

DA Assignment – 2

Title: Supermarket Sales Data Analysis using Tableau

Name: Eswar Sai Ravi Chandu

Pin: 22551A4256

Mail: Eswarsunkara2004@gmail.com

Team Id: LTVIP2026TMIDS83686

Objective:

To analyse supermarket sales data using Tableau, understand sales patterns, and visualize insights using various types of charts such donut chart, area chart, text table, highlighted table, word cloud, funnel chart, and waterfall chart. This analysis enhances the understanding of customer behaviour, sales trends, and product performance using visually rich representations.

Attributes Used:

Branch

City

Customer Type

Gender

Product Line

Unit Price

Quantity

Total

Date

Time

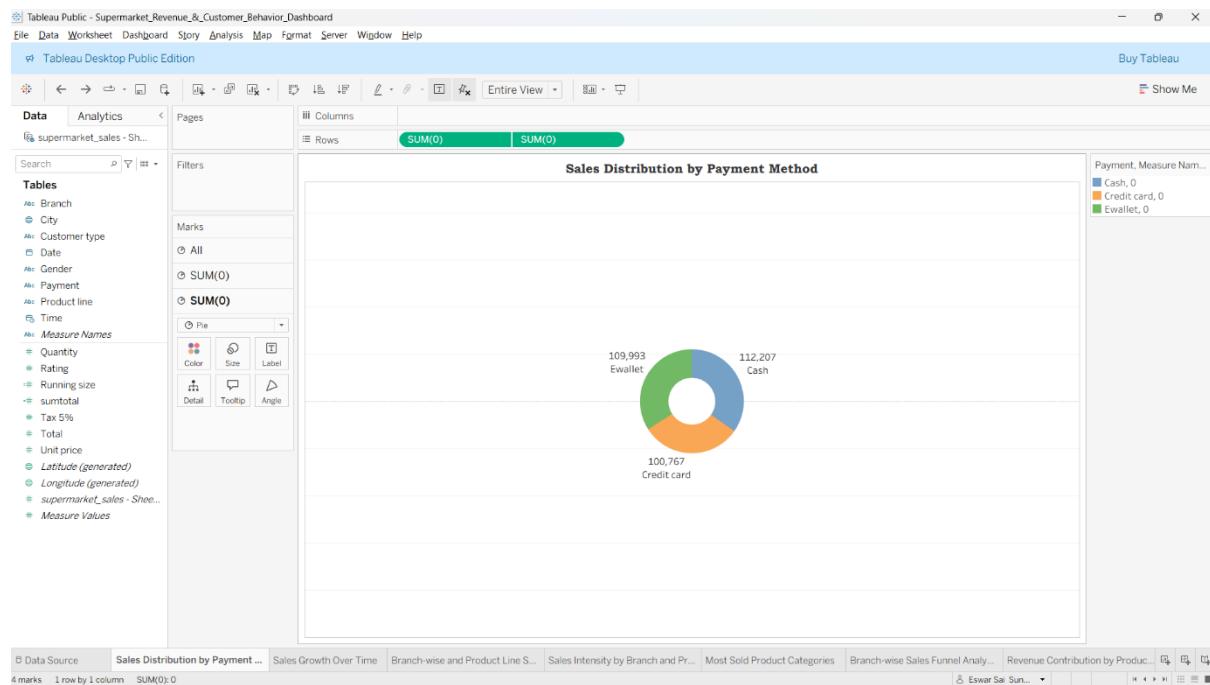
Payment

Gross Income

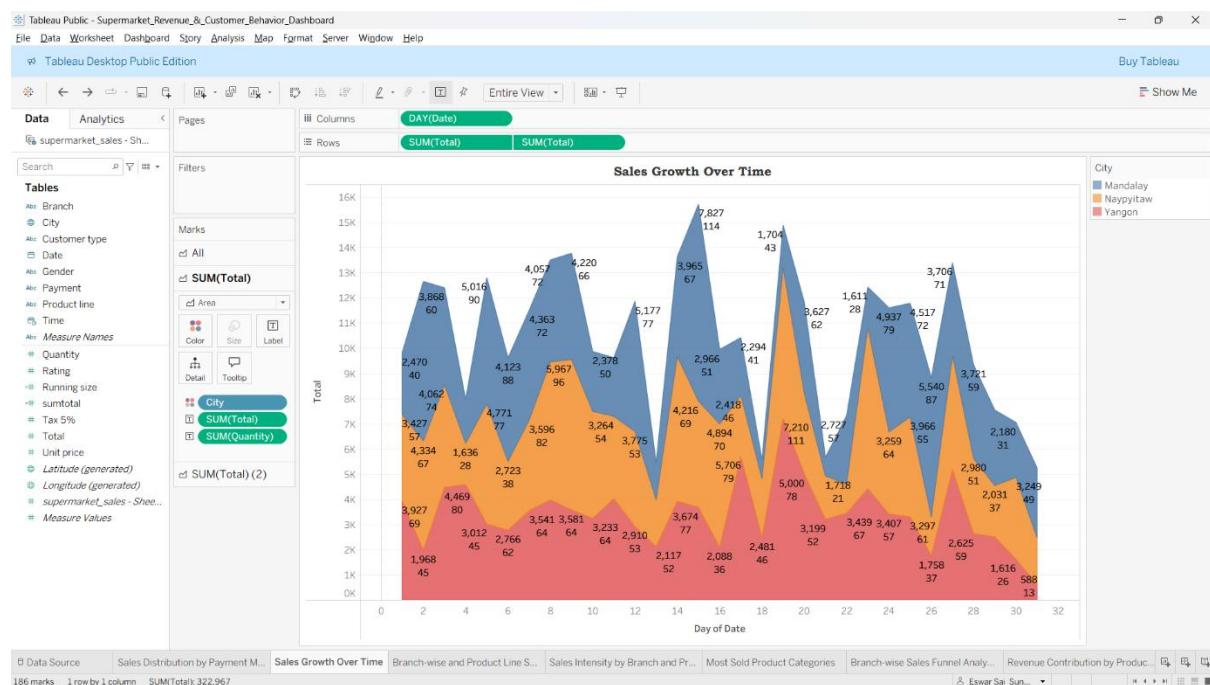
Rating

Visualizations:

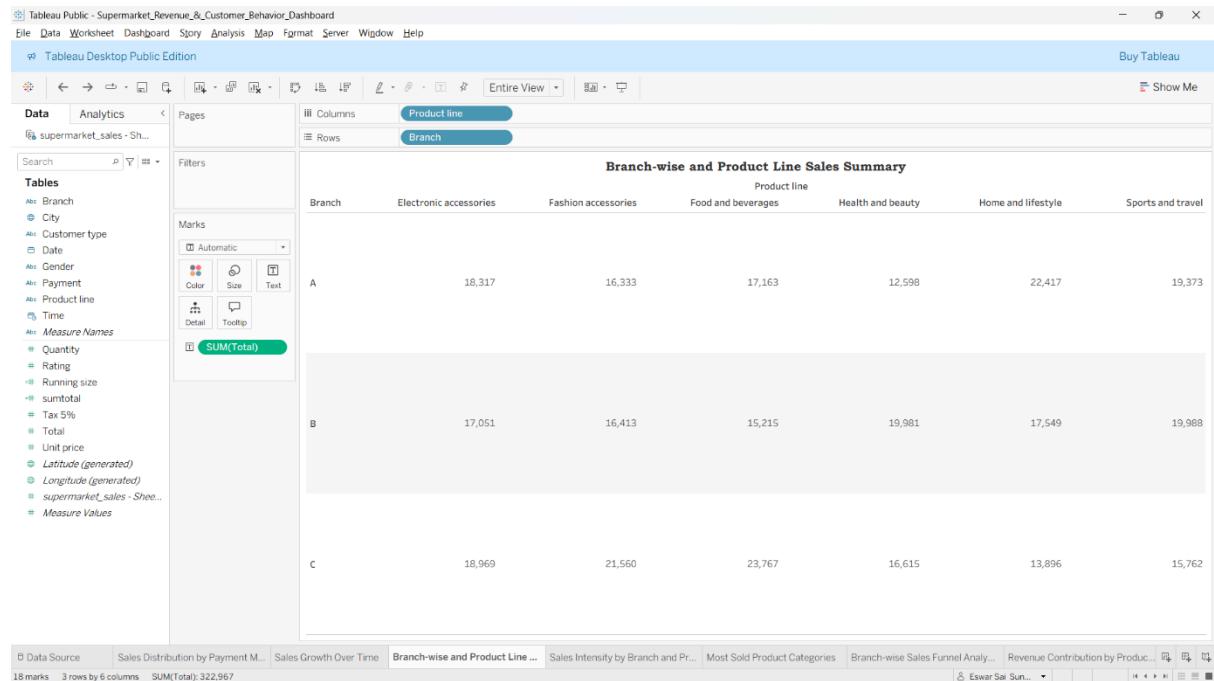
Donut Chart:



