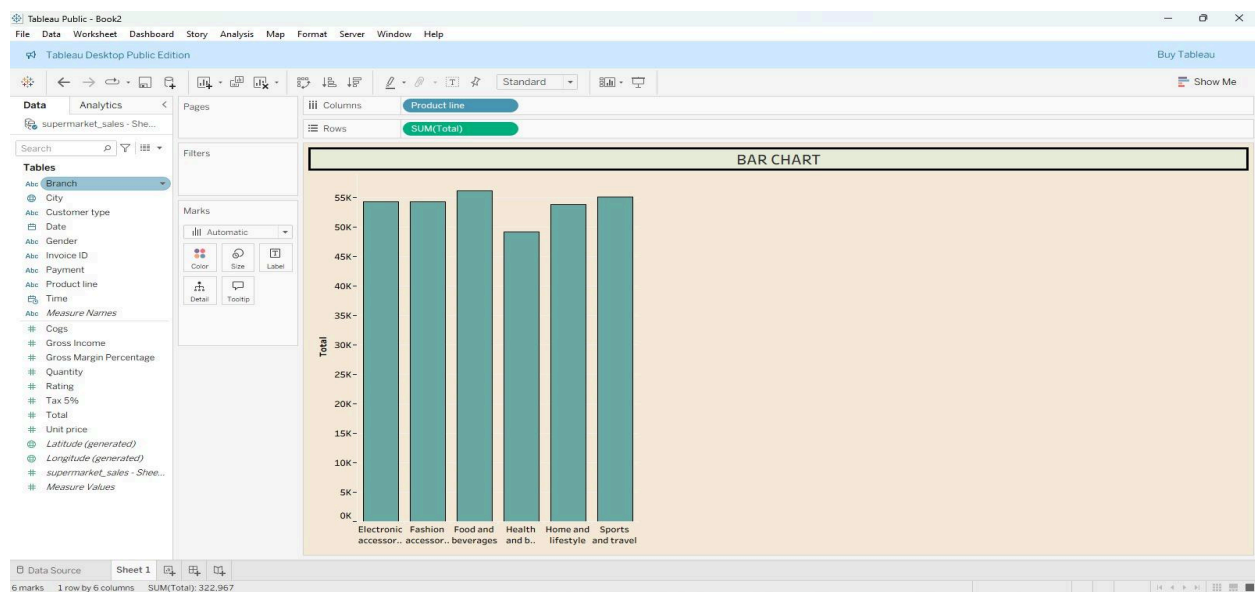# ASSIGNMENT – 1

1. BAR CHART

◆ **Purpose:**

To perform a direct comparison of total sales across different product lines. It identifies which specific category (like Food and Beverages) is the top performer and which (like Health and Beauty) is lagging.

◆ **Step-by-Step Process:**

- Open Tableau Public/Desktop and load the supermarket_sales dataset.
- Click on New Worksheet.
- Drag product line→ to Columns.
- Drag Total → to Rows.
- Make sure aggregation is set to SUM(Total).
- Drag product line -> colour
- Select Bar Chart from Show Me.
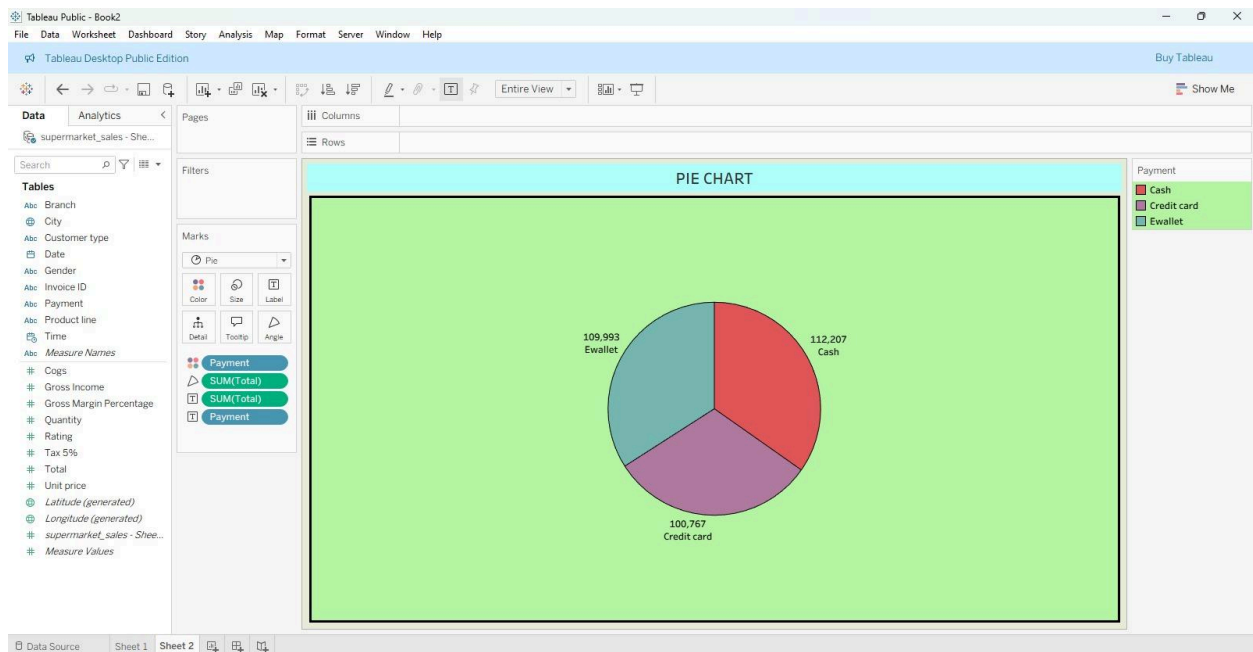- **Title as: PRODUCT -WISE TOTAL SALES.**

