

DA ASSIGNMENT-2

Completed by:

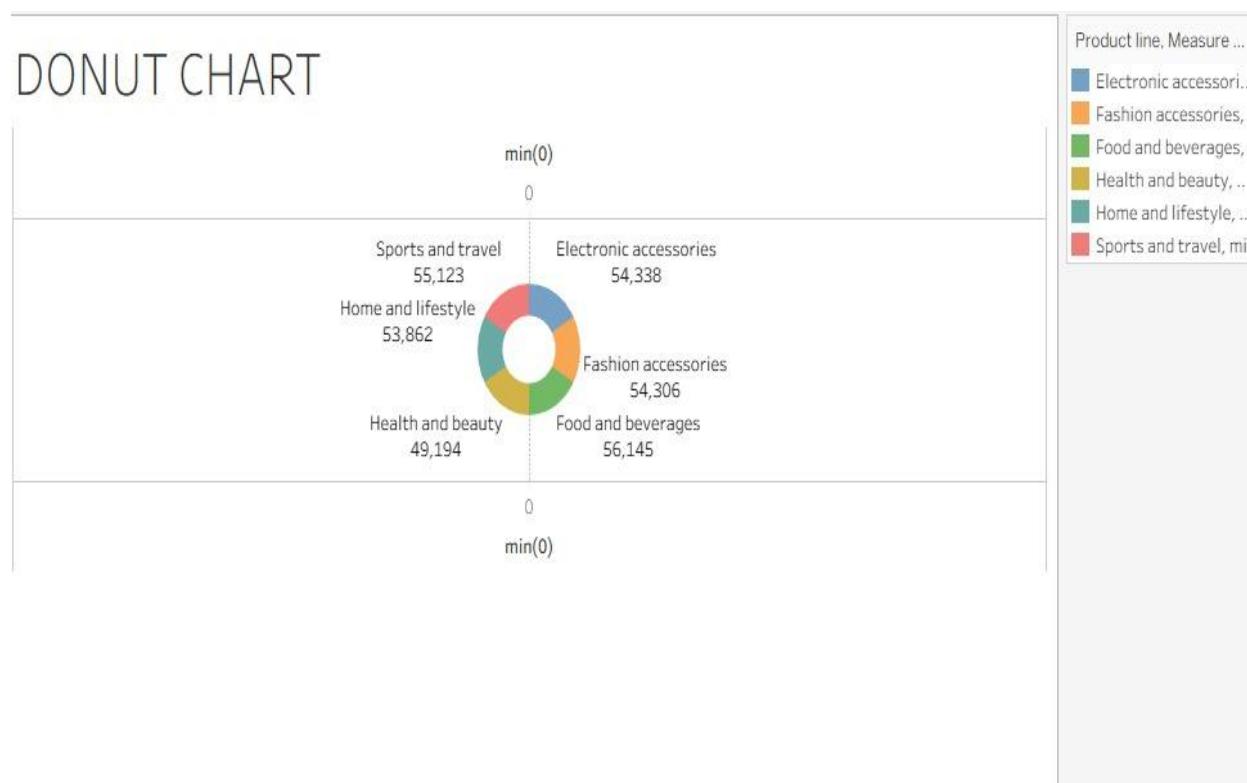
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Project Name: Comprehensive Analysis and Dietary Strategies with Tableau:
A College Food Choices Case Study

1. Donut Chart: Market Share by City/Branch

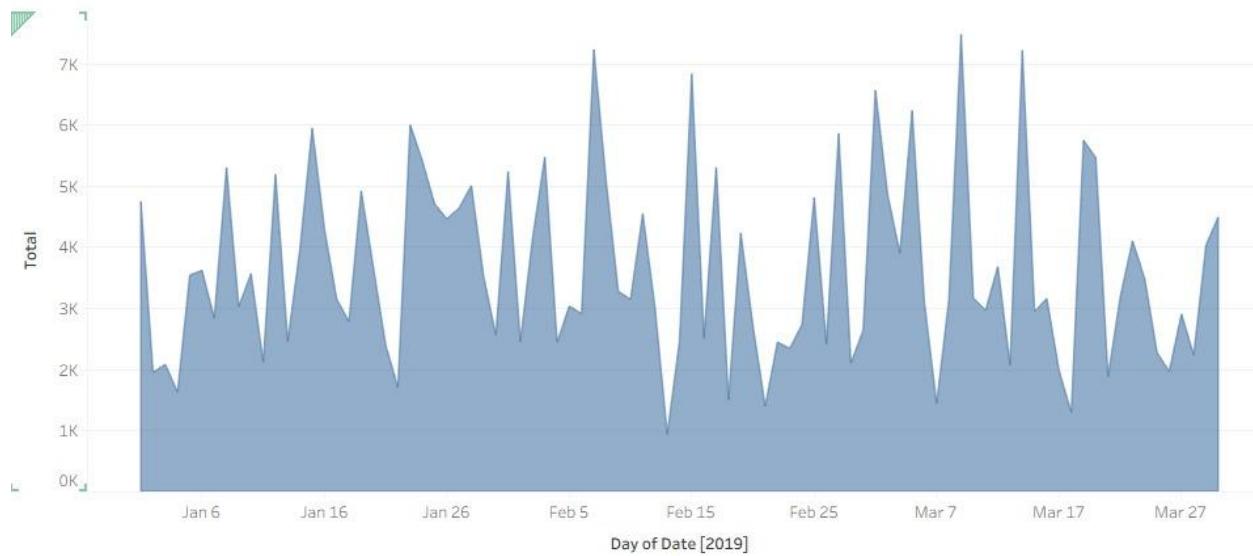
Description: This chart provides a clean visual breakdown of sales contribution by location. By comparing Yangon, Naypyitaw, and Mandalay, we can see which city holds the largest market share. The center of the donut can be used to display the "Total Grand Sales," making it a more space-efficient version of a standard pie chart.



