

DA Assignment - 2

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.

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in \$

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their experience (scale of 1 to 10)

Dataset: [Link](#)

Task:

Upload the dataset to Tableau, delete the unnecessary columns

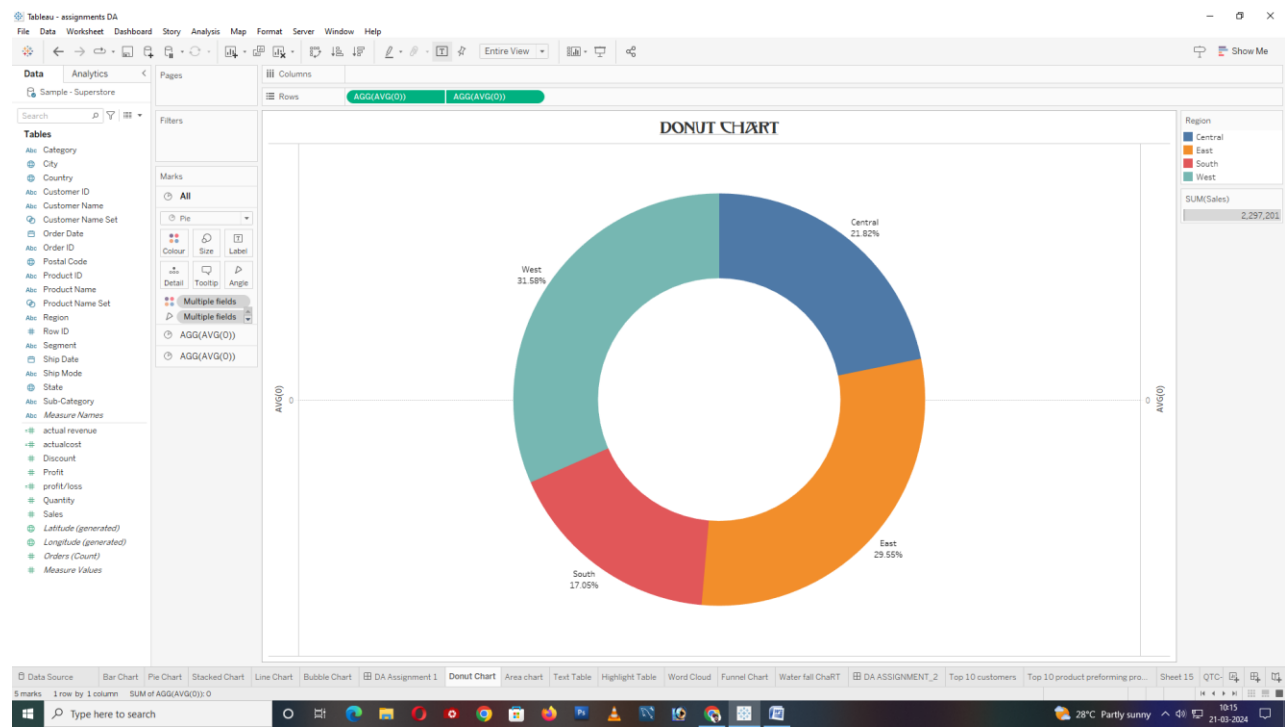
Create below visualization:

- Donut Chart
- Area Chart
- Text table
- Highlighted table
- Word Cloud
- Funnel Chart
- Waterfall

