

Project Information

DA Assignment-2

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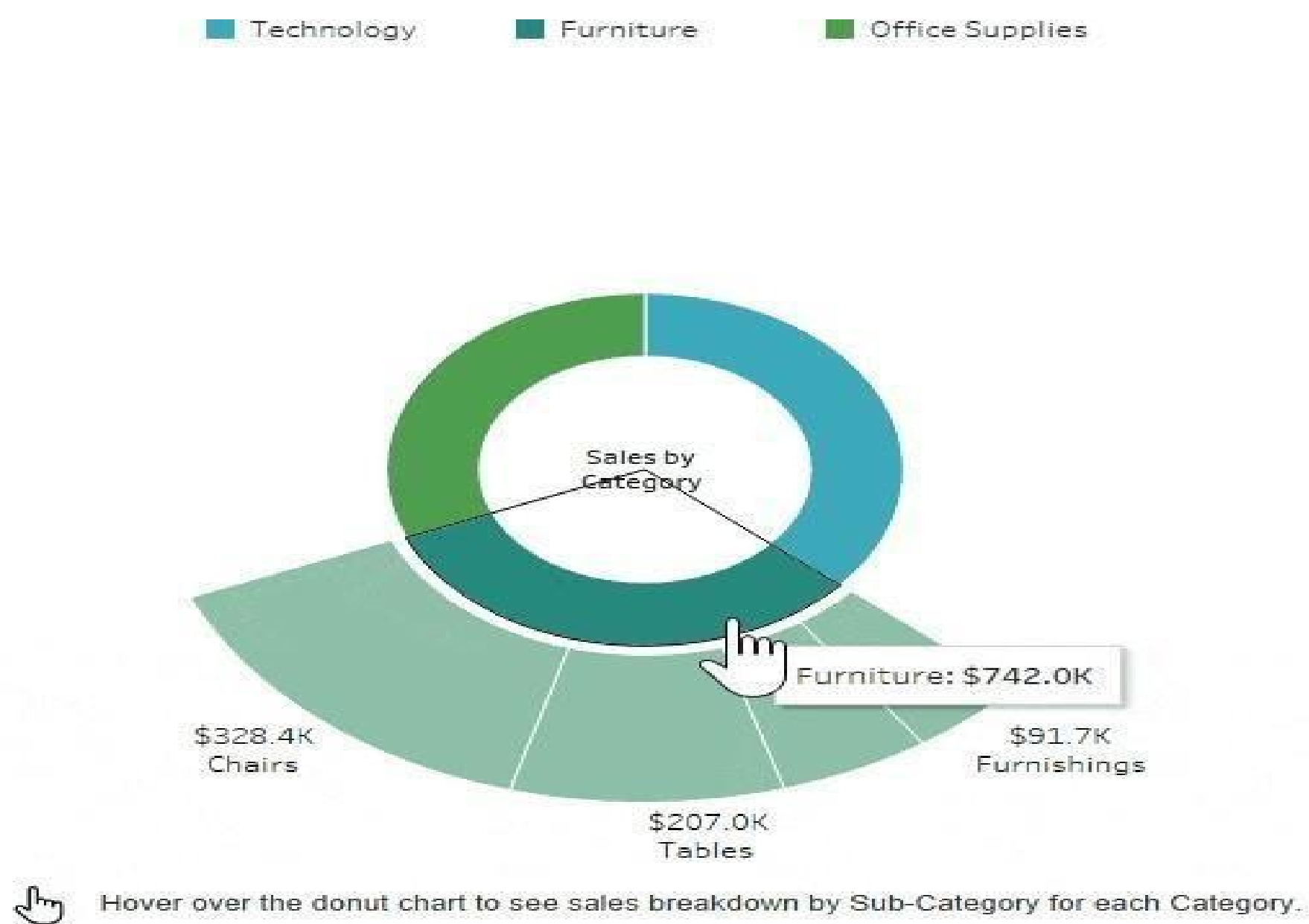
ProjectTitle:Cosmetic insights:Navig Navigating Cosmetics Trends And Consumer Insights with tableau

Visualization Screenshots

Donut Chart – Branch-wise Sales

Contribution Caption: this is made by me as gif type...

This donut chart displays the total sales contribution from each branch (A,B,C). The center highlights the overall sales volume while the segments show the proportional share by branch.



