DA Assignment – 1

Title: Supermarket Sales Data Analysis using Tableau

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Objective:

To analyse supermarket sales data using Tableau, understand sales patterns, and visualize insights using various types of charts such as bar chart, pie chart, stacked bar chart, line chart, and bubble chart.

Attributes Used:

Branch

City

Customer Type

Gender

Product Line

Unit Price
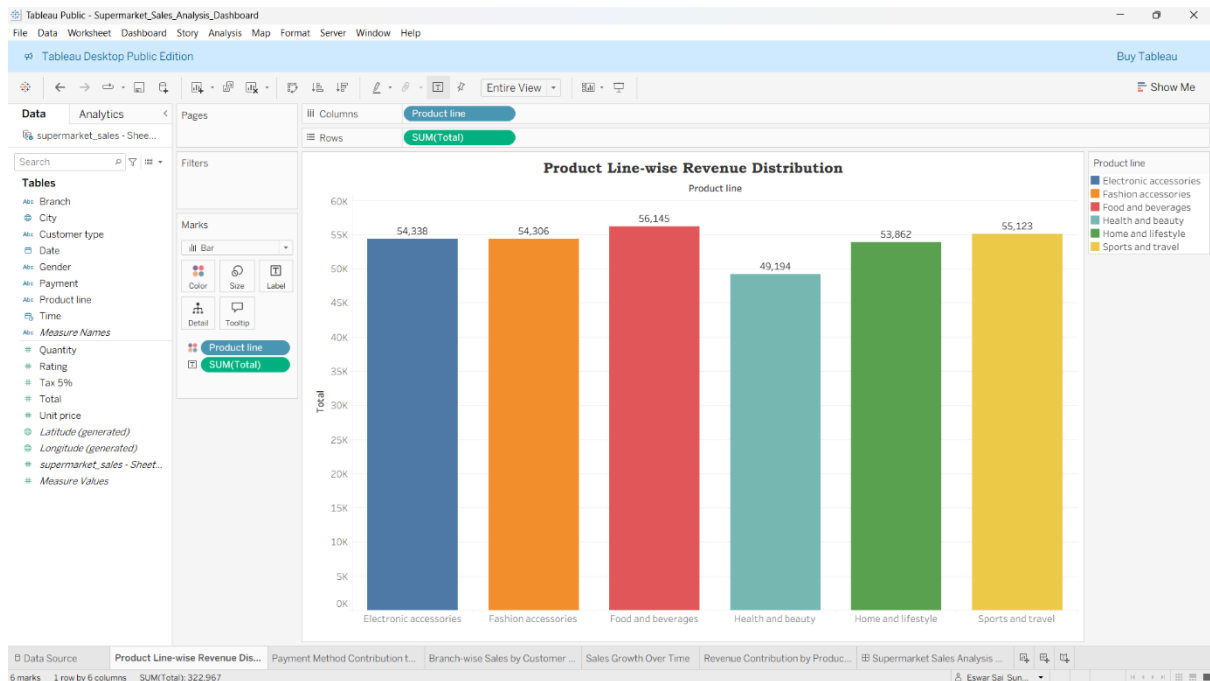
Quantity

Total

Date

Time
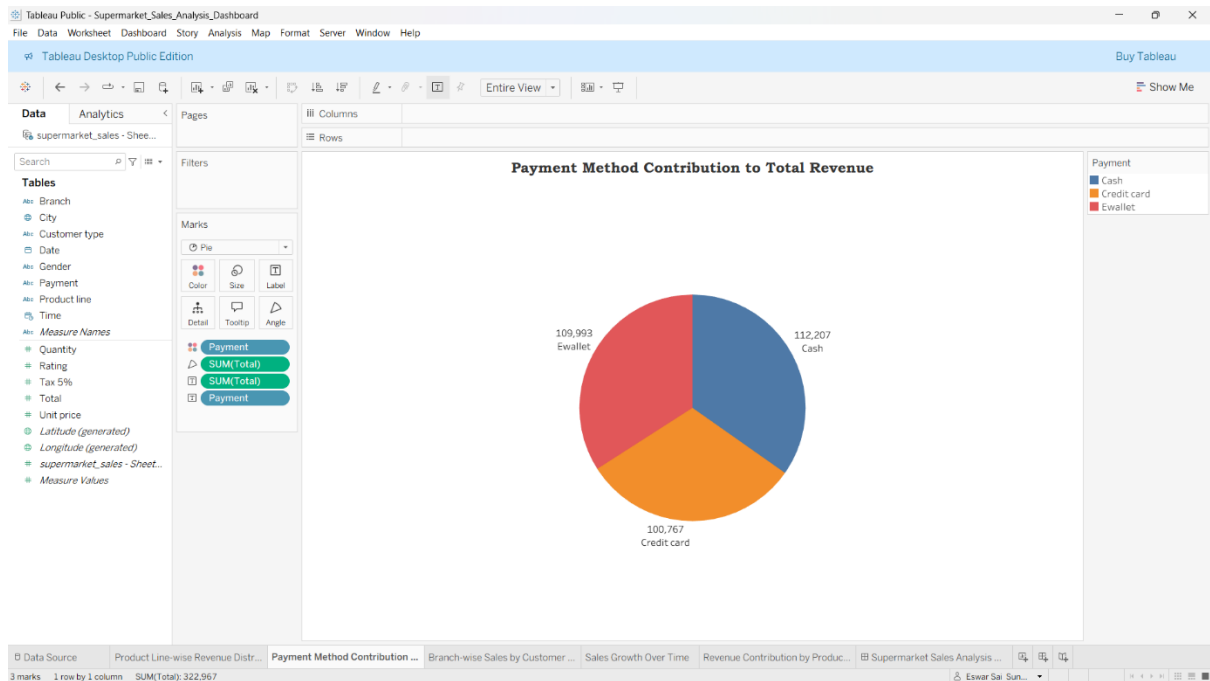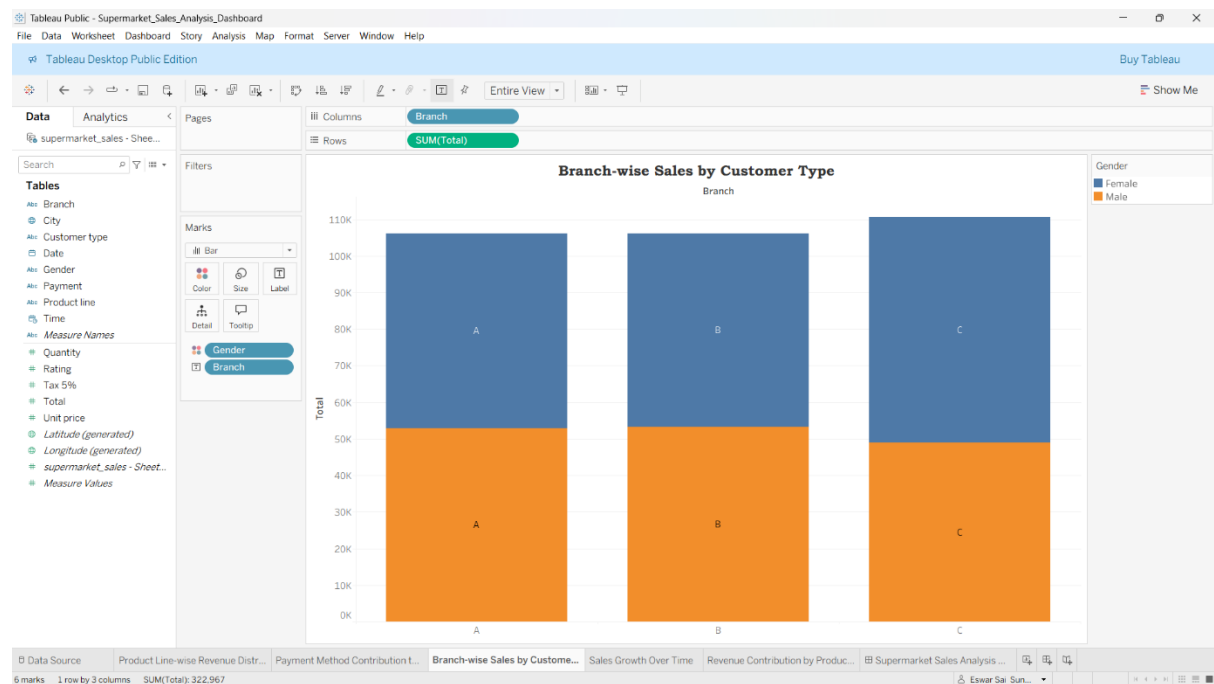
Payment

Gross Income

Rating

Visualizations:

