

Insights from the Superstore Dataset

This dataset captures three months of sales from a supermarket chain operating in three branches across major cities, offering insights into retail trends and customer behaviour.

- The Invoice ID column was excluded from the analysis, as it serves only as a unique transaction identifier and does not contribute to any meaningful insights or analytical value.

-The Branch column was removed from the dataset, as each Branch corresponds to only one City. Since it provides redundant information, it does not add value to the analysis.

Dataset: [link](#)

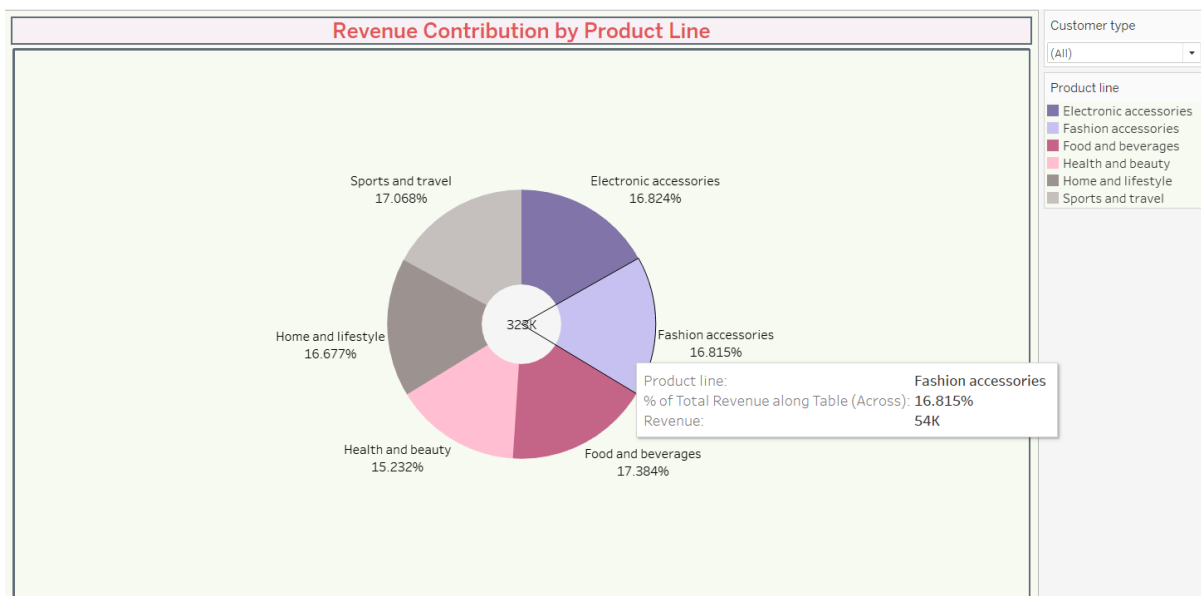
1.Donut Chart:

This donut chart shows how much each product line contributes to the total revenue. It helps visualize which categories are the top earners and how revenue is distributed across all products.

Rows: AGG(avg(0))

Size: SUM(Revenue)

Angle: SUM(Revenue)

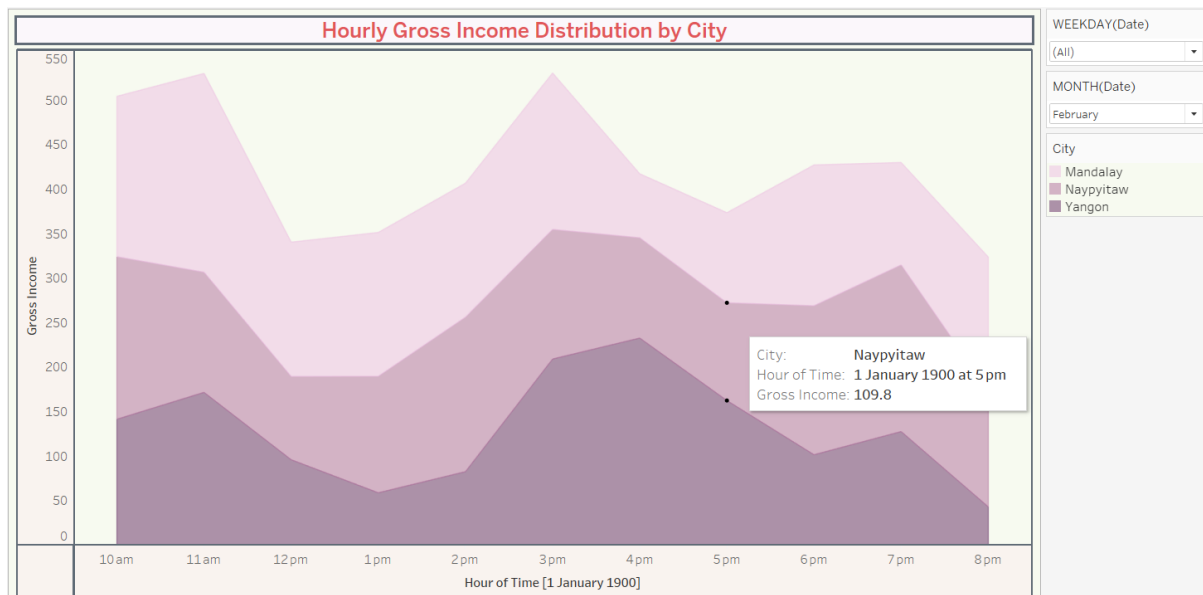


2.Area Chart:

This area chart shows how gross income varies across different hours of the day. It helps identify peak business hours where the store earns the most profit

Columns: Hour(Time)

Rows : SUM(Gross Income)



3.Text Table:

This text table displays the average price of each product category sold across cities and months. It helps track pricing trends and compare how product prices vary by location and over time.

