

Assignment Title: DA Assignment – 1

Team ID : LTVIP2026TMIDS65771

Track: Data Analytics with Tableau

Team Members : Kesani Santhosh Kumar, Neela Deeven Paul, Katuru V Venkata Sairama Anirudh, Dontuboina Divya Siva Naga Malleswari

1. Visualization Task Overview

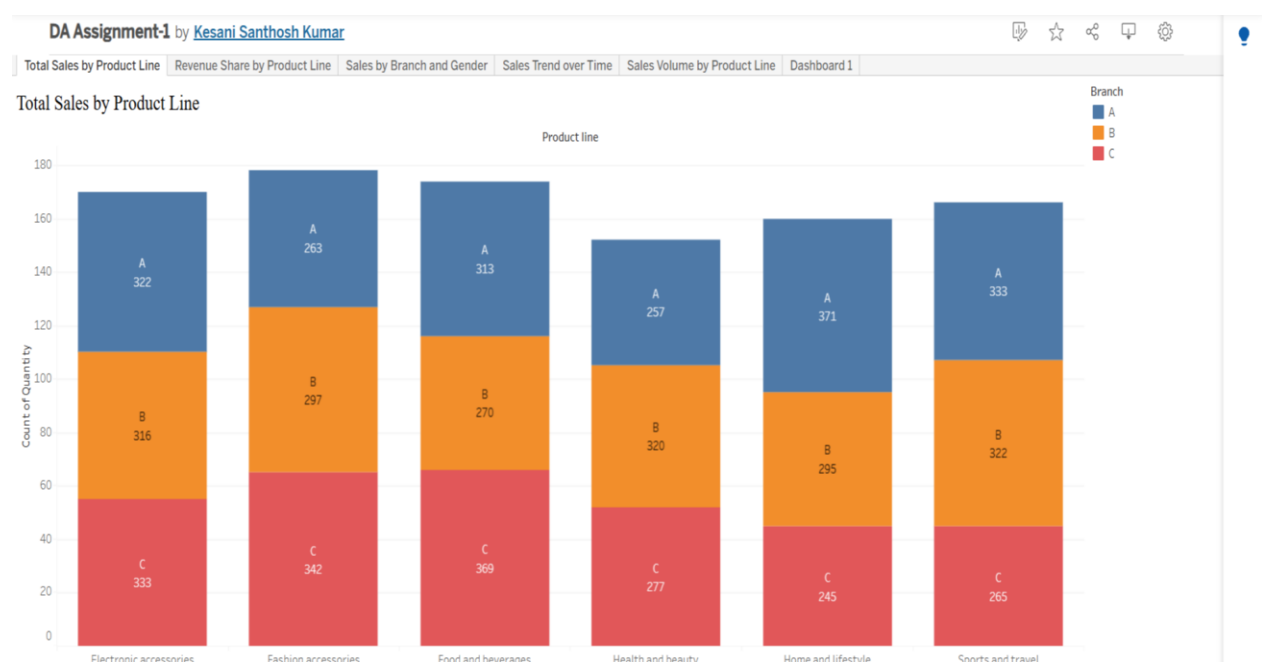
The objective of this assignment is to analyze historical supermarket sales data using Tableau. The following visualizations explore sales trends, product performance, and customer demographics across three different branches.

Live Dashboard Link: https://public.tableau.com/views/DAAssignment-1_17711475067190/Dashboard1

2. Visualizations

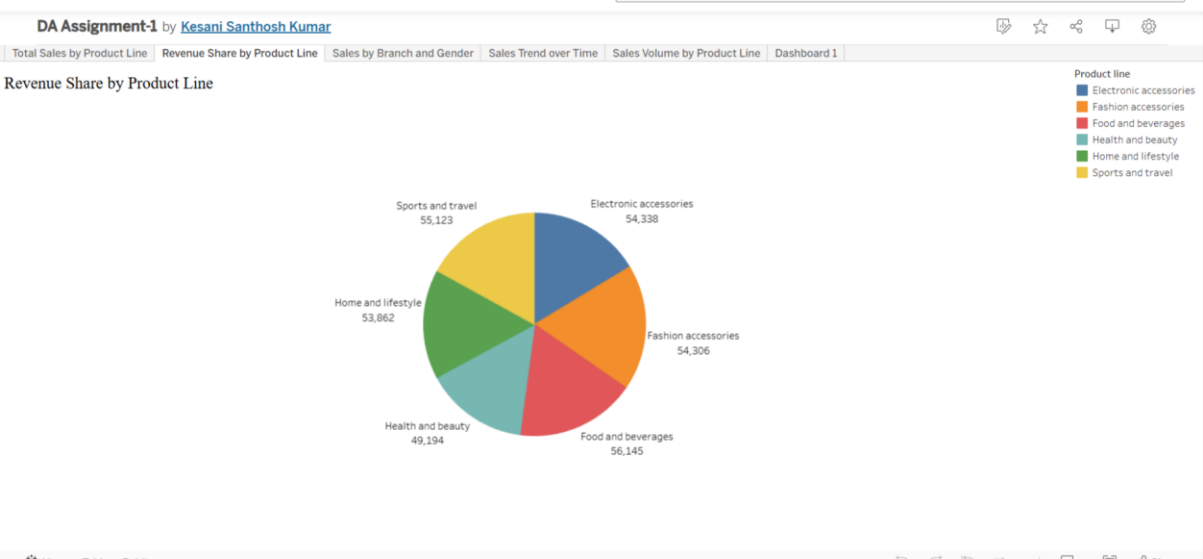
A. Bar Chart: Total Sales by Product Line