Bar Chart: Product Line – Wise Revenue Distribution
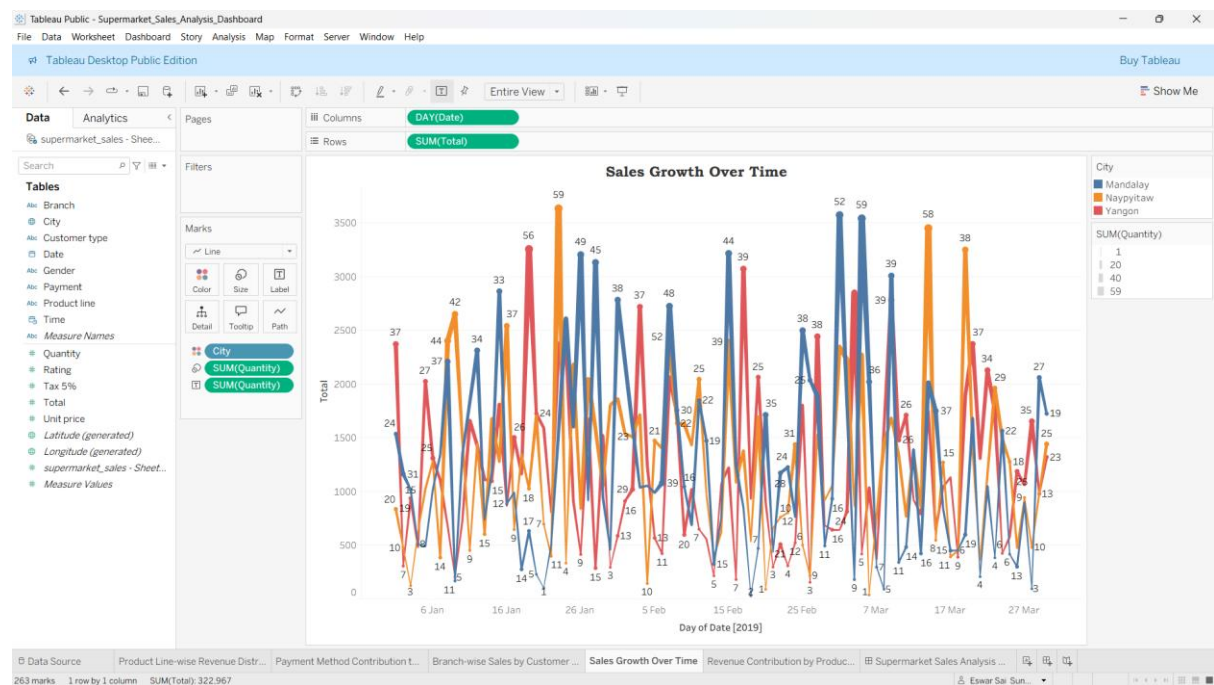