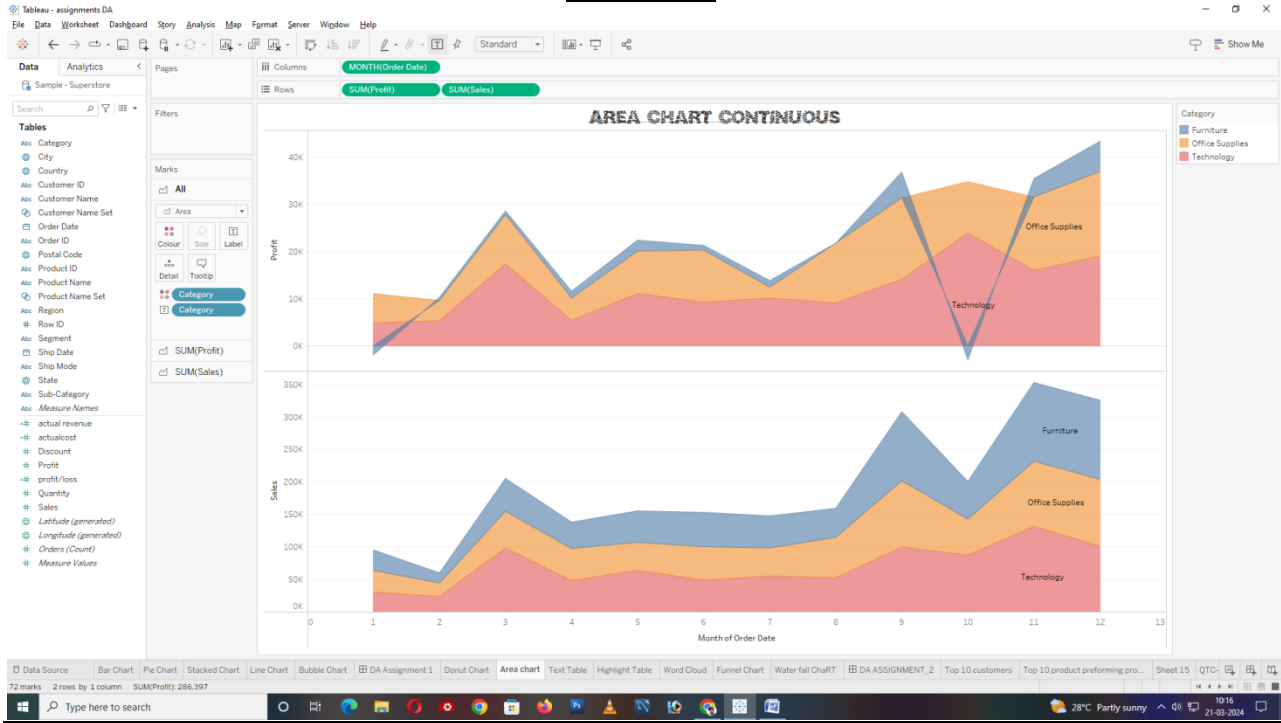
Process To Submit:

Take Screenshot of Visualization and paste them in Doc > Save it as pdf and Submit the pdf file.

