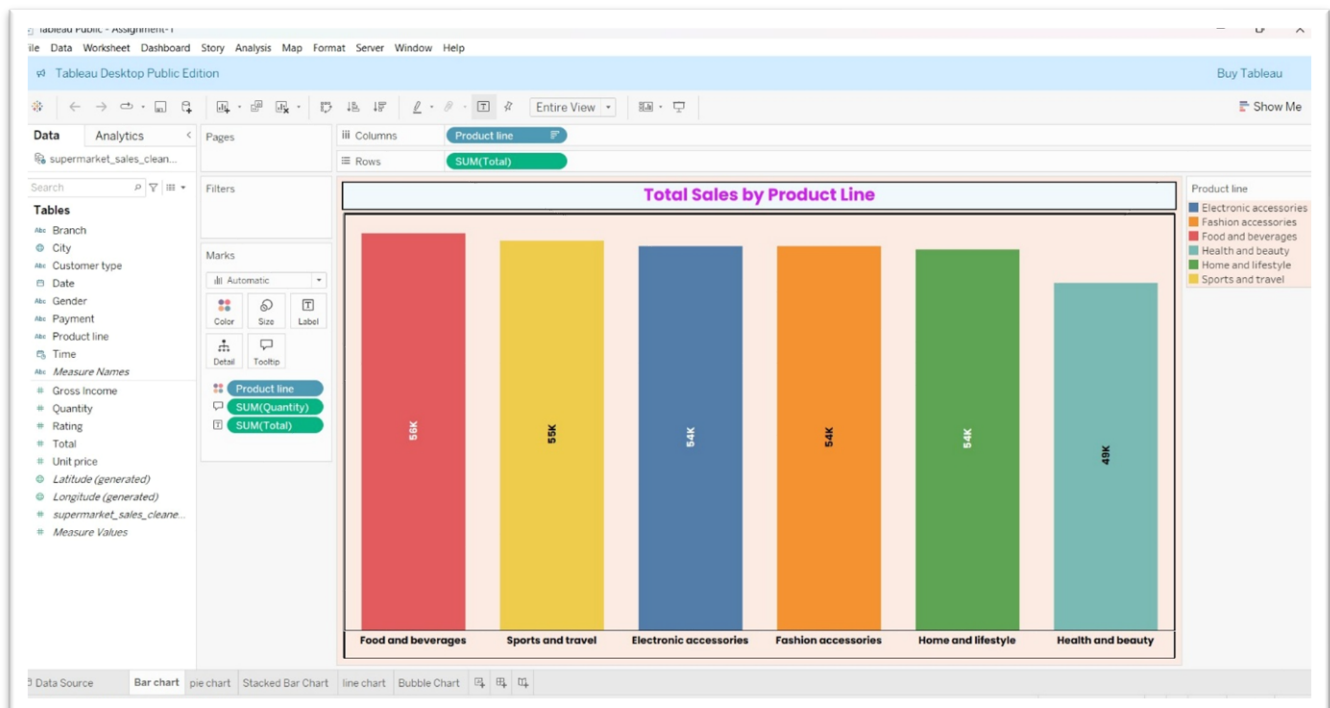
Solution :

1. Bar Chart – Total Sales by Product Line

Columns : Product Line
Rows : sum(Total)
Sort : Descending

Insights:

- Product lines like Food and Beverages and Fashion Accessories are the highest contributors to revenue.
- Sports and Travel lags behind, indicating potential for promotion or restocking.