2. PIE CHART

◆ **Purpose:** To show the composition of payment methods. It helps you understand the market share of each payment type (Cash, Credit Card, and E-wallet) relative to the whole.

◆ **Step-by-Step Process:**
- Click on New Worksheet.
- Change Marks type to Pie.
- Drag Payment → to Color.
- Drag Total → to Angle.
- Drag Total → to Label.
- Click on Label → Show Percentage.
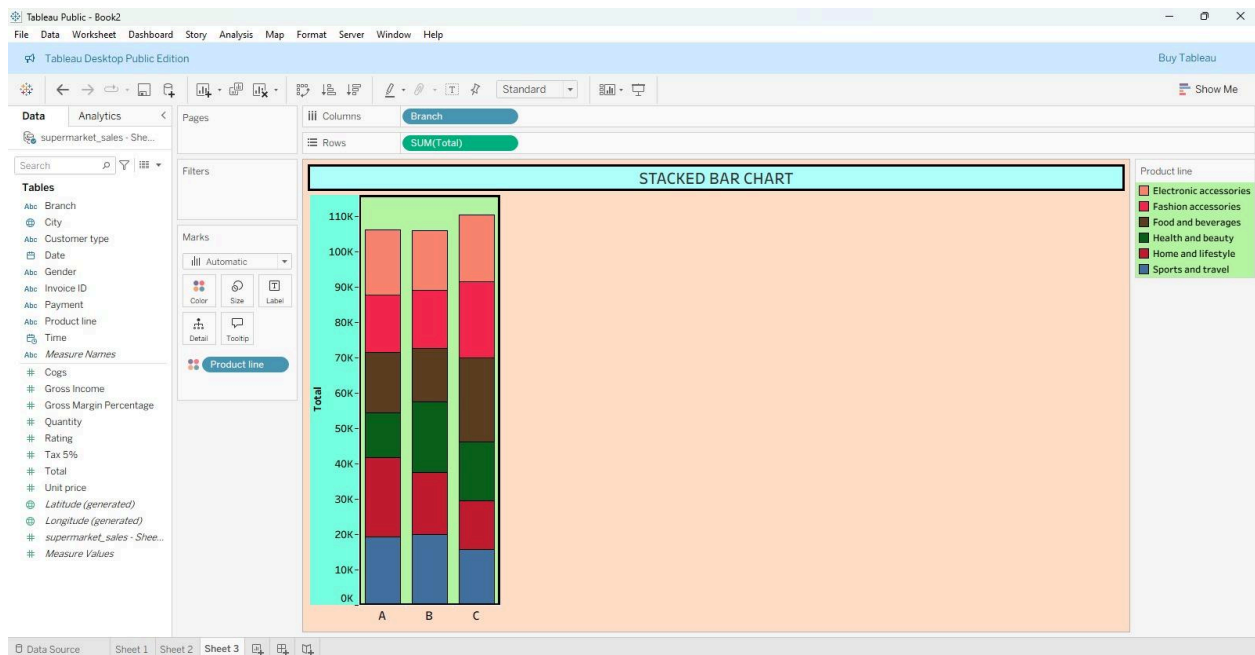- **Title as: SALES DISTRIBUTION BY PAYMENT TYPE**

3. STACKED BAR CHART

◆ **Purpose:** To compare the total sales performance of different branches. It visualizes the revenue contribution of Branch A, B, and C side-by-side to see which location is most profitable.

