

# 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.

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## □ 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.

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## □ 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.

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## □ 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.

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## □ LineChart–DailySalesTrend

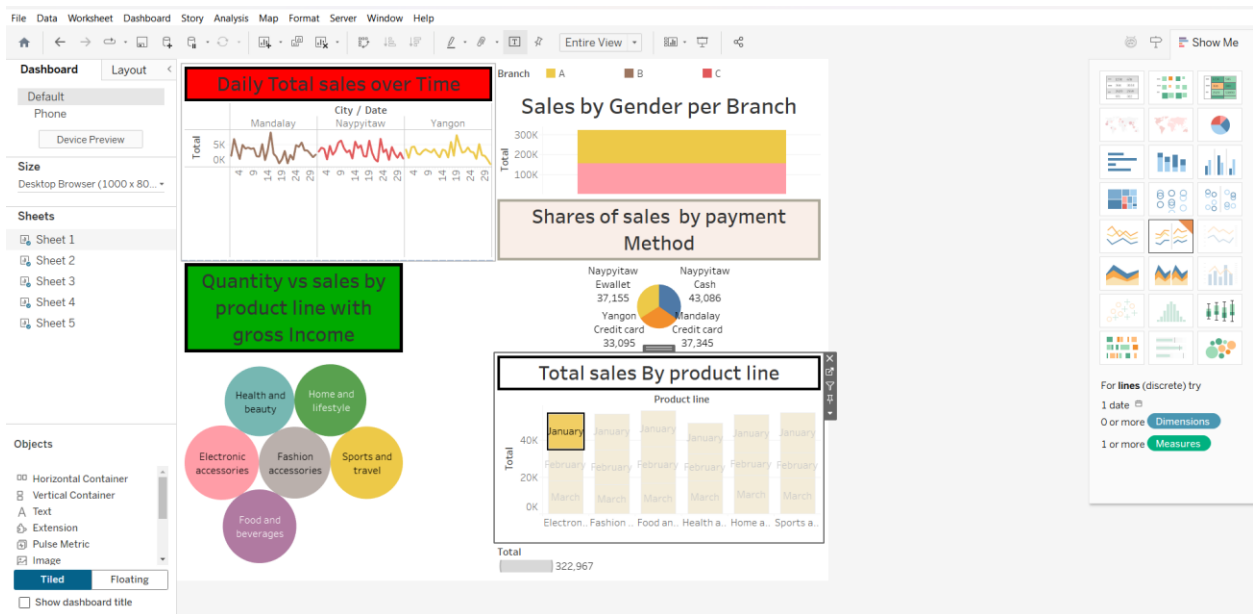
This line chart displays **total daily sales over time**, helping identify sales trends, seasonality, and anomalies. Peaks may correspond with weekends or promotions, while dips could signal operational issues or low-traffic days.

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## □ 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 **gross income** earned. It highlights product categorie

That are **high volume but low margin**, or **low volume but high value**, providing insight into profitability and sales strategy.



# 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.

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## □ 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.

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## □ 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.

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## □ 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.

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## □ 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.

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## 🍷 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.

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## ❑ 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.

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## ❑ 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.

