

Data Analytics - Assignment 3

Supermarket Sales Dashboard

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Course : Data Analytics with Tableau

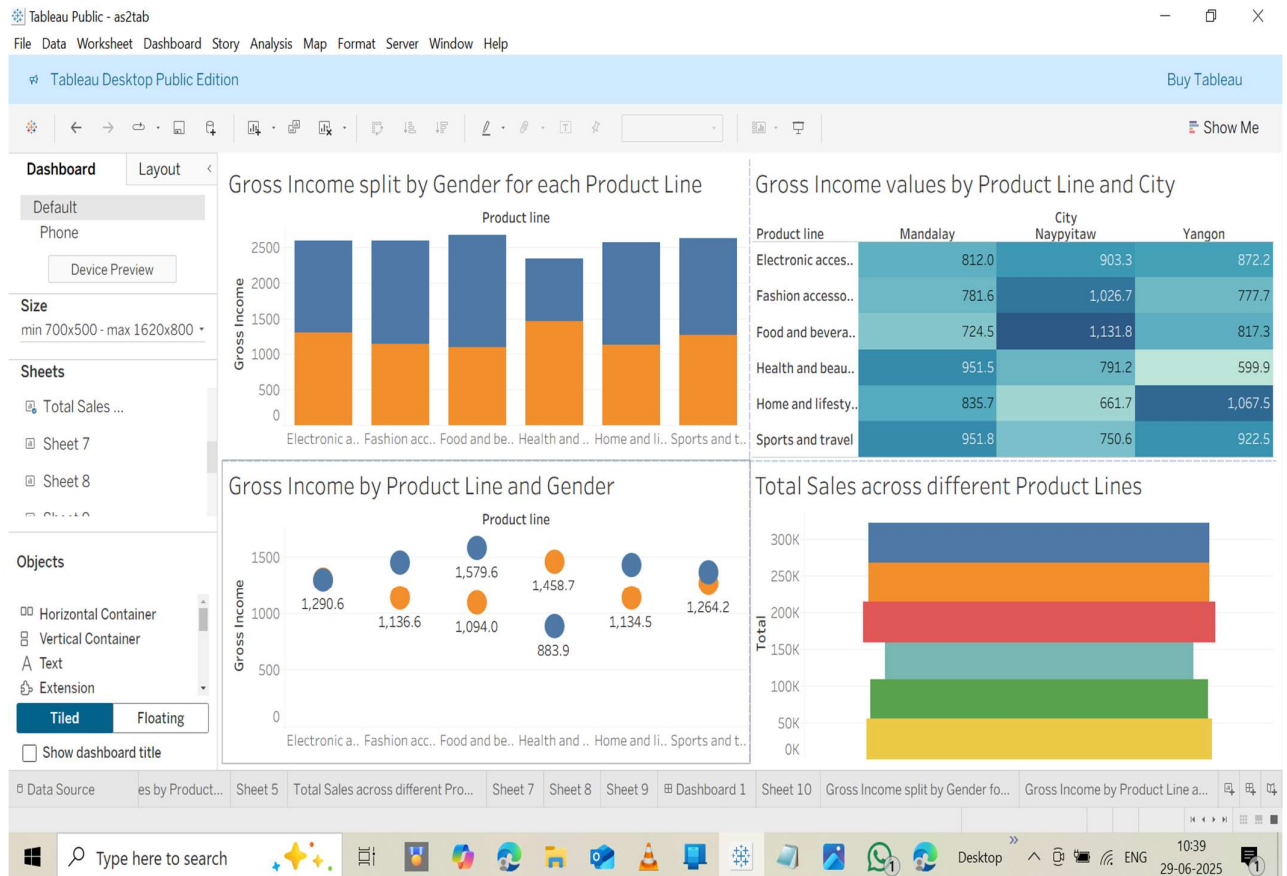
Objective:

The objective of this assignment is to analyze supermarket sales data collected from three different branches over a three-month period. The analysis focuses on understanding sales distribution, trends over time, and payment patterns to assist in better decision-making in a competitive market.

Process Followed:

1. Imported the provided supermarket sales dataset into Tableau.
2. Removed unnecessary columns that were not useful for the analysis.
3. Created four individual charts:
 - **Gross Income split by Gender for each Product Line:** The bars are divided by Gender, allowing a clear comparison between Male and Female customers.
 - **Gross Income values by Product Line and City:** Darker shades indicate higher revenue.
 - **Gross Income by Product Line and Gender:** Each bubble's size reflects the income generated, and its position shows the category.
 - **Total Sales across different Product Lines:** Each bar represents a product line, and the funnel shape highlights the drop-off in sales volume.
4. all charts into a single interactive dashboard using containers for proper layout.

- **Dashboard:**



The dashboard provides a clear overview of:

1. **Gross income split by gender across various product lines, revealing how male and female customers contribute to sales.**
2. **City-wise performance of each product line, helping identify which cities bring higher revenue in specific categories.**
3. **Gender-wise gross income trends per product line using a scatter plot for detailed comparison.**
4. **Overall sales volume across all product lines to identify the most profitable product categories.**