

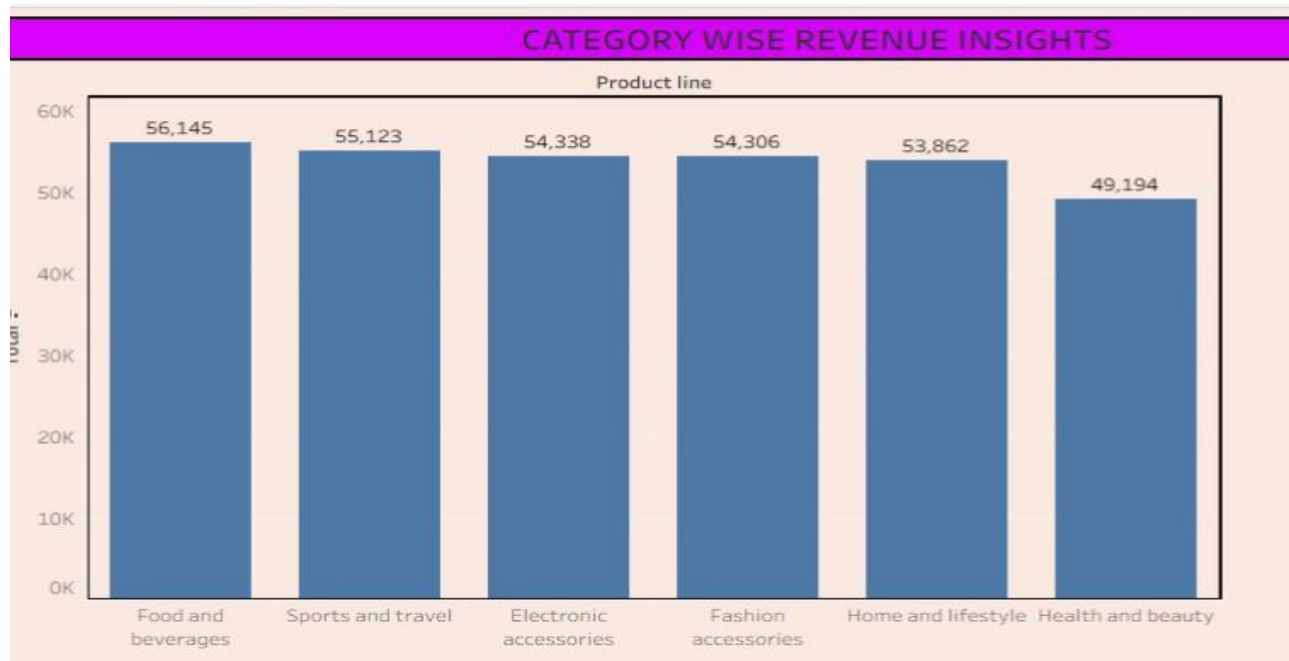
# Assignment 1

## BAR CHART – CATEGORY WISE REVENUE INSIGHTS

**Purpose:-**A bar chart is used to represent data visually using rectangular bars. It helps compare values across different categories easily.

**Steps:-**Open Tableau Public, Load dataset. Click Sheet 1.

- Next, Drag Product line → to Columns and Drag Total (Sales/Amount) → to Rows (vertical bars will automatically appear)
- In Marks card , select Bar.
- On Marks card → Click Label. Tick Show Mark Labels. Numbers visible.
- Sort Bars (Descending ) using sort icon.
- Formatting : Change Bar Color Click Color (Marks card) Choose Blue .
- Change Background Color, Go to Format → Shading.
- Under Worksheet → Pane → Select Colour
- Format Title, Double-click title give title as category wise revenue insights and Click OK.
- To change Color-Go to Format → Font → Title → Choose Color (purple/blue). Then Go to Format →Give Borders.