◆ **Step-by-Step Process:**

- Click on New Worksheet.
- Drag Branch → to Columns.
- Drag Total → to Rows.
- Drag Branch → to Color.
- Ensure Stack Marks is ON
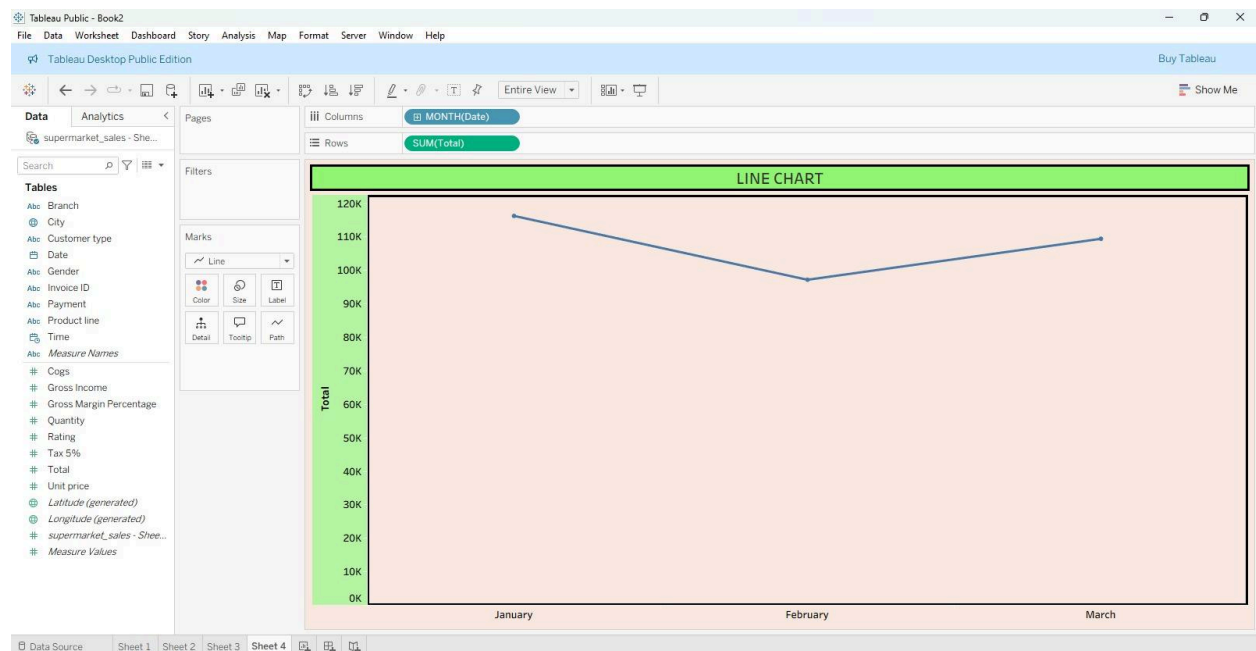- **Title as: BRANCH-WISE SALES PERFORMANCE.**

4. LINE CHART

◆ **Purpose:** To visualize the sales trend over time. It tracks the movement of revenue from January through March to identify if the business is growing, stable, or declining.