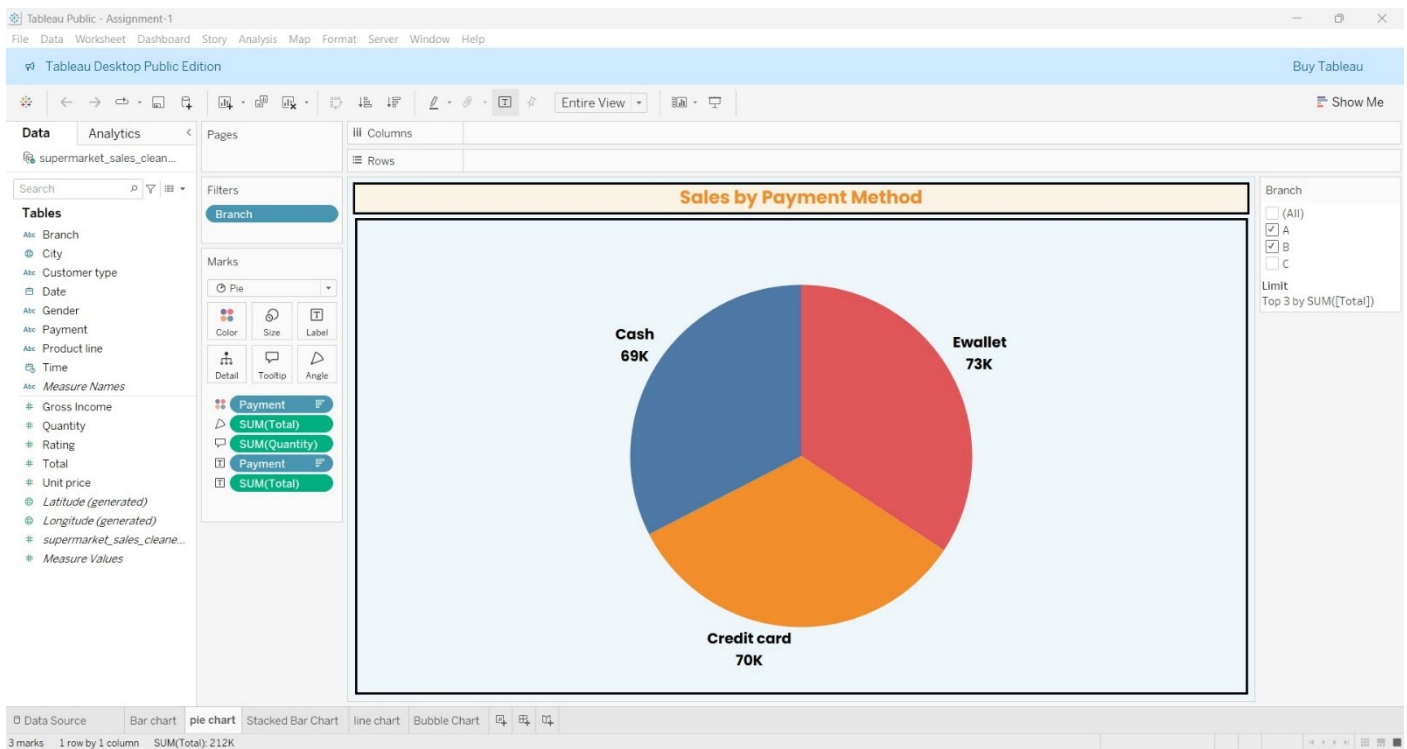


2. Pie Chart – Share of Sales by Payment Method

Type : Pie
Angle : SUM(Total)
Color : Payment

Insights:

- Ewallet has the largest share, suggesting customers prefer digital payments.
- Cash and Credit Card are almost equal, but slightly lower.



3. Stacked Bar Chart – Sales by City & Customer Type

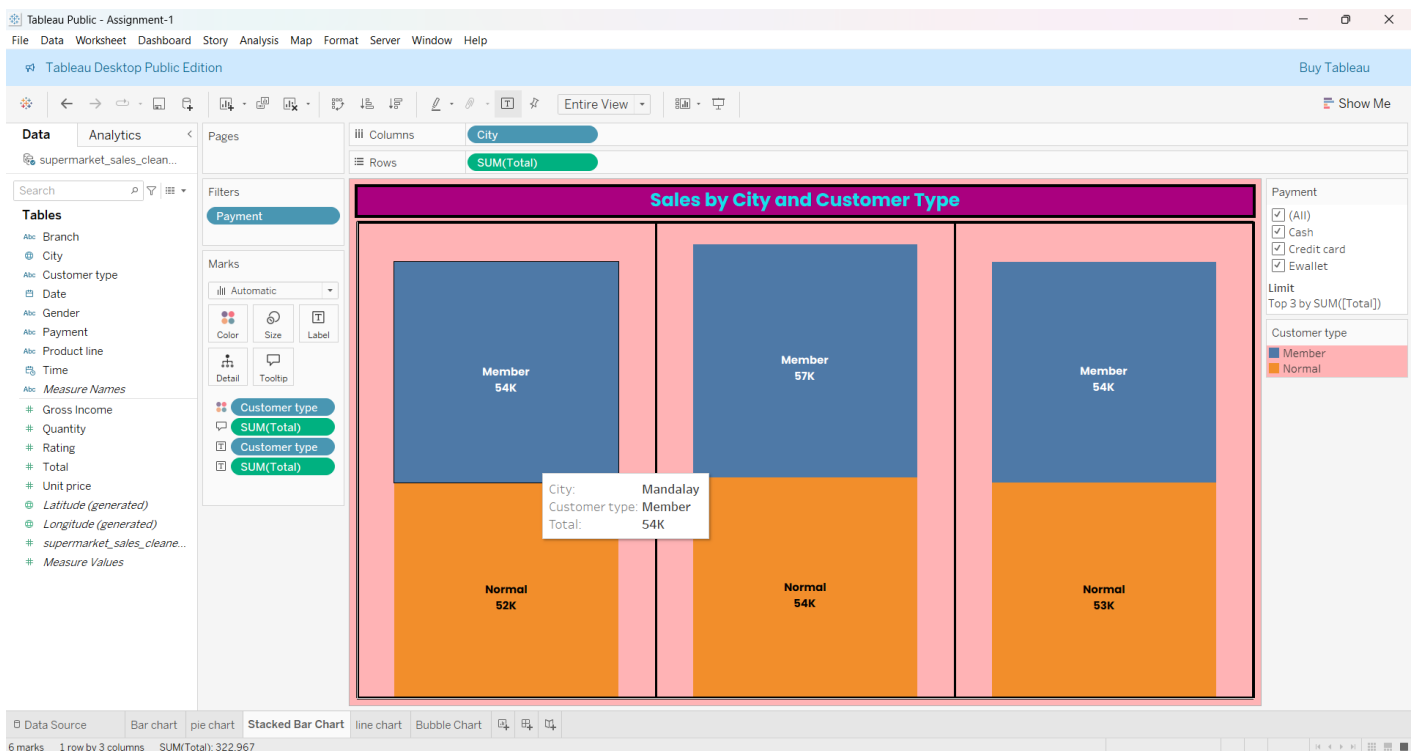
Columns : City

Rows : SUM(Total)