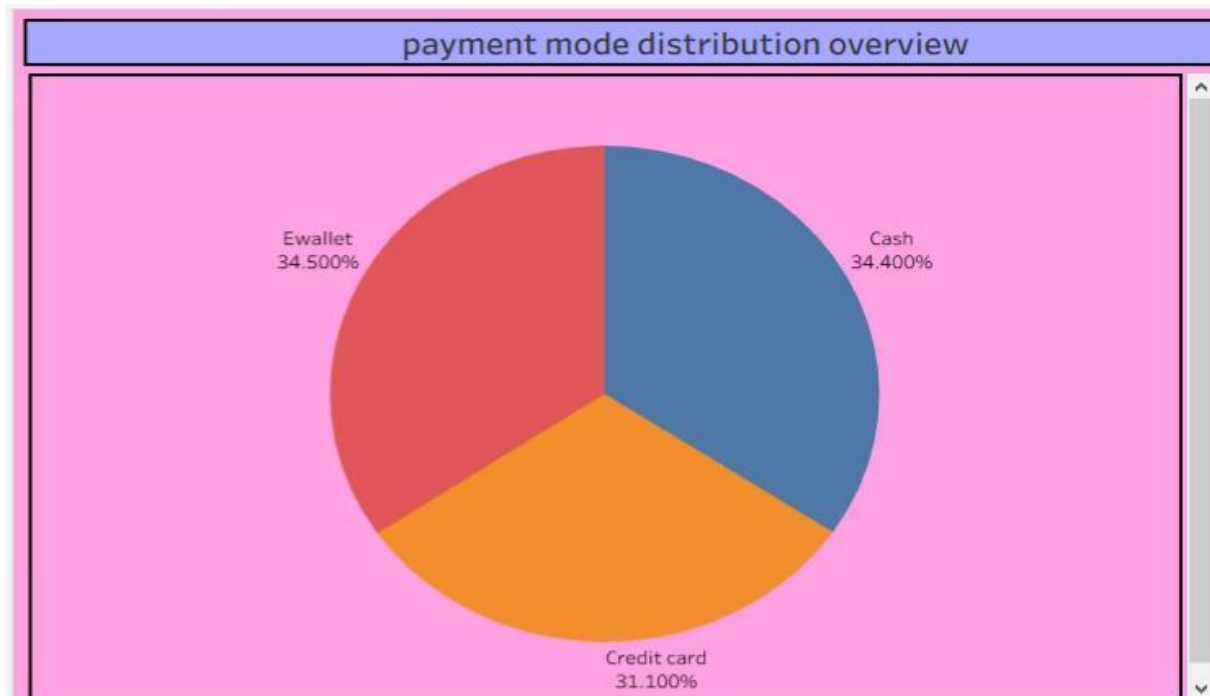


## PIE CHART – PAYMENT MODE DISTRIBUTION OVERVIEW

**Purpose:--** A pie chart is used to represent data as parts of a whole. It shows how each category contributes to the total using slices of a circle.

### Steps:--

- Open Tableau Public, Load dataset. Click Sheet 2.
- Go to Marks Card, Select Pie.
- Drag Payment to the colour in marks Card.
- Drag Payment Again to Label, right click label and Tick Show mark Label.
- Drag CNT(payment) To angle and Label.
- For percentage, go Show Percentage on Total on label.
- Change Background Color, Go to Format → Shading.
- Under Worksheet → Pane → Select Colour
- Format Title, Double-click title give title as Payment mode distribution Overview and Click OK.
- To change Color-Go to Format → Font → Title → Choose Co
- Then Go to borders and give borders.