◆ **Step-by-Step Process:**

- Click on New Worksheet.
- Drag Date → to Columns.
- Convert it to Continuous Date (Month).
- Drag Total → to Rows.
- Select Line Chart from Show Me.
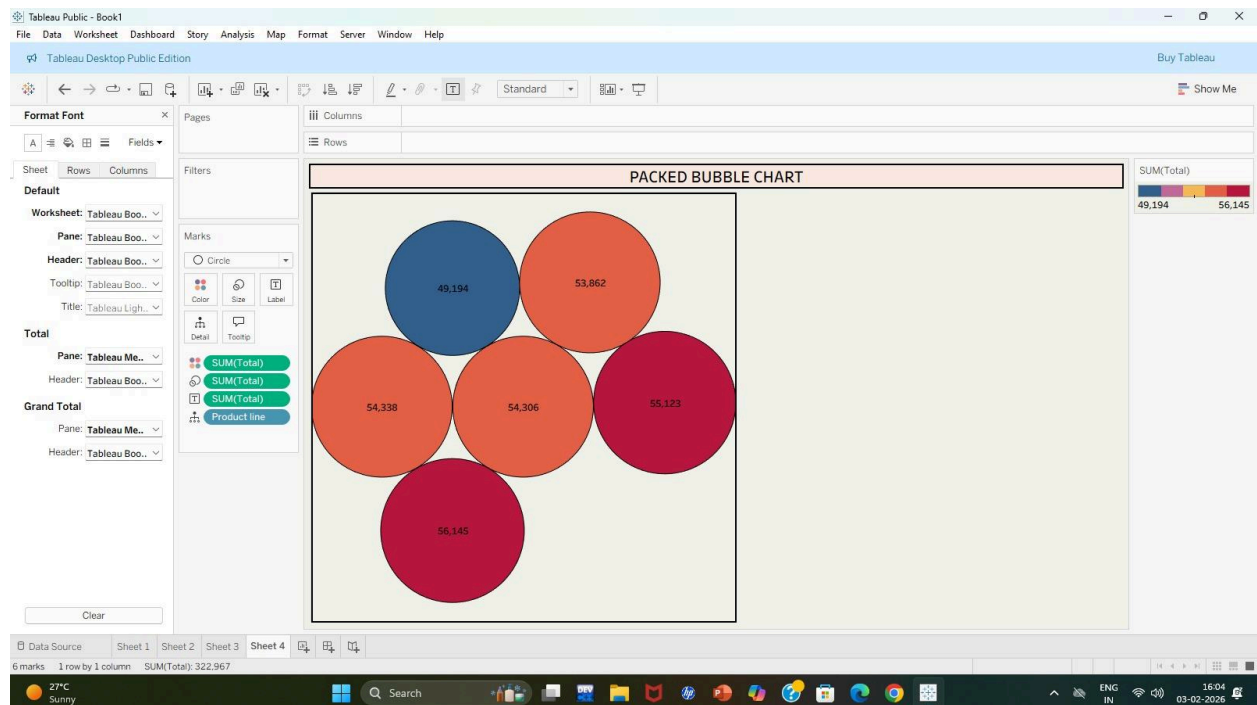- **Title as: MONTHLY SALES TREND.**

5. BUBBLE CHART

◆ **Purpose**:To provide a weighted overview of product sales. By using size and color, it quickly highlights which product categories have the highest volume and financial impact in a single view.

◆ **Step-by-Step Process:**

- Click on New Worksheet.
- Change Marks type to Circle.
- Drag Product Line → to Detail.
- Drag Total → to Size.
- Drag sum total → to Color.
- Drag Total → to Label.
- Adjust bubble size properly.
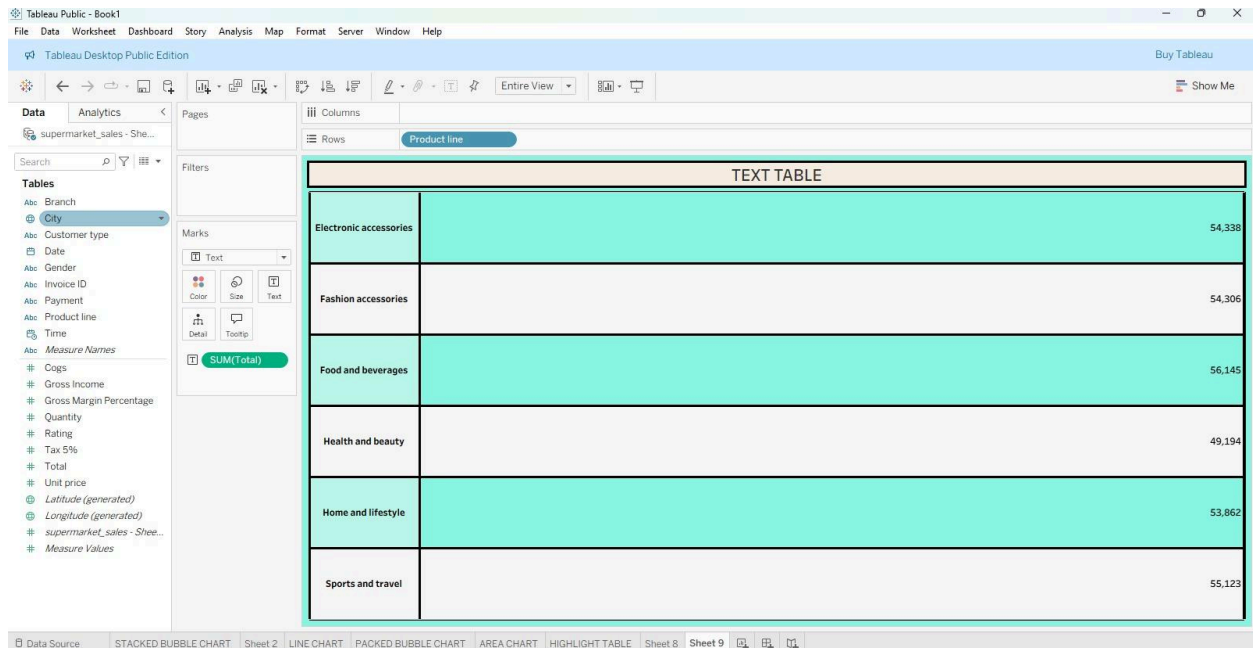- **Title as: PRODUCT WISE SALES OVERVIEW.**