Donut Chart



Area Chart

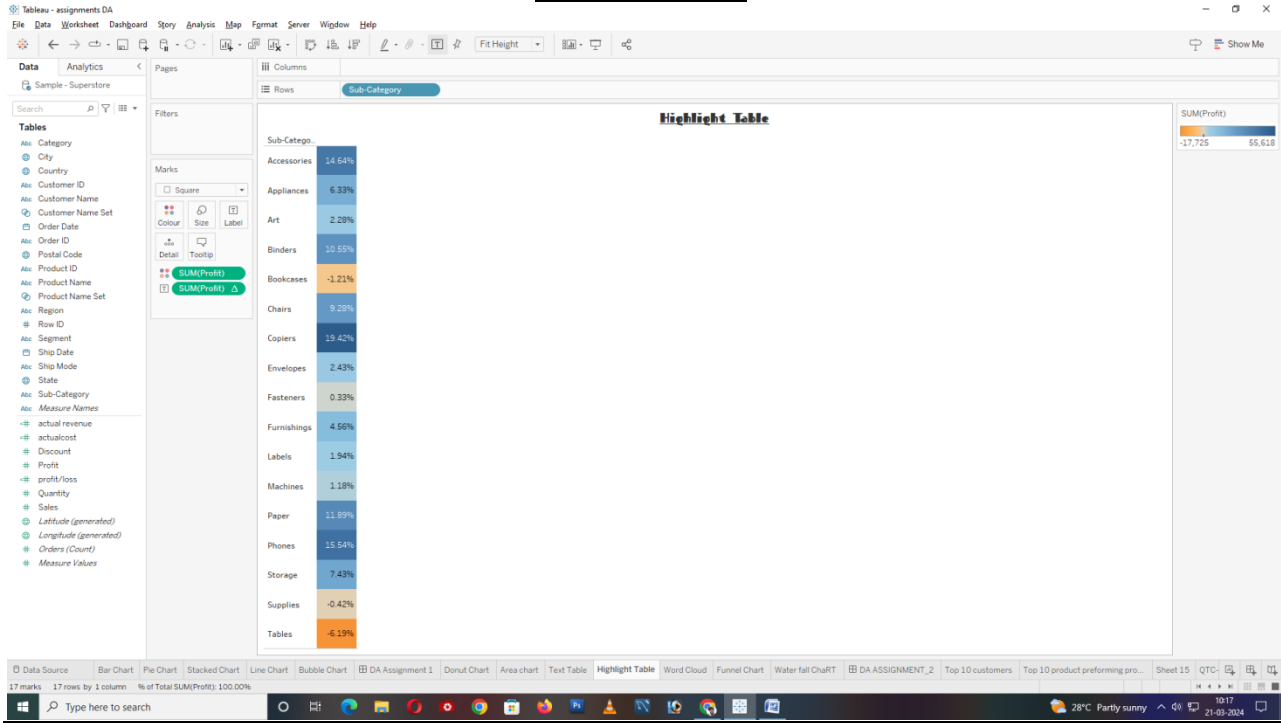


Text Table

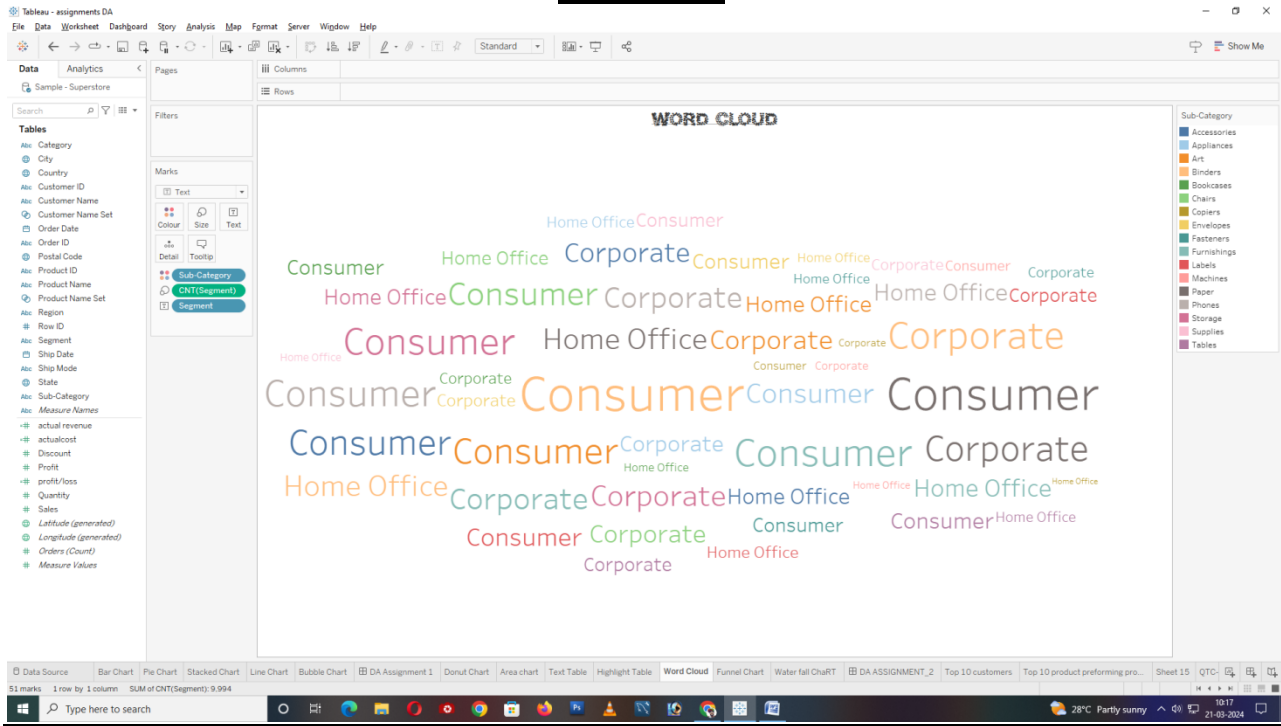
The figure displays a text table in Tableau. The table has two columns: Sub-Category and SUM(Discount). The data is as follows:

Sub-Category	SUM(Discount)
Accessories	60.8
Appliances	77.6
Art	59.6
Binders	567.0
Bookcases	48.1
Chairs	105.0
Copiers	11.0
Envelopes	20.4
Fasteners	17.8
Furnishings	132.4
Labels	25.0
Machines	35.2
Paper	102.6
Phones	137.4
Storage	63.2
Supplies	14.6
Tables	83.4