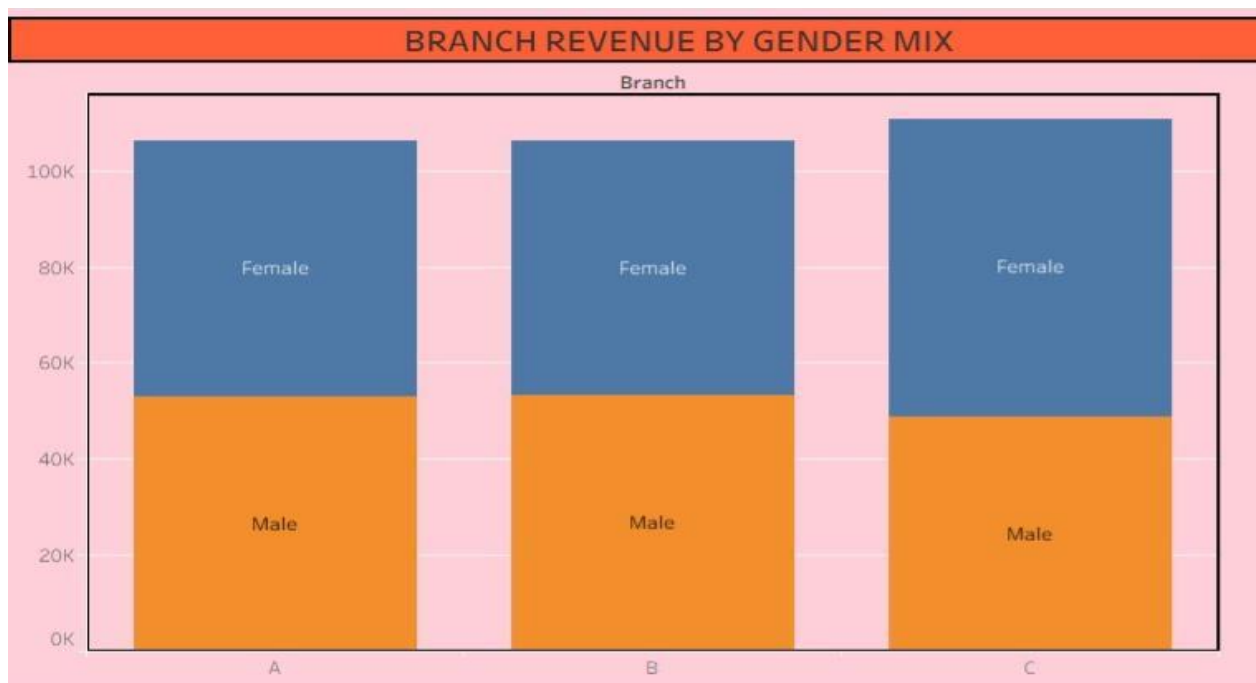


## STACKED BAR CHART – BRANCH REVENUE BY GENDER MIX

**Purpose:--**A stacked bar chart is used in branch-wise sales to compare total sales of each branch and also see the contribution of different products or categories within that branch.

**Steps:--**Open Tableau Public, Load dataset. Click Sheet 3.

- Drag Branch to Columns And Drag Total (or Sales/Amount) to Rows .
- Now see simple vertical bars for each branch.
- Go to Marks card (left side), Click dropdown (Automatic) Select Bar.
- Drag Gender to Color (in Marks card).( Now bars split into Male & Female colors.)
- Drag Gender to Label (Marks card). Then Right Click Label Show mark labels.
- Go to Format → Shading. Under Worksheet → Pane → Select Colour
- Format Title, Double-click title give title as Branch Revenue By Gender Mix and Click OK.
- Go to Format → Font → Title → Choose Colour ,Then Go to borders and give borders



## LINE CHART – REVENUE GROWTH CURVE

**Purpose:--** A line chart for monthly data is used to show how values change from month to month across a year or any time period.

### Steps:--

- Open Tableau Public, Load dataset. Click Sheet 4.
- Drag Date to Columns and Select MONTH(Date).
- Drag Sum Total to Rows.
- Go to Marks Select Line Then Drag SUM(Total) to Label and Tick Show Mark Labels, Automatically Values appear on line.
- Format Line Color Choose single Color and Size Increase thickness.
- Go to Format → Shading. Under Worksheet → Pane → Select Colour
- Format Title, Double-click title give title as Revenue Growth Curve and Click OK.
- Go to Format → Font → Title → Choose Colour ,Then Go to borders and give borders