ASSIGNMENT: 2

1.DONUT CHART :

◆ **Purpose** :This donut chart shows the percentage distribution of sales across different categories. It helps understand which category contributes the most and least to overall sales.

◆ **Step by step process:**

- Open Tableau Public/Desktop and load your dataset.
- Click on a new Sheet.
- Go to Show Me → Pie Chart (or change Marks type to Pie).
- Drag Category → to Color ,Drag Category → to Label
- Drag Quantity (or Sales field) → to Angle
- Drag it again → to Label (to show % or values)
- Drag the same measure to Rows twice
- Right-click second axis → Dual Axis
- Change second Marks to Circle
- Reduce Size and color it white (to create donut hole)
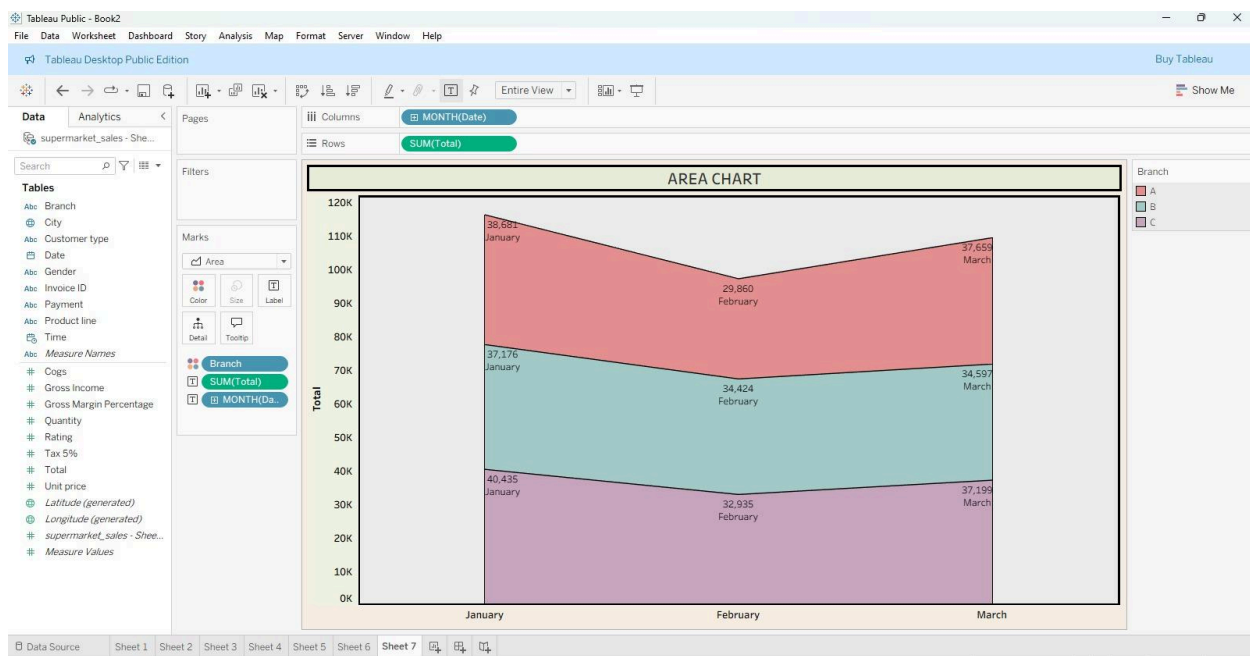- **title as : CATEGORY PERFORMANCE OVERVIEW**

2.AREA CHART:

◆ **Purpose**:This area chart shows the monthly sales trend for each branch. It helps compare branch performance over time and understand overall sales growth or decline.