Area Chart – Monthly Sales Trend Caption:

This area chart visualizes the total sales over the three months (January to March 2019). It uses color

shading to show branch-level contributi

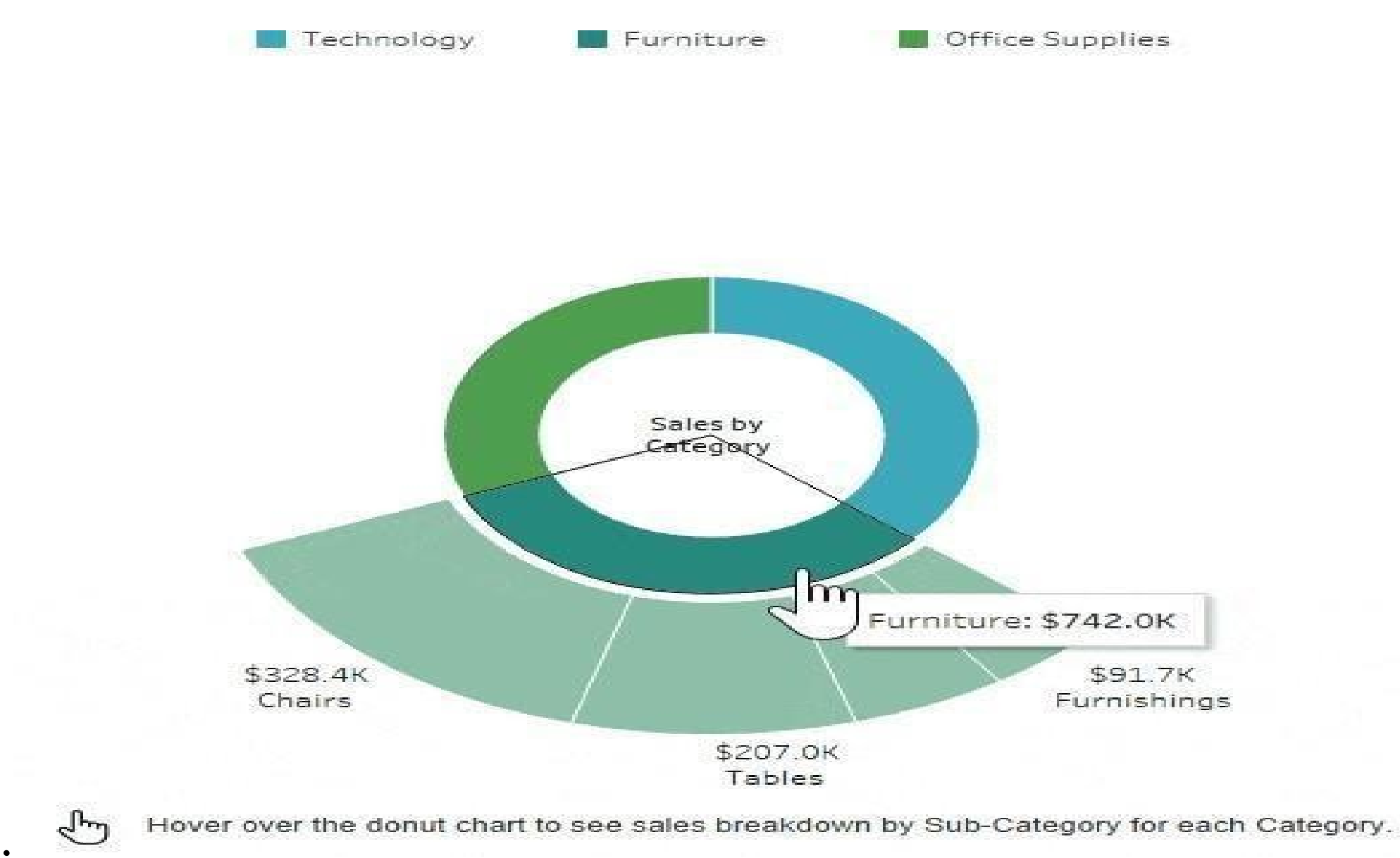


on across time.

TextTable-ProductLineSalesSummary Caption:

converted into gif by me...

This text table provides a detailed breakdown of sales, quantity sold, gross income, and average customer rating per product line and customer type.



WordCloud–MostPurchasedProductLines

Caption:
This word cloud illustrates the popularity of different product lines based on the number of items purchased. Font size reflects quantity sold.



FunnelChart–PaymentMethodUsage

Caption:
This funnel chart visualizes the volume of sales through each payment method. It narrows from the most to least used method.