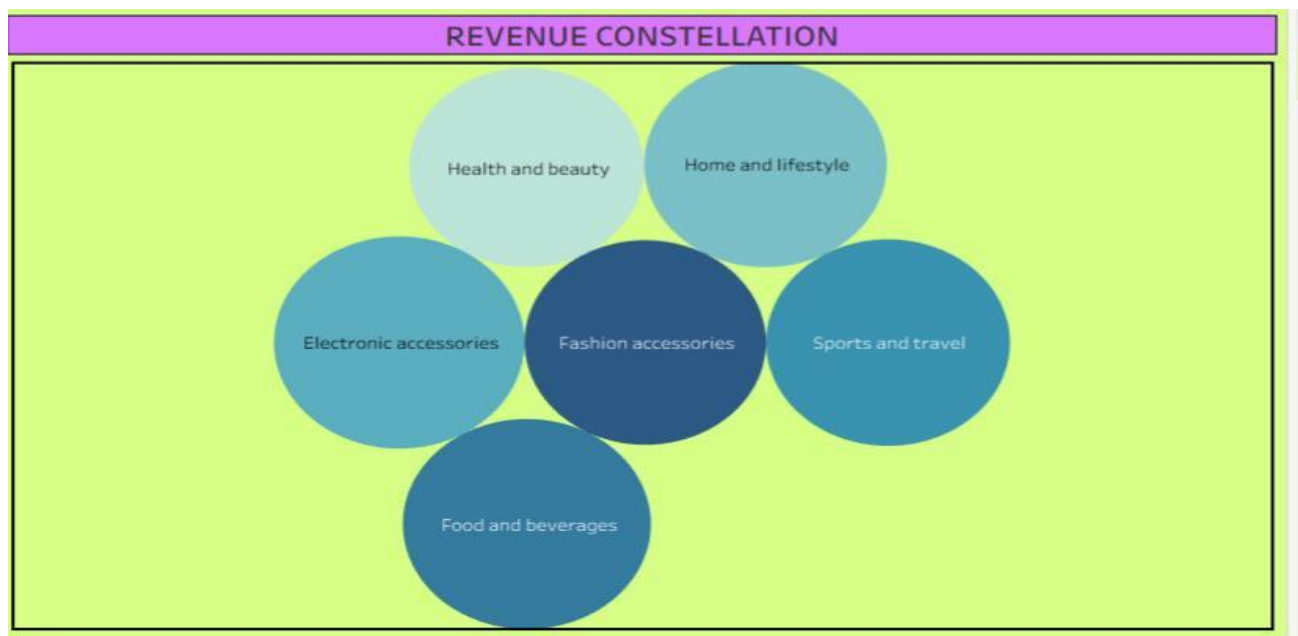


## BUBBLE CHART – REVENUE CONSTELLATION

**Purpose:**-A Bubble Chart is used to visualize and compare product line performance using circles (bubbles).Each bubble represents one product category.

### Steps:--

- Open Tableau Public, Load dataset. Click Sheet 5.
- Go to Marks card and Change from Automatic Circle.
- This converts the view into a bubble-style chart or select bubble chart from Show me.
- Drag Product line Label And Drag SUM(Quantity) to Size.
- Increase the Size slider to make bubbles more visible.
- Click Label and Tick Show Mark Labels.
- Format Axes for Right-click Unit price axis → Edit Axis and Give Title Unit Price and Drag SUM(unit price ) to colour
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Revenue Constellation and Click OK.
- Go to Format → Font → Title → Choose Colour ,Then Go to borders and give borders