Column: MONTH(Date)

Rows: City, Product line

Text : AVG(Unit price)

Branch-Level Average of Unit Price				
City	Product line	January	February	March
Mandalay	Electronic accessori...	53.00	53.50	42.87
	Fashion accessories	58.64	55.40	49.37
	Food and beverages	65.02	52.00	46.96
	Health and beauty	61.22	54.36	58.78
	Home and lifestyle	57.16	53.08	56.01
	Sports and travel	58.42	56.67	63.99
Naypyitaw	Electronic accessori...	59.28	54.02	54.87
	Fashion accessories	51.77	73.67	55.40
	Food and beverages	56.89	55.23	60.15
	Health and beauty	57.87	53.72	56.04
	Home and lifestyle	56.87	48.57	55.45
	Sports and travel	56.08	59.05	49.97
Yangon	Electronic accessori...	52.71	55.79	56.24
	Fashion accessories	56.07	57.12	56.99
	Food and beverages	50.03	55.16	58.17
	Health and beauty	55.26	54.14	44.82
	Home and lifestyle	56.05	63.28	51.76
	Sports and travel	49.76	63.01	57.36

Month of Date: January
City: Naypyitaw
Product line: Electronic accessories
Avg. Unit price: 59.28

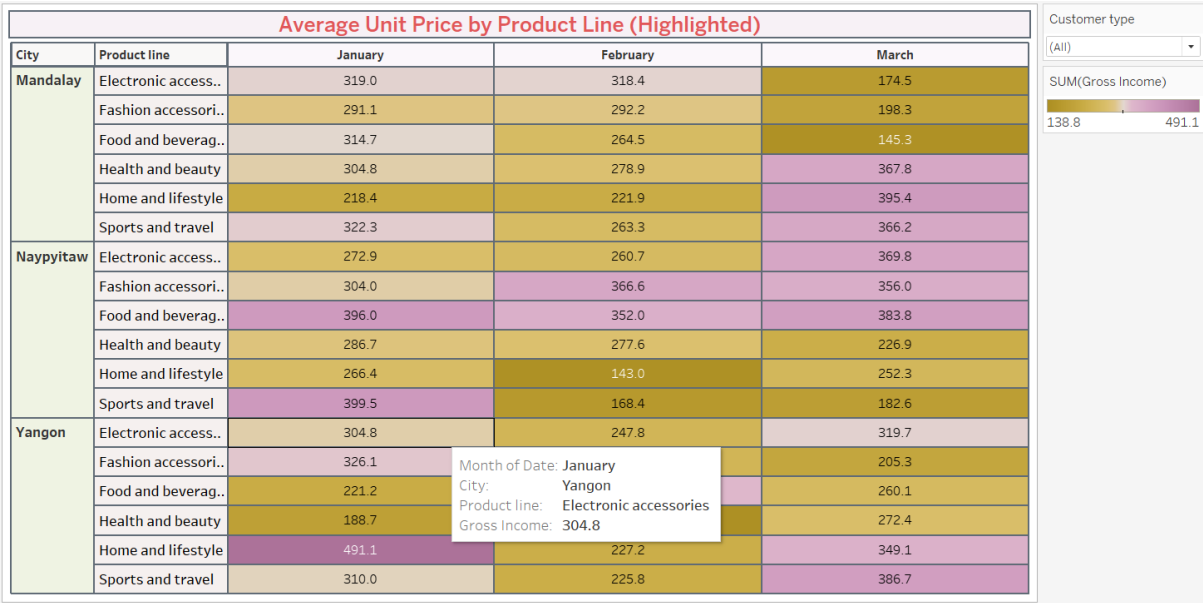
4.Highlighted Table:

This highlighted table displays the gross income for each product line across different cities and months. The colour shading helps quickly identify where and when each product line performed best.