◆ **Step by step process:**
- Open Tableau and load your dataset.
- Click on a new sheet.
- Drag Date → to Columns.
- Change it to MONTH(Date).
- Drag Total → to Rows (ensure it shows SUM(Total)).
- In Marks card → choose Area
- Drag Branch → to Color (to create stacked areas).
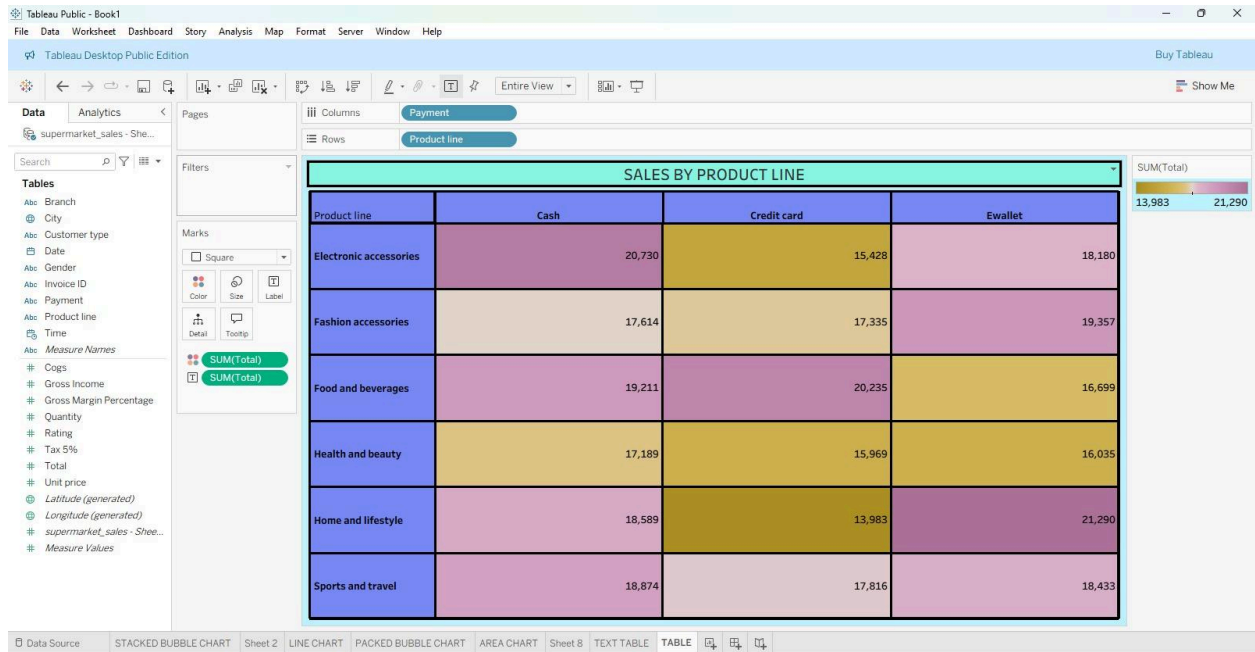- **title as: MONTHLY SALES ANALYSIS**

3.TEXT TABLE:

◆ **Purpose**:This table displays the total revenue for each branch. It makes it easy to evaluate and compare the sales performance of all branches.

◆ **Step by step process:**
- Open Tableau Public/Desktop and load your dataset.

- Click on a new Sheet.
- Drag Branch → to Rows.
- Drag Total → to Text (Marks card).
- Make sure it shows SUM(Total).
- In Marks, select Text
- **title as : SALES PERFORMANCE BY BRANCH.**

4.HIGHLIGHTED TABLE:

◆ Purpose :This highlight table shows the distribution of total sales by product line and payment method. It helps compare sales values visually and identify which payment method performs best for each product category.