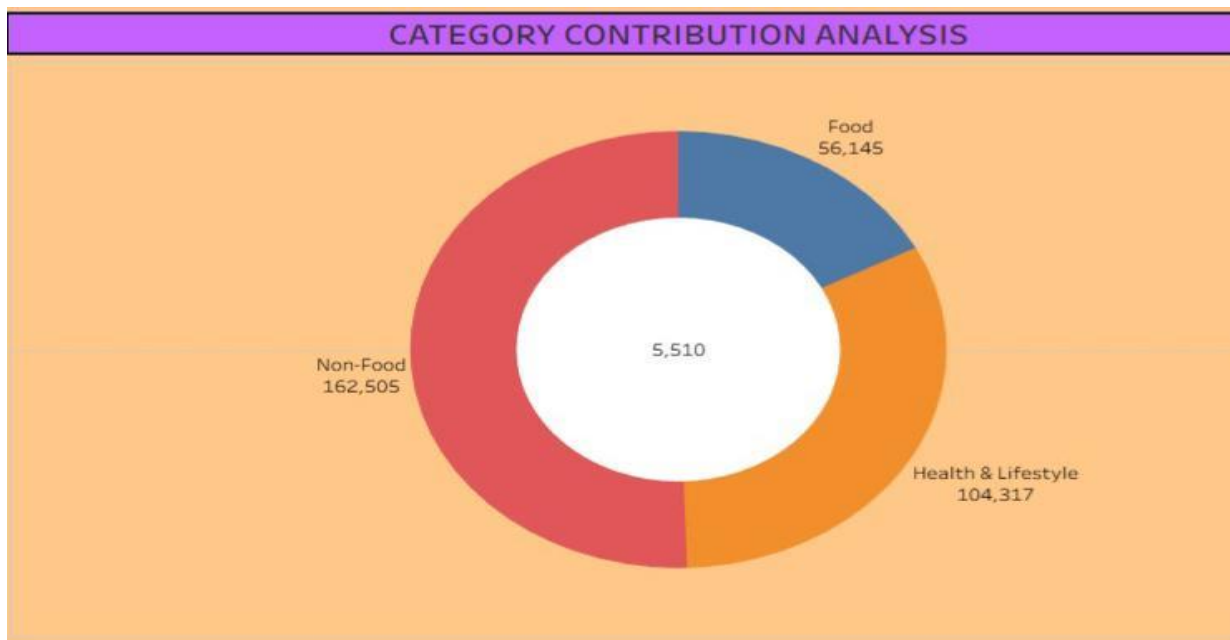
# ASSIGNMENT 2

## DONUT CHART – CATEGORY CONTRIBUTION ANALYSIS

**Purpose:--**To represent part-to-whole relationships by showing how each category contributes to the total value.

**Steps:--**

- Open Tableau Public, Click Connect → Text file / Excel, Load supermarket\_sales dataset Go to Sheet 1
- Drag Category to Color (Marks card) then Drag Total to Angle and Drag Total → Label
- Change Marks type → Pie and For Create Dual Pie , Drag Number of Records → Rows (twice) Right-click second axis → Dual Axis
- Click 2<sup>nd</sup> Marks card (AVG(Number of Records)) and Remove Category from Color
- Change Color to White (or background Color) and Reduce Size Make it smaller
- Go to 2<sup>nd</sup> Marks card, Drag Number of Records to Label
- Edit label to Increase font size and Align Center
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Category Contribution Analysis and Click OK.
- Go to Format → Font → Title → Choose Colour ,Then Go to borders and give borders