2. Area Chart: Cumulative Sales Growth Over Time

Description: The area chart tracks the progression of sales from January to March. Unlike a simple line chart, the shaded area emphasizes the volume of sales over time. It effectively illustrates the "peaks" in revenue and shows how the total accumulated income grew during the first quarter of 2019.

AREA CHART



3. Text Table: Detailed Sales Metric Summary

Description: This table serves as the primary reference for exact figures. It organizes dimensions like Product Line and Customer Type against measures such as Unit Price, Quantity, and Tax. This allows for a granular look at the data that visual charts might simplify, ensuring precision in reporting.

TEXT TABLE

Branch	Gross Income	Quantity	Total
A	5,057	1,859	106,200
B	5,057	1,820	106,198
C	5,265	1,831	110,569

4. Highlighted Table: Profitability & Rating Heatmap

Description: By applying a color gradient to a standard table, this "Heatmap" style visualization quickly directs the eye to the highest and lowest performing cells. It is particularly useful for spotting which product lines in specific branches are achieving the highest Customer Ratings or generating the most Gross Income.

HIGHLIGHTED TABLE

Branch	Product line						SUM(Total)
	Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and travel	
A	18,317	16,333	17,163	12,598	22,417	19,373	12,598 23,767
B	17,051	16,413	15,215	19,981	17,549	19,988	
C	18,969	21,560	23,767	16,615	13,896	15,762	

5. Word Cloud: Product Line Popularity

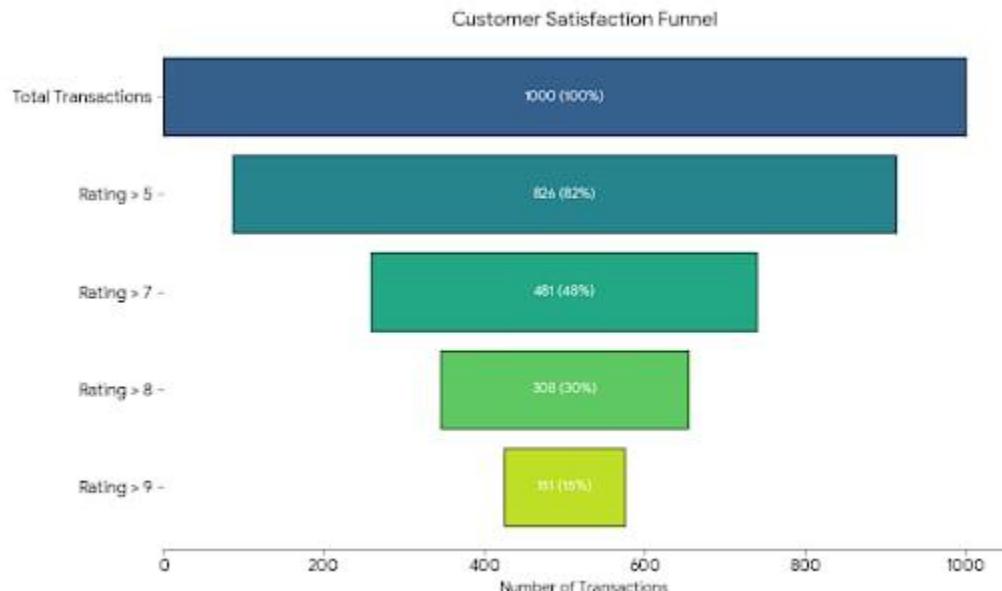
Description: This visualization uses text size to represent the frequency or total sales of different categories. Features like "Food and beverages" or "Fashion accessories" appear larger, providing an instant, intuitive understanding of the most dominant categories in the supermarket's inventory.

WORD CLOUD



6. Funnel Chart: Sales Pipeline and Conversion

Description: The funnel chart illustrates the stages of the sales process or the breakdown of a total value across categories. In this context, it shows the diminishing proportions of sales across different branches or payment types, highlighting where the bulk of the value is concentrated.



7. Waterfall Chart: Incremental Gross Income Contribution

Description: This chart shows the cumulative effect of each product line on the total gross income. It visualizes the "running total" as each category is added, clearly showing how each individual segment (e.g., Electronic Accessories, Home & Lifestyle) contributes to the final bottom-line profit.

