

SupermarketSalesDashboard–Overview

This **Sales Dashboard** provides a comprehensive view of supermarket performance across branches, product lines, and time periods. It offers insights through a variety of visualizations that highlight key sales and customer behavior trends.

📊 BarChart–SalesbyProductLine

The bar chart shows the **total revenue generated by each product line**. It helps quickly identify top performing categories such as **Food and Beverages** or **Health and Beauty**, and compare them against others like **Sports and Travel**. This chart supports inventory and marketing decisions.

📊 PieChart–SalesDistributionbyPaymentMethod

The pie chart breaks down **sales volume by payment type** (e.g., Ewallet, Credit Card, Cash), offering insight into customer payment preferences. This helps understand transactional behavior and may influence decisions like promoting specific payment incentives.

📊 StackedBarChart–Gender-BasedSalesbyBranch

The stacked bar chart compares **total sales across each branch**, further broken down by **customer gender**. This visualization reveals patterns like whether one gender dominates purchases at certain locations, aiding in demographic targeting and branch-level marketing.

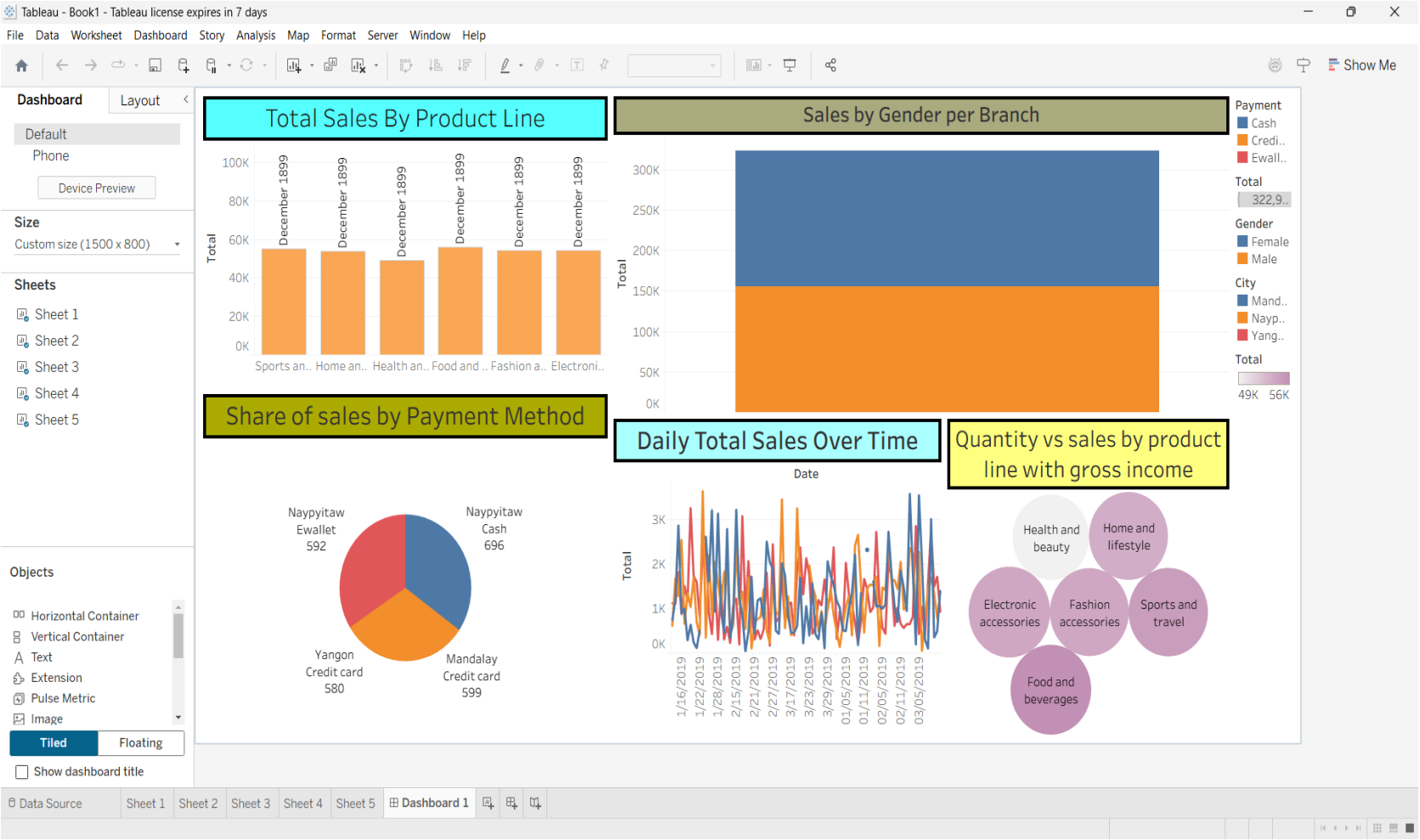
🔗 LineChart–DailySalesTrend

Thislinechart displays**totaldailysalesovertime**,helping identifi**salestrends**,**seasonality**, and anomalies. Peaks maycorrespond with**weekends**or promotions, while dipscould signal operational issues or low-traffic days.

🔗 BubbleChart–SalesvsQuantitybyProduct Line

The bubble chart illustrates the relationship between **quantity sold**and **total sales** per product line.The size of each bubble reflects the **grossincome** earned.It highlights product categories That are **high volume but low margin**,or **low volume but high value**,providing insight into profitability and sales strategy.

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Supermarket Sales vs Product Dashboard

This interactive dashboard provides a holistic view of sales performance across products, branches, and customer segments using a range of insightful visualizations. The goal is to analyze overall sales trends, product line performance, and profitability using both numerical and visual storytelling.

1. Donut Chart – Sales Distribution by Product Line

The Donut Chart gives a clear overview of how total sales are distributed across different product lines such as *Health and Beauty*, *Food and Beverages*, *Fashion Accessories*, etc. Each slice represents the share of each product line in total revenue, offering an at-a-glance understanding of top-performing categories.