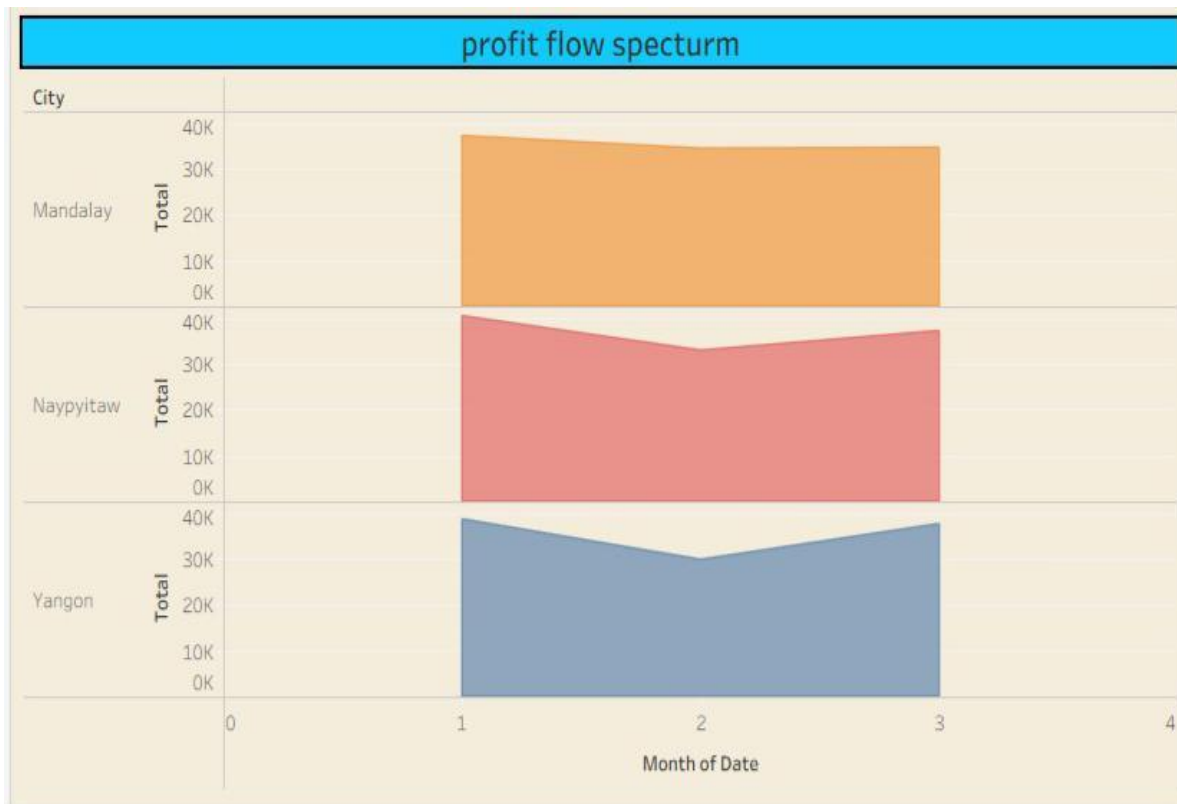


## AREA CHART – PROFIT FLOW SPECTRUM

**Purpose:--**To show how different categories contribute to the total over time and compare their trends and growth.

**Steps:--**

- Open Tableau Public, Click Connect → Text file / Excel, Load supermarket\_sales dataset Go to Sheet 2.
- Drag Date to Columns , Change to MONTH(Date) and
- Then Drag Total Rows.
- Drag City → Rows (place before SUM(Total))
- Change Marks type to Area
- Then Drag Branch to Color (Marks card)
- Adjust Size from Size option
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Profit Flow Spectrum and Click OK.
- Go to Format → Font → Title → Choose Colour ,Then Go to borders and give borders



## TEXT TABLE – BRANCH WISE SALES SUMMARY

**Purpose:--**To display exact data values in a tabular format for detailed comparison and reporting.

**Steps:--**

- Open Tableau Public, Click Connect → Text file / Excel, Load supermarket\_sales dataset Go to Sheet 3.
- From Data pane Drag Branch to Rows Then Drag Total →to Text (Marks card)
- Go to Marks dropdown Select Text
- Right-click SUM(Total) Click Format , Under Numbers Choose Currency (Custom) , Display Units Thousands (K)
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Branch wise Sales summary and Click OK.
- Go to Format → Font → Title → Choose Colour ,Then Go to borders and give borders



The screenshot displays a Tableau worksheet titled "BRANCH WISE SALES SUMMARY". The worksheet contains a text table with two columns: "Branch" and "SUM(Total)". The data is as follows:

Branch	SUM(Total)
A	\$106K
B	\$106K
C	\$111K

The table is styled with a yellow header, a light gray background, and colored text for the values: blue for A, orange for B, and red for C. The "SUM(Total)" column is formatted as currency with thousands as units.



## HIGHLIGHTED TABLE– SALES PERFORMANCE BY SEGMENT

**Purpose:--**To compare sales performance across product segments using color intensity to identify high and low values quickly.

### Steps:--

- Open Tableau Public → Click Connect → Text file / Excel → Load supermarket\_sales dataset and Go to Sheet 4.
- Drag Product line to Columns
- Then Drag Branch to Rows.
- Drag Total to Color (Marks card) Next Drag Total Label
- Change Marks type Square
- (Or click Show Me → Highlight Table)
- Click Label Show mark labels Format numbers to Currency
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Sales Performance By Segment and Click OK.
- Go to Format → Font → Title → Choose Colour
- Then Go to borders and give borders

Sales Performance by Segment						
Branch	Product line					
	Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and tr
A	₹ 18.32K	₹ 16.33K	₹ 17.16K	₹ 12.60K	₹ 22.42K	₹ 19.37K
B	₹ 17.05K	₹ 16.41K	₹ 15.21K	₹ 15.21K	₹ 17.55K	₹ 19.99K
C	₹ 18.97K	₹ 21.56K	₹ 23.77K	₹ 12.60K	₹ 13.90K	₹ 15.76K

## WORD CLOUD – PRODUCT LINE INSIGHTS

**Purpose:--**To visualize text data by displaying frequently occurring words in larger and more prominent sizes.

**Steps:--**

- Open Tableau Public → Click Connect → Text file / Excel .
- Load supermarket\_sales dataset and Go to Sheet 5.
- Go to Marks card, Select Text.
- Drag Product line to Text (Marks card)
- Now product names appear as words.
- Drag Quantity (or Sales / Total) to Size.
- Drag Product line to Color(Now each word has different color).
- Click Size , Move slider → Increase for big bold words.
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Product Line Insights and Click OK.
- Go to Format → Font → Title → Choose Colour
- Then Go to borders and give borders