◆ Step by step process:
Open Tableau Public/Desktop and load your dataset.
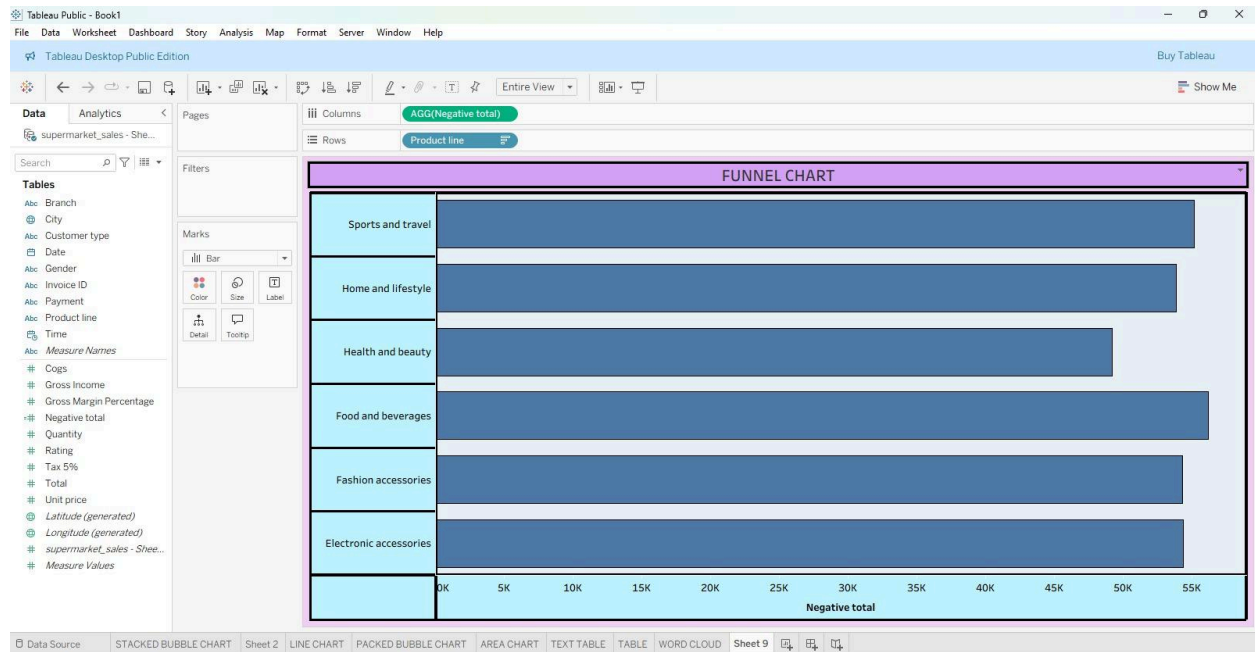
Click on a new Sheet.

Drag Product line → to Rows ,Drag Payment → to Columns

Drag Total → to Text Make sure it shows SUM(Total).

Drag Total again → to Color

Then go to Show Me → Highlight Table.

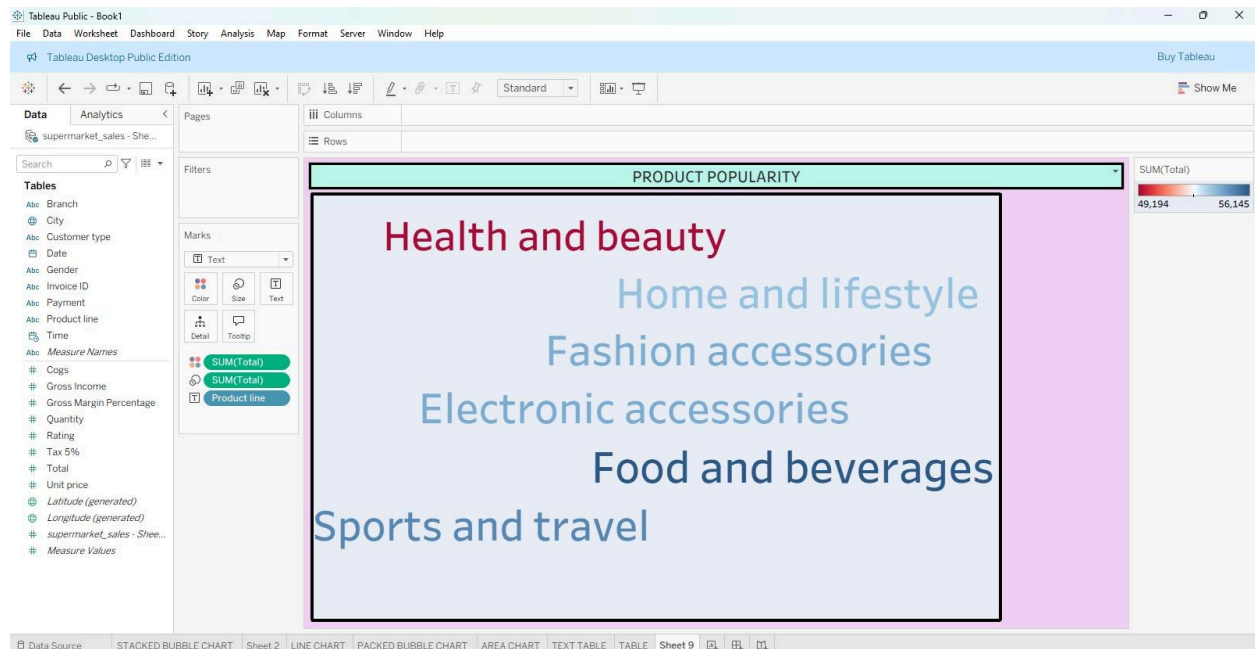title as: PRODUCT LINE SALES BY PAYMENT TYPE.