Pie Chart: Payment Method Contribution in Total Revenue
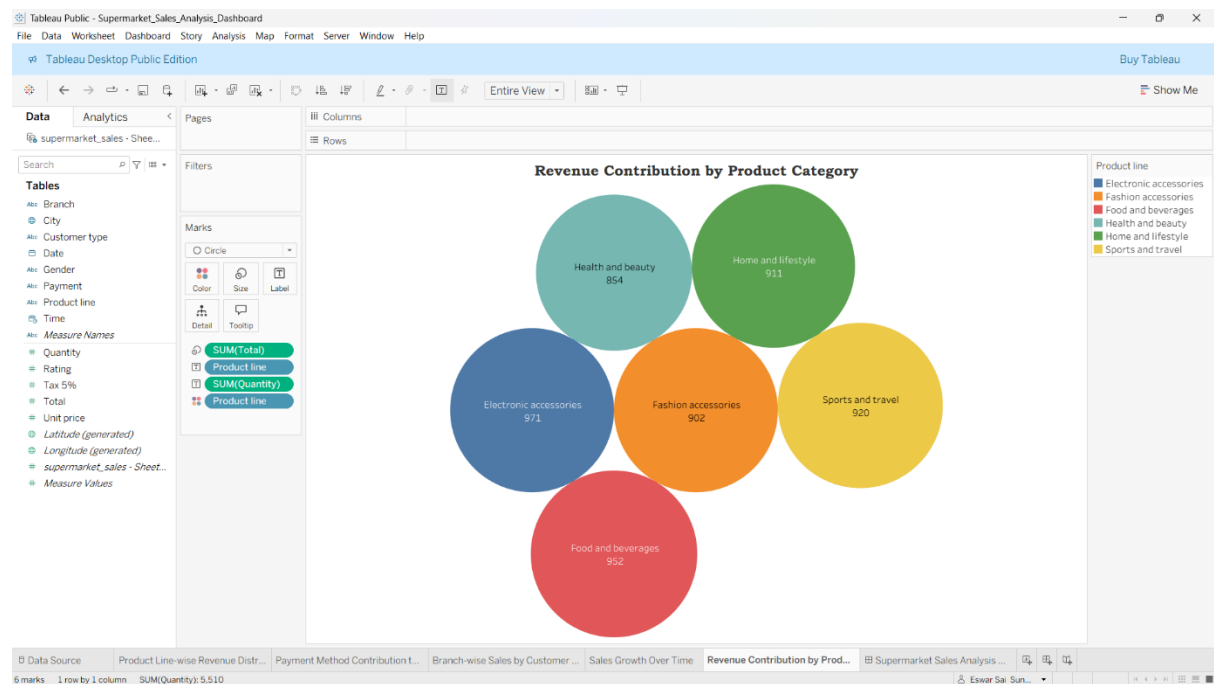
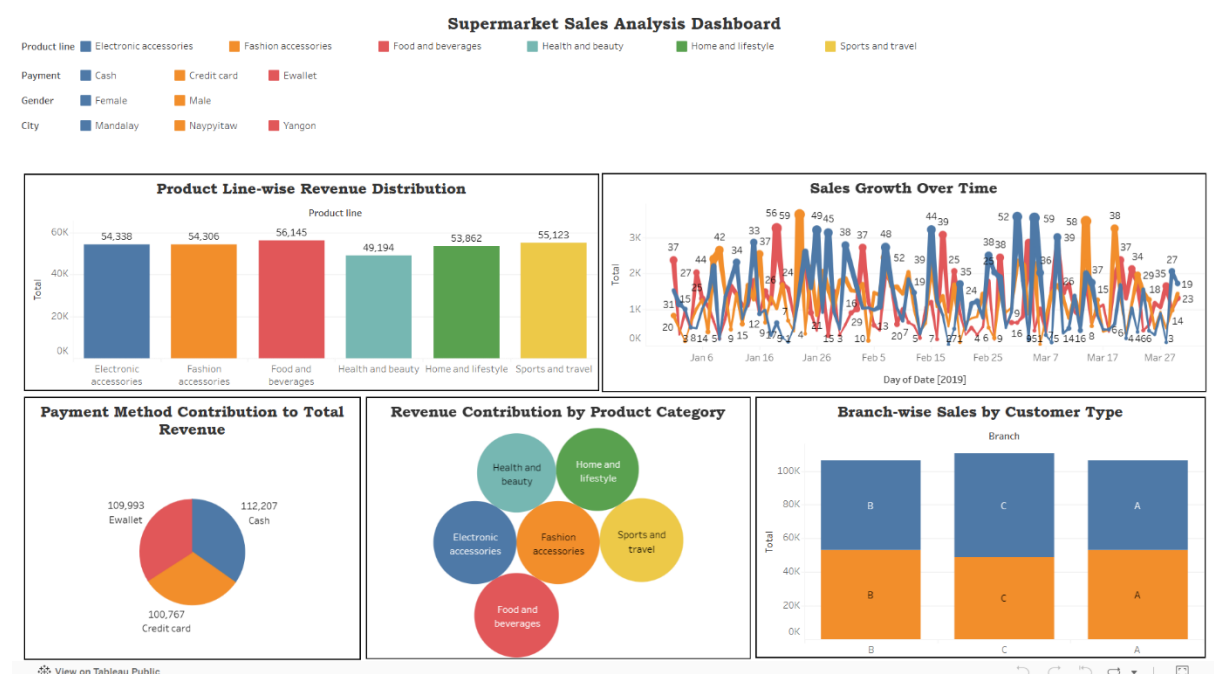# Stacked Bar Chart: Branch – Wise Sales by Customer Type

Line Chart: Sales Growth Over Time

Bubble Chart: Revenue Contribution by Product Category

Dashboard:

Insights

The Bar Chart reveals that electronic accessories and Fashion accessories lead in total sales, indicating high demand for these product lines. The Pie Chart shows E-wallet as the most frequently used payment method, suggesting a preference for digital payments among customers. The Stacked Bar Chart highlights that female customers contribute significantly to sales in Branch A, while male customers dominate in Branch C. The Line Chart indicates fluctuating daily sales, with peaks in mid-February, possibly due to seasonal promotions or events. The Bubble Chart demonstrates that Food and beverages generate the highest gross income, with larger quantities sold compared to other categories.