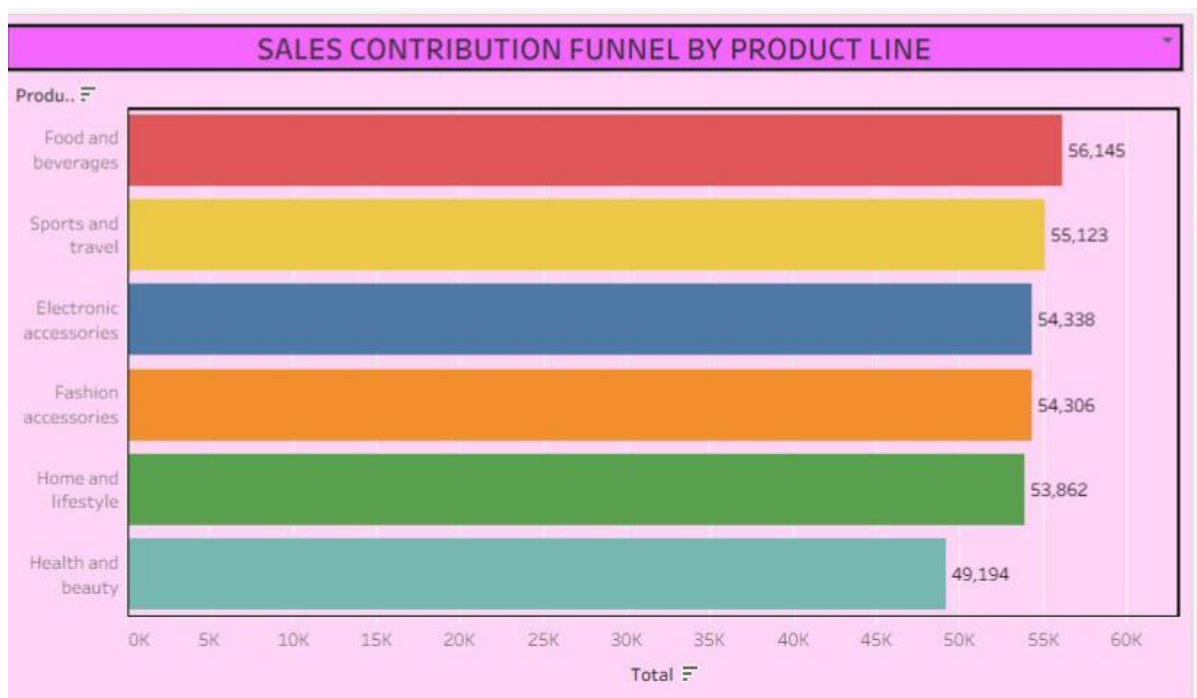


## FUNNEL CHART –SALES CONTRIBUTION FUNNEL By Product Line

**Purpose:--**A Funnel Chart is used to show how data moves through different stages and how the value decreases step-by-step.

### Steps:--

- Open Tableau Public → Click Connect → Text file / Excel → Load supermarket\_sales dataset and Go to Sheet 6.
- Drag Product line to Rows. Then Drag SUM(Total) Columns. Now Horizontal bars appear.
- Click Sort Descending icon
- Now biggest bar on top (funnel shape order).
- Go to Marks card, Select Bar .
- Drag Product line to Color. Now Each bar gets different color.
- Click Size, Drag slider for Increase width.
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Sales Contribution Funnel By Product Line and Click OK.
- Go to Format → Font → Title → Choose Colour
- Then Go to borders and give borders



## WATERFALL CHART –REVENUE FLOW BREAKDOWN

**Purpose:--**A Waterfall Chart shows how an initial value changes step-by-step due to increases and decreases. It explains how the final value is reached.

### Steps:--

- Open Tableau Public → Click Connect → Text file / Excel → Load
- supermarket\_sales dataset → Go to Sheet 7.
- Drag Date to Columns and Change to MONTH(Date).
- Drag Gross Income to Rows.
- Right-click SUM(Gross Income) , Select Quick Table Calculation → Running Total.
- Go to Marks card → Change Marks type → Gantt Bar.
- Drag SUM(Gross Income) to Size & Drag SUM(Gross Income) to Color.
- Go to Format → Shading. Under Worksheet → Pane → Select Colour .
- Format Title, Double-click title give title as Revenue Flow Break Down and Click OK.
- Go to Format → Font → Title → Choose Colour .
- Then Go to borders and give borders .