Description: This chart compares the volume of items sold across different product categories. Each bar is further segmented by Branch (A, B, C) to show the contribution of each location to the total volume. **Interpretation:** "Electronic accessories" and "Food and beverages" appear to be high-volume categories, with a relatively even distribution across all three branches.



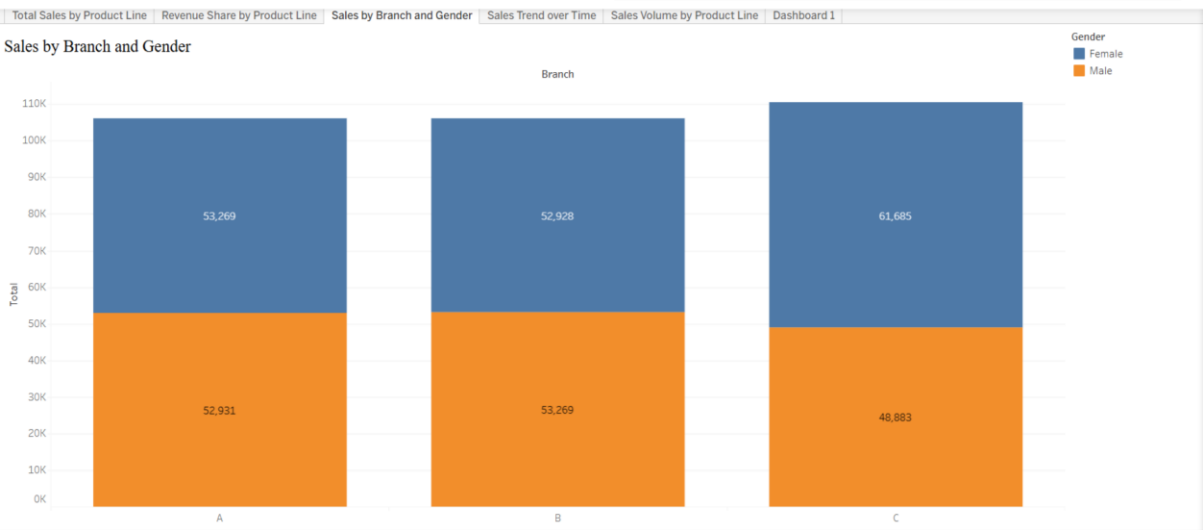
B. Pie Chart: Revenue Share by Product Line

Description: This visualization illustrates the proportional revenue contribution of each product line. **Interpretation:** The revenue is well-distributed among the six categories, with "Food and beverages" and "Sports and travel" showing slightly larger shares, indicating a balanced product portfolio.



