

DA ASSIGNMENT-1

Completed By:

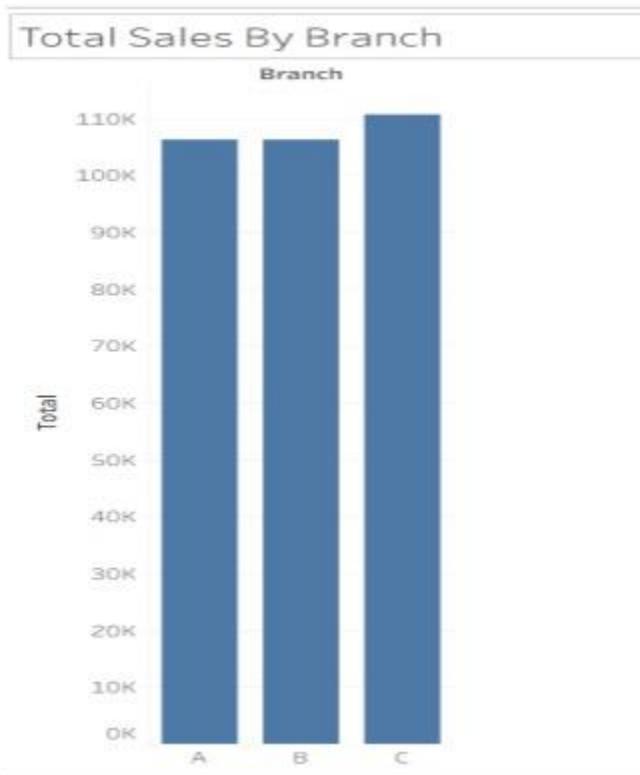
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Project Name: Comprehensive Analysis and Dietary Strategies with Tableau:
A College Food Choices Case Study

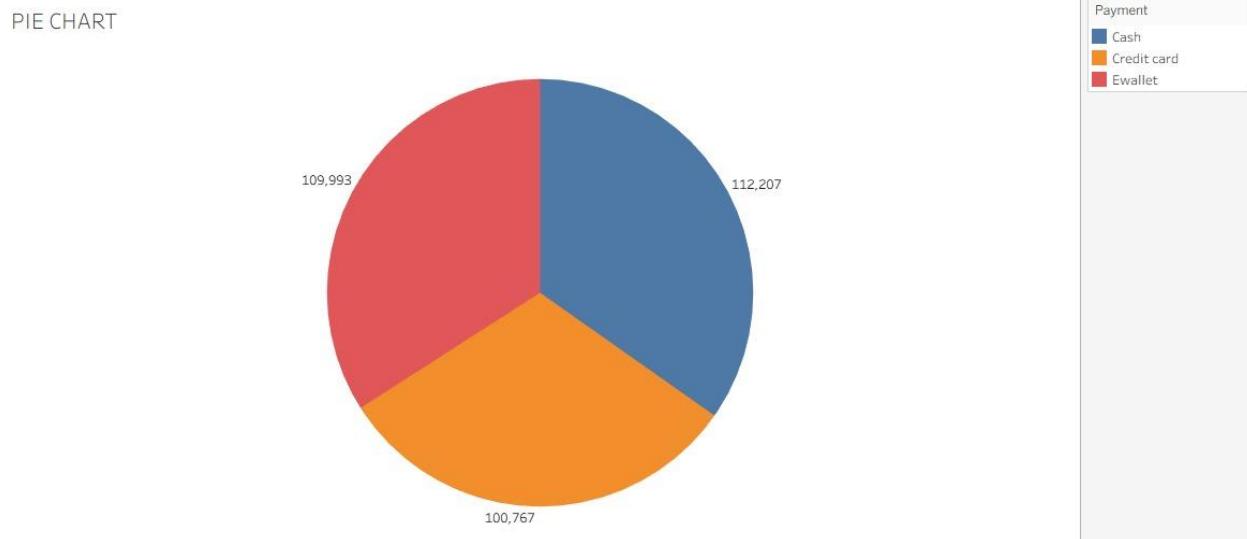
[1. Bar Chart: Total Sales by Product Line](#)

Description: This visualization compares the total revenue generated across different product categories. It identifies Food and beverages and Fashion accessories as top-performing sectors, while categories like Health and beauty show the relative distribution of consumer interest. This helps the supermarket identify which inventory items are driving the most volume.