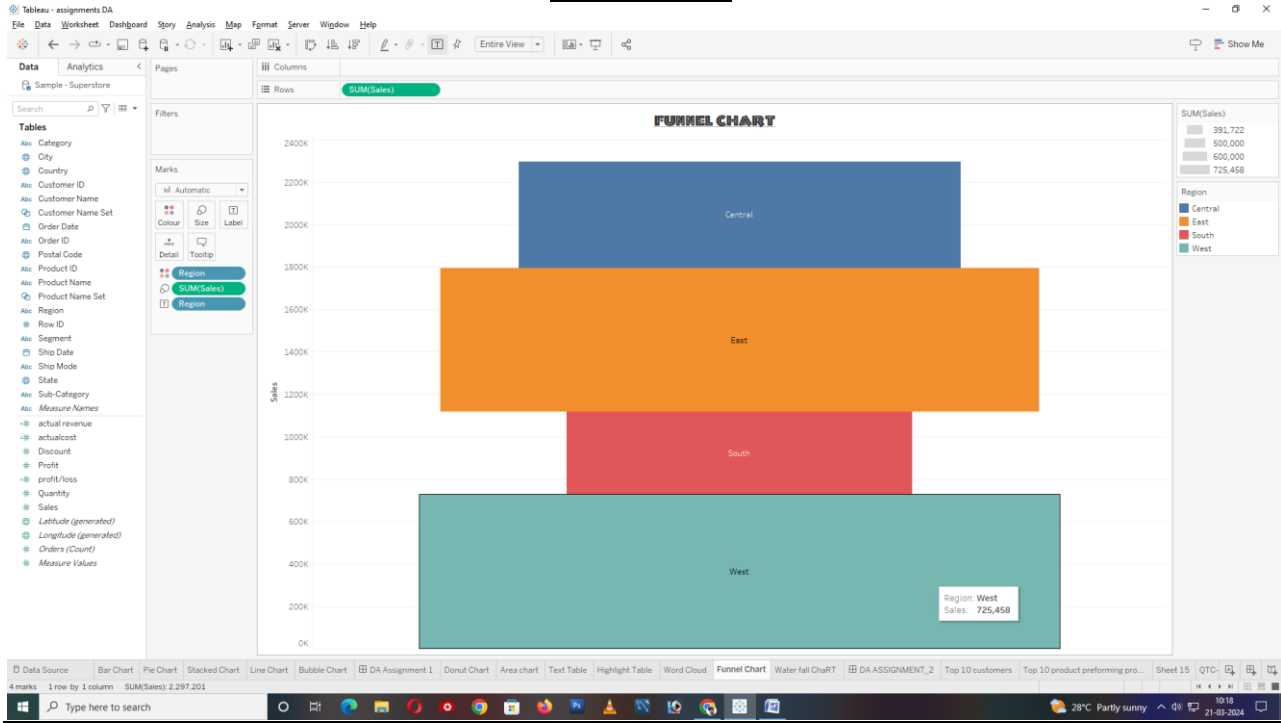
Highlight Table



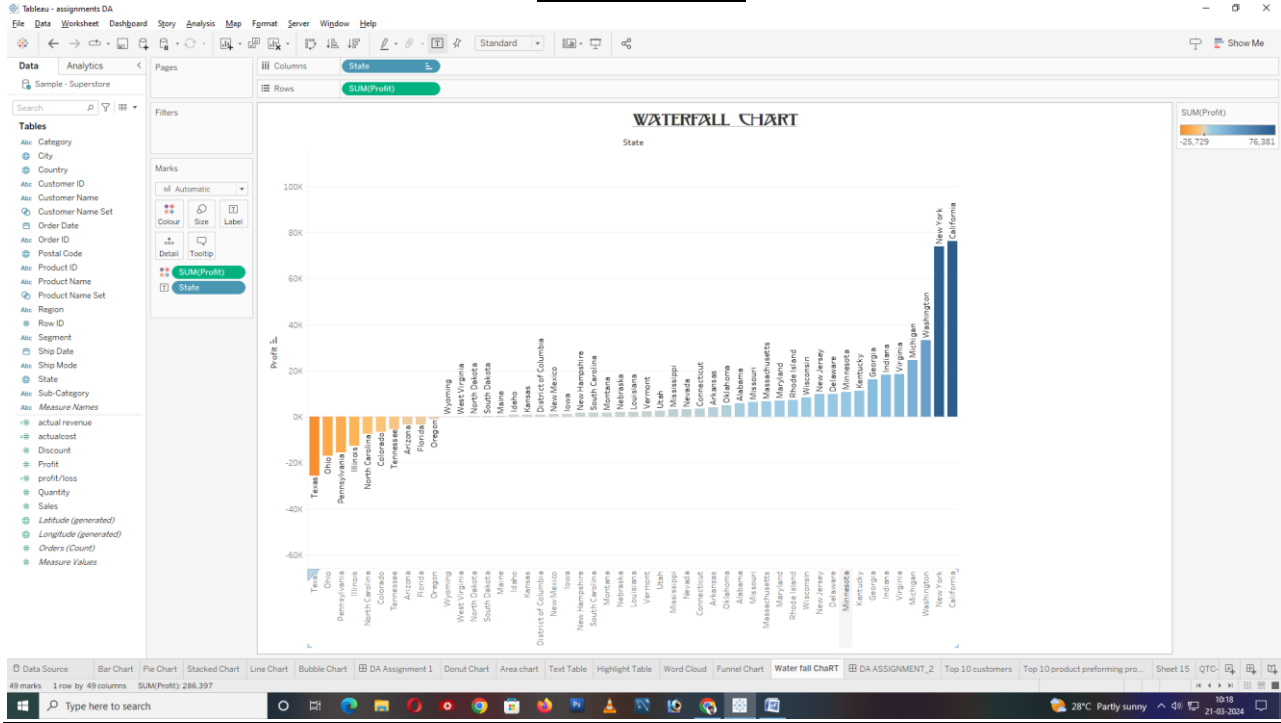
Word Cloud



Funnel Chart



Waterfall Chart



Dashboard of Assignment-2