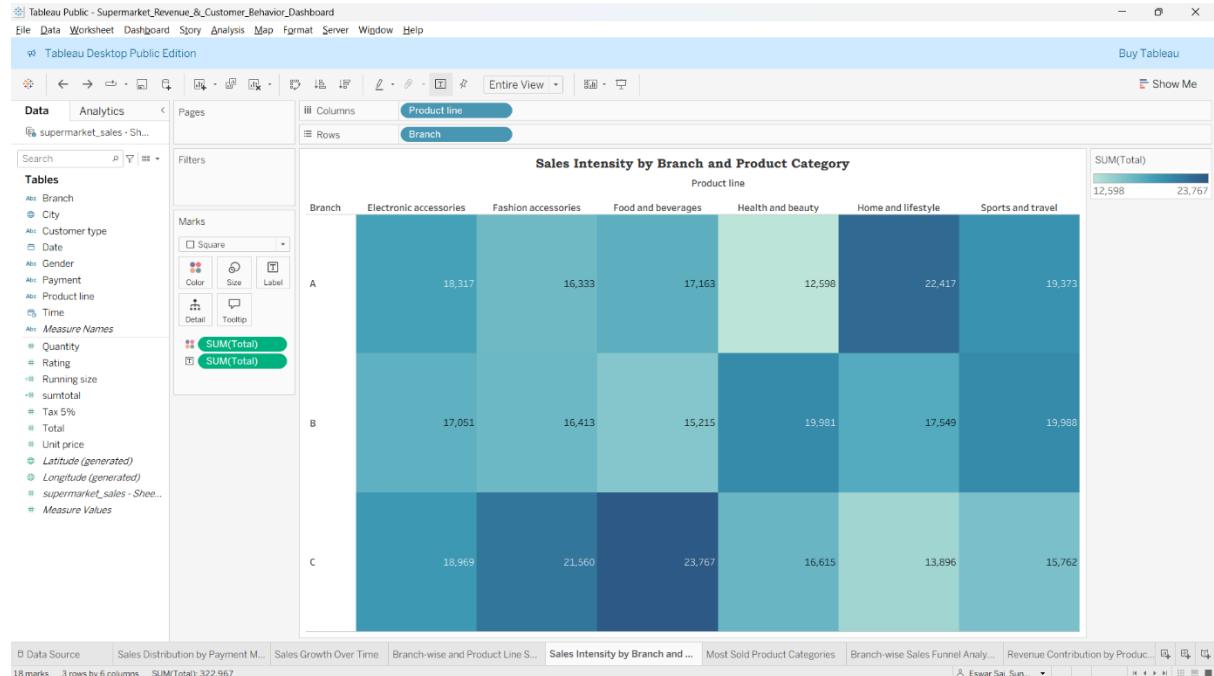
Area Chart:



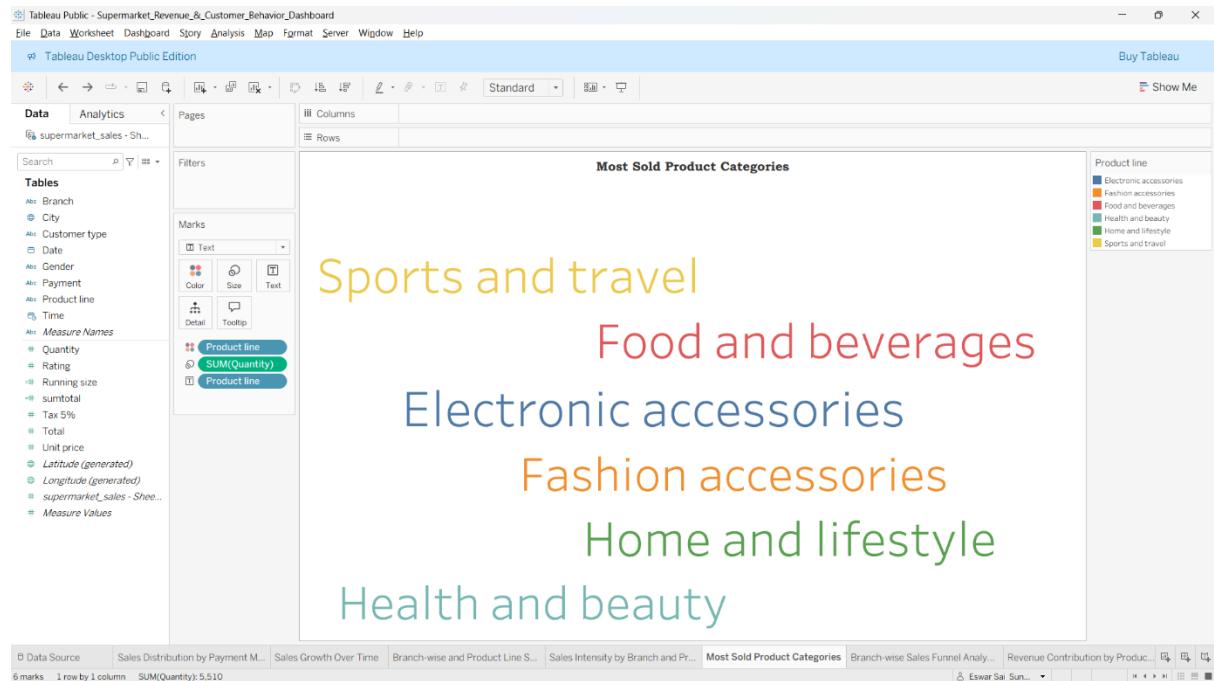
Text Table:



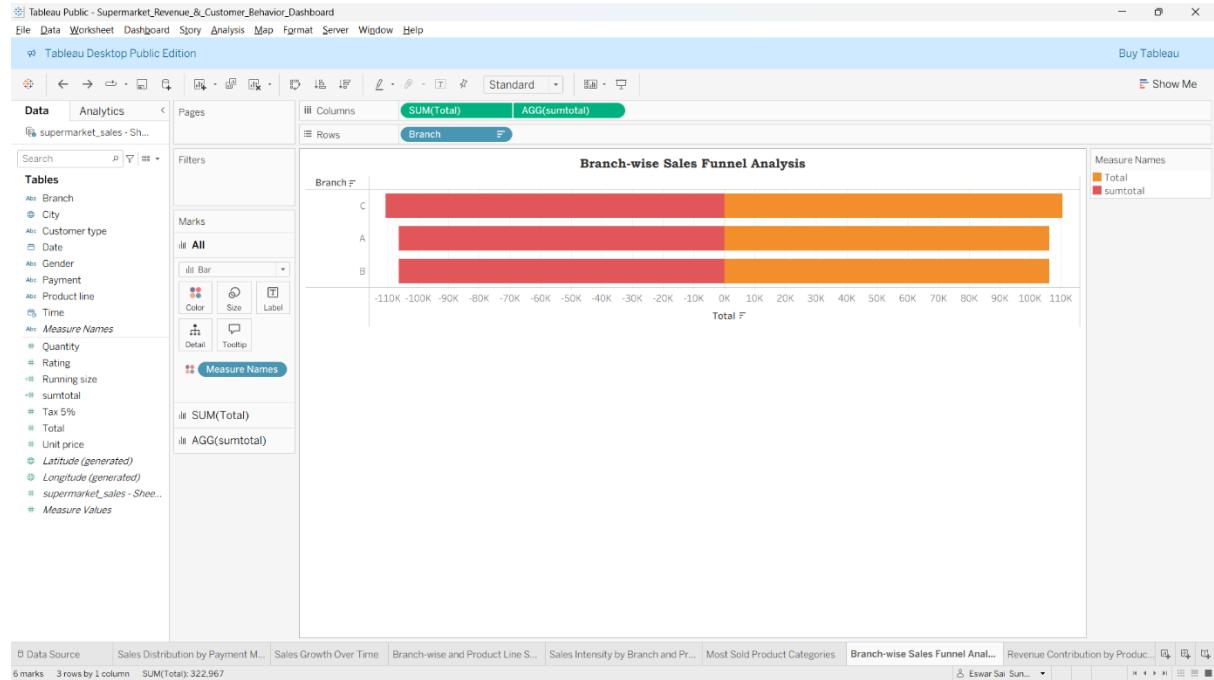
Highlighted Table:



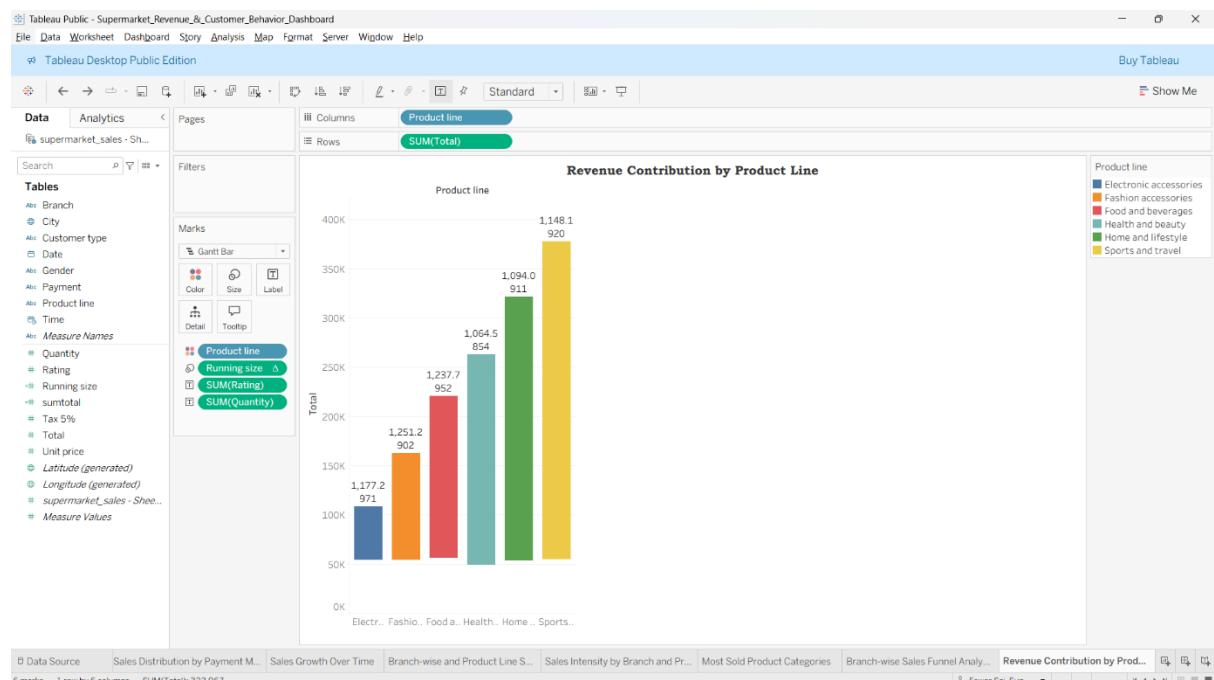
Word Cloud:



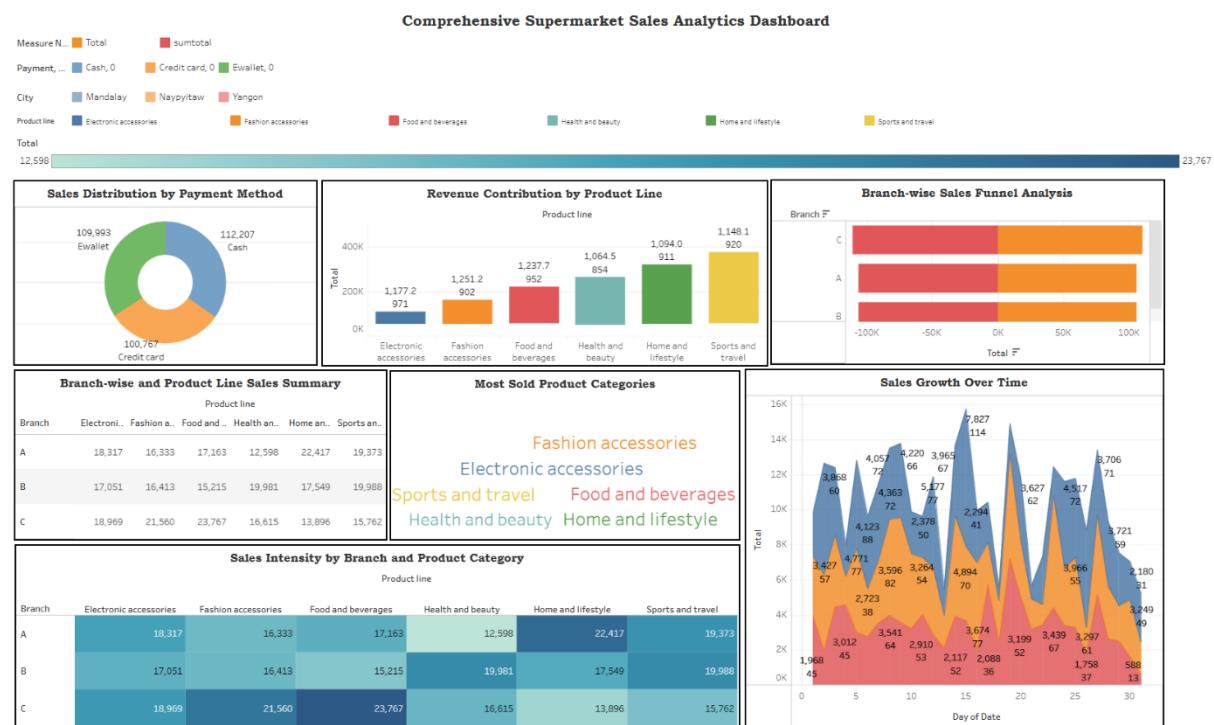
Funnel Chart:



Waterfall:



Dashboard:



Insights:

The Donut Chart highlights the dominant payment method, likely Ewallet, indicating a strong preference for digital transactions. The Area Chart shows fluctuating sales trends, with Product Line peaks suggesting seasonal demand variations. The Text Table reveals that certain product lines (e.g., Food and Beverages) have higher average ratings, reflecting customer satisfaction. The Highlighted Table identifies Branch A as a top performer in total sales across multiple product lines. The Word Cloud emphasizes high-sales product lines like Electronic Accessories, guiding inventory focus. The Funnel Chart indicates a tapering contribution, with top product lines driving most sales. The Waterfall Chart shows positive gross income contributions from key product lines, with minimal negative impacts.