2. Area Chart – Daily Sales Trend

The Area Chart highlights the fluctuation of total sales over time, plotted by day. This visualization helps identify seasonal patterns, peak shopping days, and any anomalies in revenue. It provides a temporal context to the sales data, making it easier to track growth or decline trends over the dataset period.

3. Text Table – Sales Breakdown by Branch and Gender

The Text Table offers a simple yet powerful view of sales segmented by branch and customer gender. This allows stakeholders to compare how different branches perform in terms of revenue generated by male and female customers, which could inform marketing or staffing strategies.

📊 4. Highlighted Table – Sales Performance by Product Line and Payment Method

This Highlighted Table cross-tabulates product lines with payment methods (e.g., Cash, Ewallet, Credit Card). The intensity of the color highlights areas of strong performance, enabling quick identification of popular combinations like high sales of electronics via e-wallets.

☁ 5. Word Cloud – Product Line Popularity

The Word Cloud visually represents the popularity of product lines based on either frequency of purchases or total revenue. Larger, bolder words indicate more popular or higher-revenue- generating categories. This informal yet effective visualization provides a fast visual cue of what’s trending in customer purchases.

📊 6. Funnel Chart – Sales Pipeline by Product Line

The **Funnel Chart** illustrates a descending view of total sales by product line, from highest to lowest. This format helps identify the "conversion-like" drop-off between top and low- performing product categories. It’s especially useful for understanding where to focus marketing or inventory adjustments.

📊 7. Waterfall Chart – Gross Income Contribution by Product Line

The **Waterfall Chart** visualizes the **step-by-step impact** of each product line on overall **gross income**. Positive and negative contributions are color-coded to show which product lines are increasing or dragging down total profitability. This helps in understanding product-level profitability beyond just sales volume.

Conclusion:

The **Sales vs Product Dashboard** leverages diverse visual techniques to explore multiple dimensions of supermarket performance. From temporal trends and categorical comparisons to profit insights and customer behavior, this dashboard supports **data-driven decision-making** for sales optimization, inventory management, and strategic planning.

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