Color : Customer type

Insights:

- Naypyitaw leads in total sales.
- Member customers slightly outspend Normal customers in each city.



4.Line Chart – Sales Over Time

Columns : Date

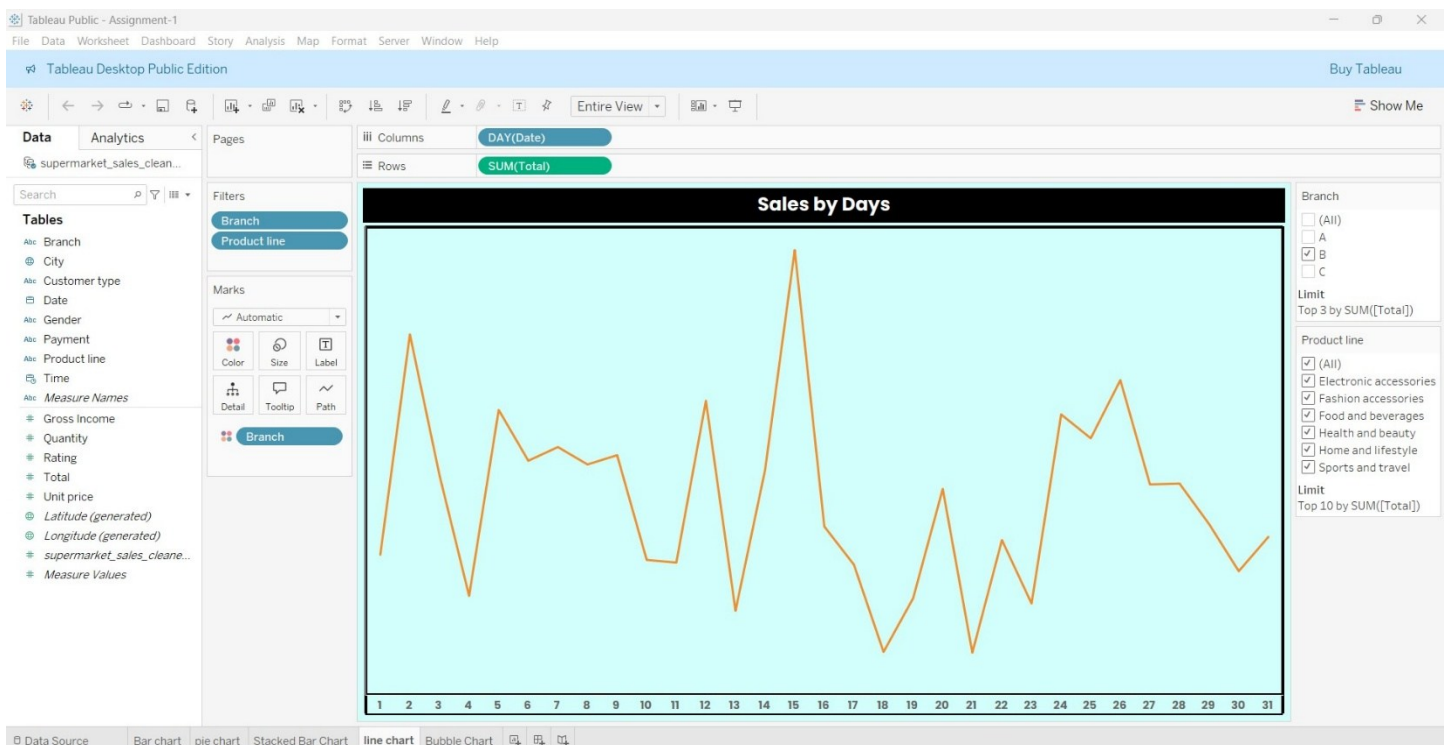
Rows : SUM(Total)

Color : Branch

Insights:

The line chart visualizes daily sales totals using discrete dates, meaning each day is treated as a separate category on the x-axis.

- This helps in spotting exact days with high or low sales
- Multiple colored lines (one per branch or city) allow comparison across locations



5. Bubble Chart – Quantity vs Gross Income by Product Line

Columns : SUM(Quantity)

Rows : SUM(gross income)

Size : SUM(Quantity)

Insight:

- **Food and Beverages: High quantity + high gross income → most profitable.**
- **Fashion Accessories and Health and Beauty are in the mid-range.**

