Project Information

DA Assignment-1

TeamID:LTVIP2025TMID51020

TeamLeader: Bettarusetty Keerthana

Teammember: Annapareddy V Bharath Simha Reddy

Teammember: Aravinda Gopavarapu

Teammember: Hemalatha Peram

ID:228A1A0502

**INSTITUTION**:Rise Krishna Sai Prakasam Groups Of Institutions
ProjectTitle:Cosmetics Insights:Navigating Cosmetics Trends And Consumer Insights With Tableau

VisualizationScreenshots

**▍Bar Chart – Total Sales by Product Line**

Caption:

Thisbarchartrepresentsthetotalsalesgeneratedbyeachproductlineacrossallbranches.Itshows that *Food and Beverages*, *Electronic Accessories*, and *Fashion Accessories* are among the top contributors in revenue.
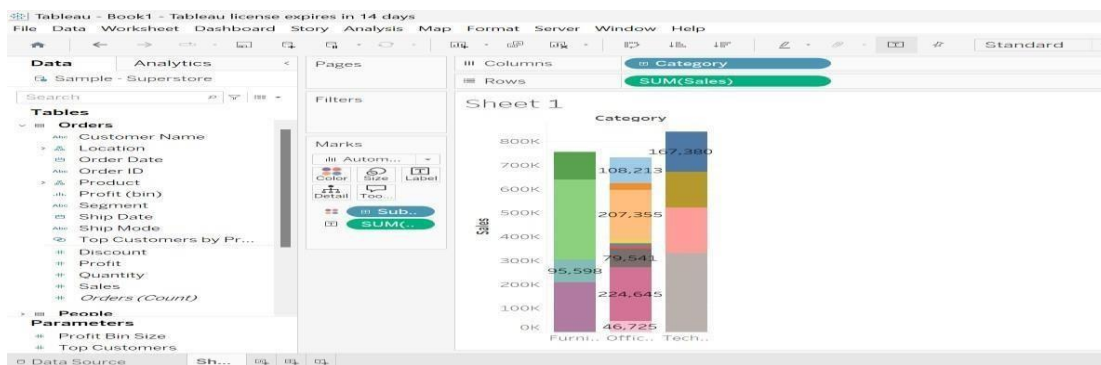
▍ PieChart–PaymentMethodDistribution Caption:

Thispiechartdisplaysthedistributionofcustomerpaymentmethods.Thethreepaymentmethods include *Cash*, *Credit Card*, and *Ewallet*, with
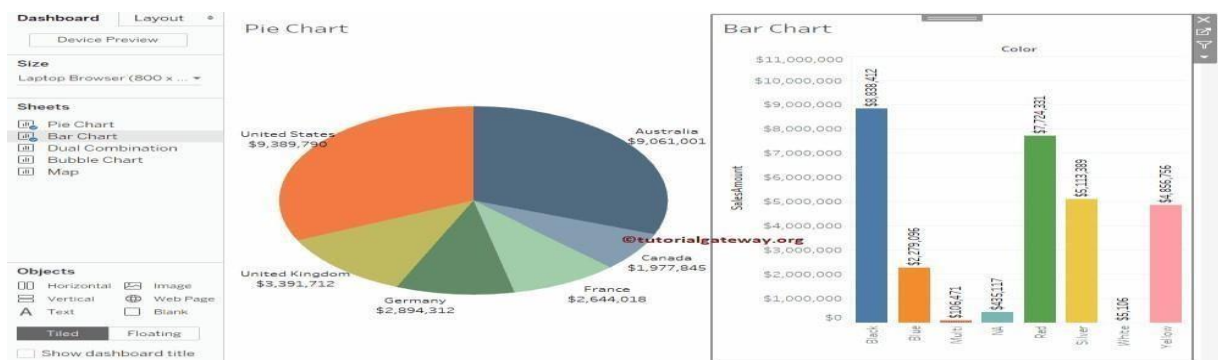
Cashbeingthemostfrequentlyused.

❚ StackedBarChart–Gender-wiseSalesacrossBranches

Caption:

Thisstackedbar chartcomparestotal salesfrommaleandfemalecustomersineachbranch(A,B,
andC).Theheightofeachbarshowstotalrevenue,whilethesegmentsshowgendercontribution.

*Insight:*Allbranchesmaintainabalancedcustomerbaseacrossgenders,withslightvariances.
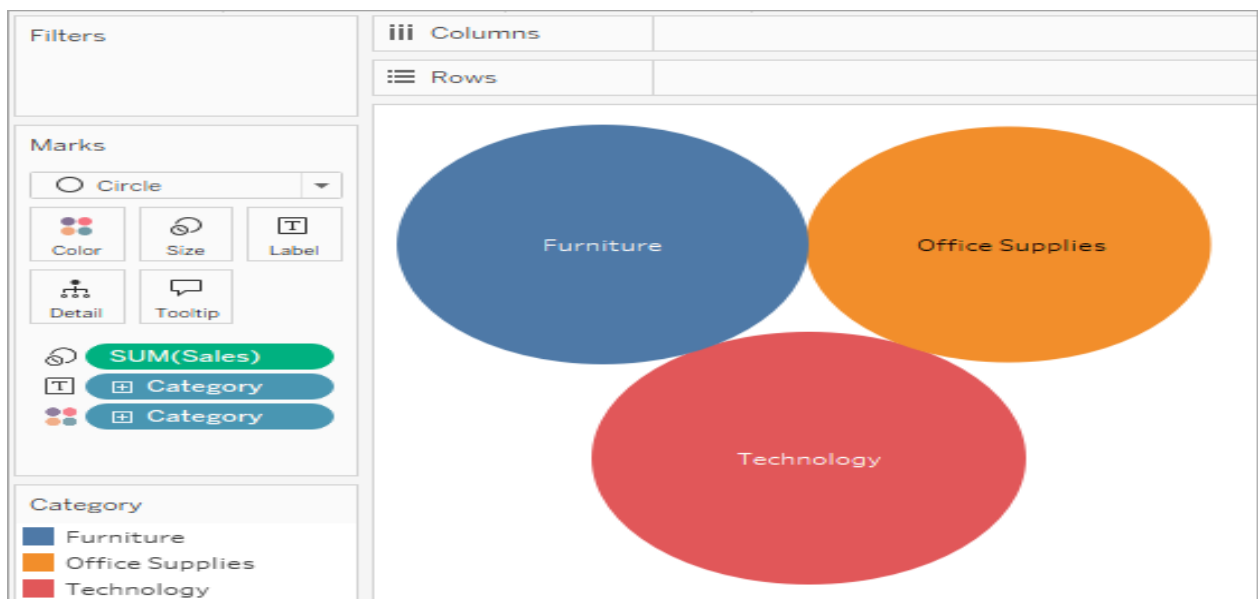
❚BubbleChart–RatingvsGrossIncome Caption:

Thisbubblechartshowstherelationshipbetweencustomerratingandgrossincome.Bubblesize represents
total transaction value, and colors indicate customer types (Member vs Normal).

*Insight:*Higher-ratedtransactionsareoften associated withhigherincome andarelargely from

membercustomers.