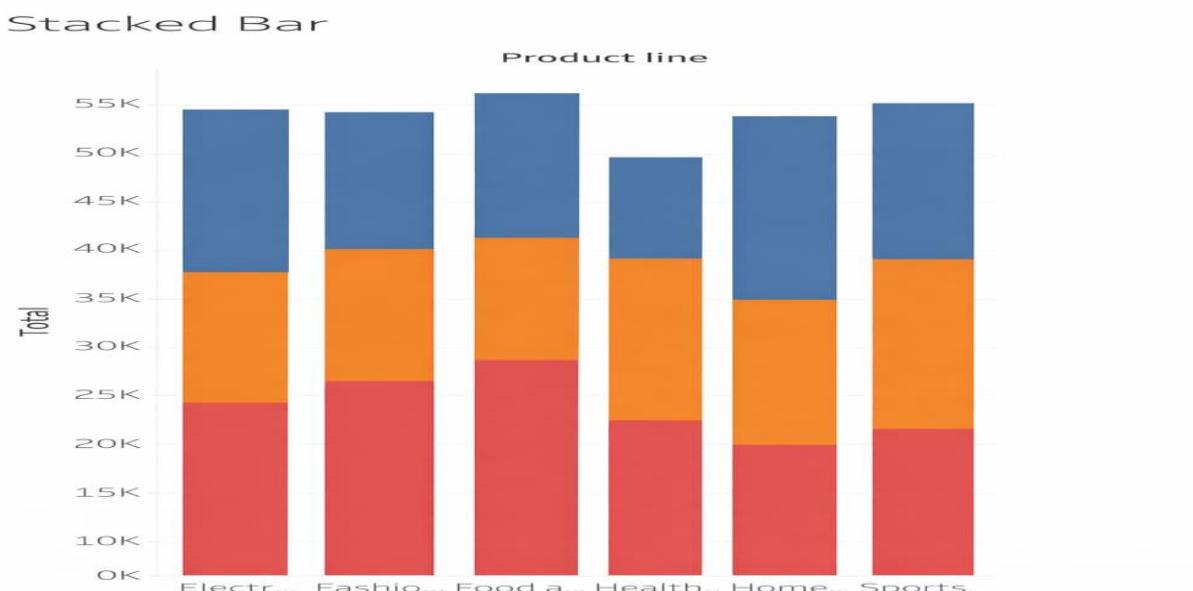
2.Pie Chart: Sales Distribution by Payment Method

Description: This chart illustrates the preference of payment modes among customers (Cash, Credit Card, and E-wallet). The near-equal split suggests a versatile customer base, though E-wallet usage shows a slight edge, indicating a shift toward digital payment solutions in these branches.



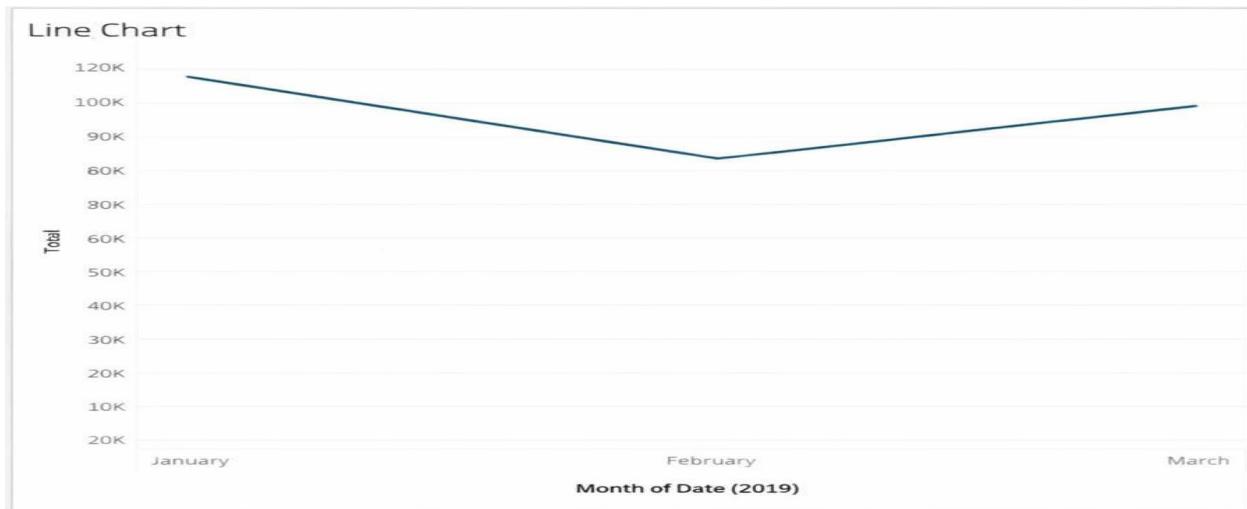
3.Stacked Bar Chart: Gender-Based Purchases across Product Lines

Description: This chart adds a layer of demographic insight by breaking down product line sales by Gender. It reveals specific trends, such as higher female engagement in Fashion accessories versus a more balanced or male-skewed interest in Electronic accessories, allowing for more targeted marketing campaigns.



4. Line Chart: Sales Trend Over Time (Jan – March 2019)

Description: The line chart tracks the "Total" sales over the three-month period. It highlights daily fluctuations and peak shopping days. By observing the peaks and valleys, management can identify specific dates or weeks where promotions or seasonal factors boosted foot traffic and revenue.



5. Bubble Chart: Product Quantity and Customer Rating

Description: This visualization represents the relationship between the Quantity of items sold and the Customer Rating. The size of the bubbles represents the volume of sales. It helps identify if high-volume products are maintaining high satisfaction levels or if certain popular items are receiving lower-than-average ratings.