Column: MONTH(Date)

Rows: City, Product line

Text: SUM(Gross Income)



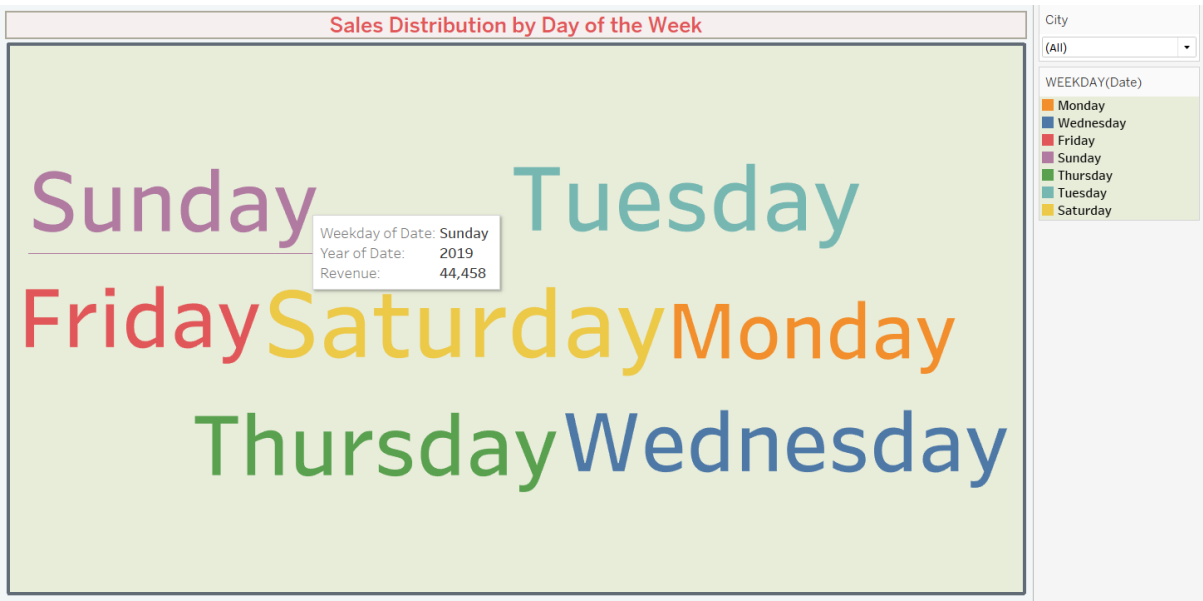
5.WordCloud:

This word cloud shows which weekdays contributed the most to revenue in three months. The size of each day reflects the total revenue earned, helping spot high-performing days over time.

Column: YEAR(Date)

Size: SUM(Revenue)

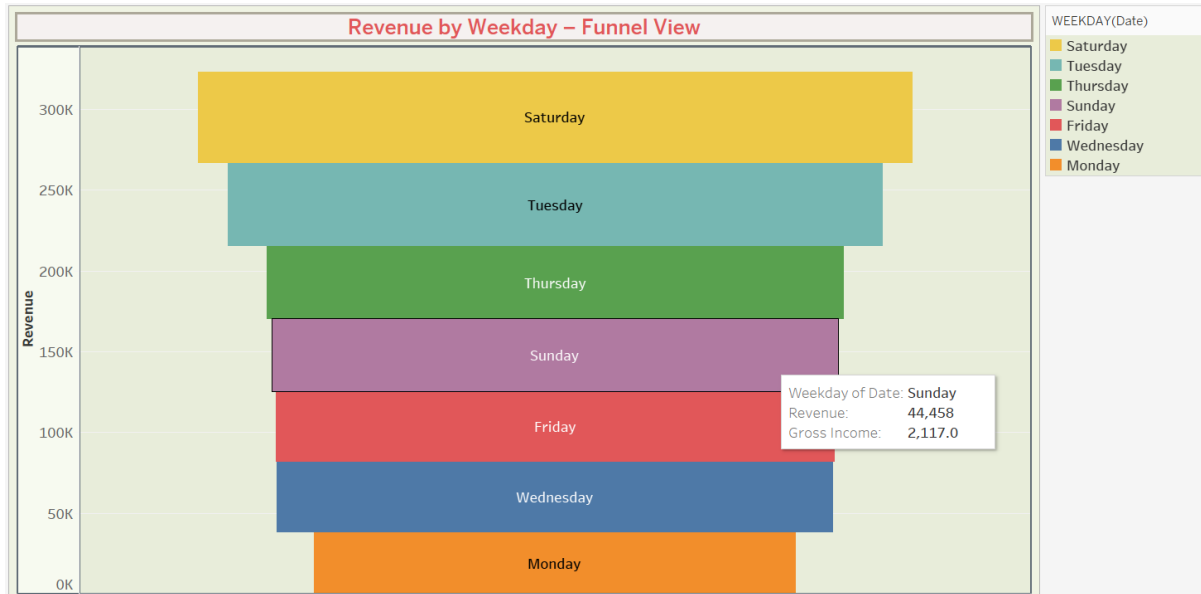
Text : WEEKDAY(Date)



6. Funnel chart:

This funnel chart represents how revenue flows across the days of the week. It clearly shows which weekdays drive the most sales and which are relatively quieter.

Size : SUM(Revenue)



7. Waterfall Chart:

This waterfall chart shows how revenue builds or drops from day to day. It helps track the flow of revenue over time and highlights days with major changes.

Running_revenue : RUNNING_SUM(SUM([Gross Income]))

Size : SUM(Revenue)