5.WORD CLOUD :

◆ **Purpose**: This word cloud shows customer purchase trends by product line based on quantity sold. It helps identify which product categories are most and least popular among customers.

◆ **Step by step process:**
  ● Open Tableau Public/Desktop and load your dataset.

- Click on a new Sheet.
- Go to Show Me → Word Cloud (or in Marks card, change Automatic → Text).
- Drag Product line → to Text (Marks card).
- Drag Quantity → to Size
- Drag Quantity → to Color
- (Ensure it shows SUM(Quantity))
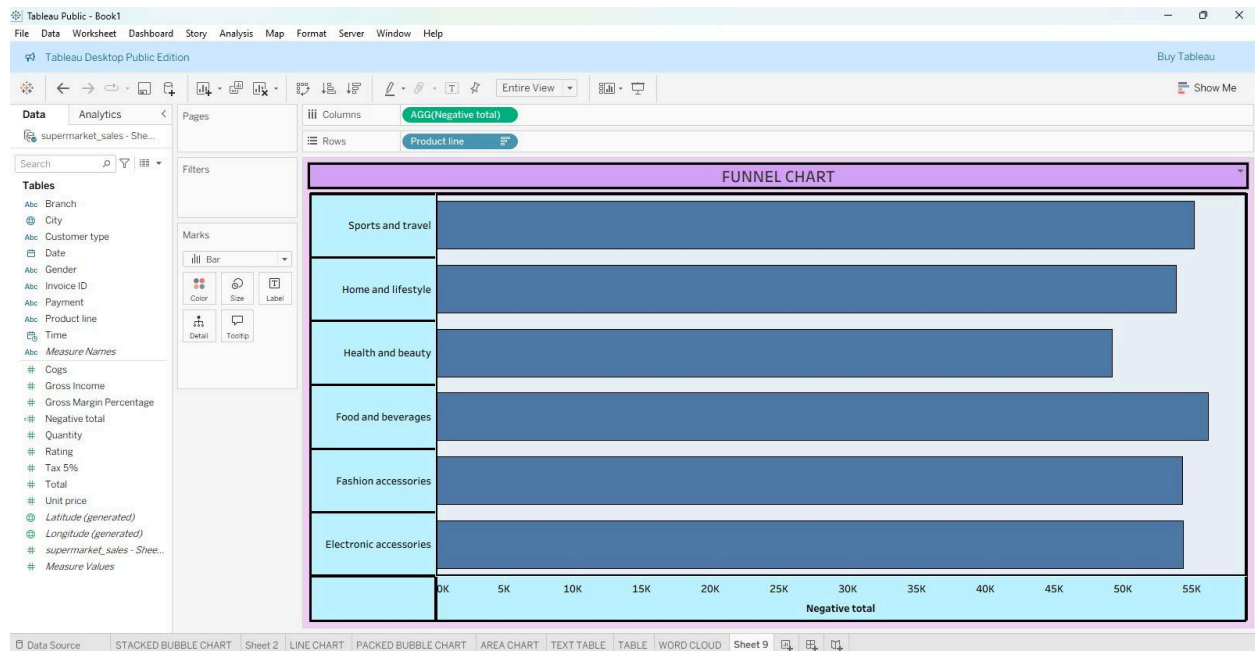- **Title as:TOP SELLING PRODUCT CATEGORIES.**

6.FUNNEL CHART:

Purpose :This funnel chart shows the sales distribution across different product lines. It helps compare product performance and identify which category generates the highest sales.

Step by step process:

- Open Tableau → Connect to your dataset (Excel/CSV).
- Open a New Worksheet.
- Drag Product line → Rows.
- Drag SUM(Total) → Columns.
- Create a calculated field for Negative Sales and drag it to Columns to form the funnel shape.
- **Title as:SALES CONTRIBUTION FUNNEL.**

7.WATERFALL CHART:

◆ **Purpose:** This waterfall chart shows the cumulative revenue contribution of each product category. It helps analyze how each product line impacts overall revenue and identifies which categories contribute the most to total sales.

◆ **Step by step process:**

- Open Tableau → Connect to your dataset (Excel/CSV).

- Open a New Worksheet.

- Drag Product line → Columns.

- Drag SUM(Total) → Rows.

- Right-click SUM(Total) → Select Quick Table Calculation → Running Total.

- Change Marks type to Gantt Bar (or use Show Me → Waterfall Chart)

- **title as : PRODUCT LINE PROFIT FLOW ANALYSIS.**