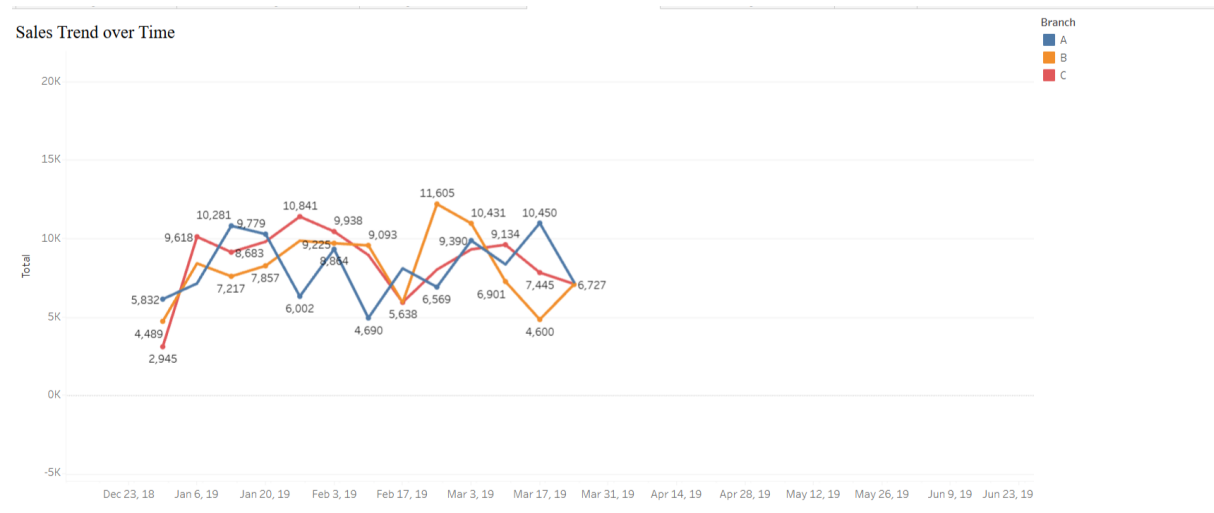
C. Stacked Bar Chart: Sales by Branch and Gender

Description: This chart analyzes the total sales revenue per branch, segmented by customer gender. **Interpretation:** Sales are consistent across branches A, B, and C. The gender distribution (Male vs. Female) is nearly equal in all branches, suggesting the supermarket appeals equally to both demographics.



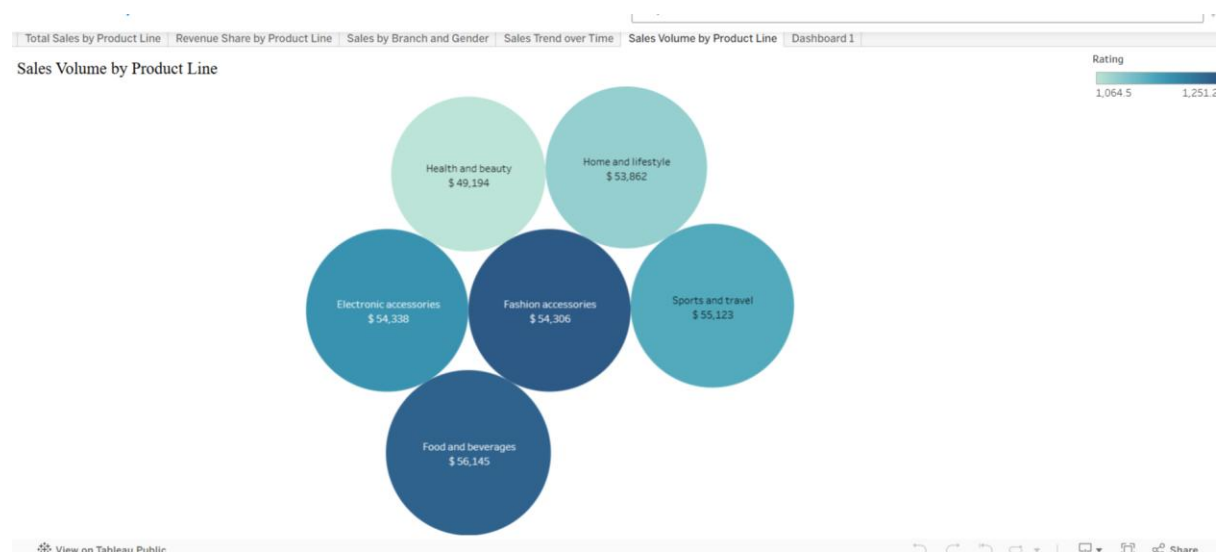
D. Line Chart: Sales Trend over Time

Description: A time-series analysis showing sales fluctuations from January 2019 to March 2019. The trend lines represent the performance of each Branch (A, B, C) individually. **Interpretation:** There are noticeable spikes in sales at the beginning of each month, likely correlating with salary cycles. Branch C (Red) shows significant volatility compared to the others.



E. Bubble Chart: Sales Volume by Product Line

Description: A packed bubble chart representing the sales volume of different product lines. The size of the bubbles corresponds to the total sales revenue, and the color differentiates the categories. **Interpretation:** This provides a quick visual reference for the "heavy hitters" in the product inventory, with larger bubbles indicating higher revenue generators.



3. Final Dashboard View

Description: A consolidated view of all visualizations, providing a holistic summary of the supermarket's sales performance.

