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- **Course:** Data Analytics with Tableau
- **Assignment:** Assignment 1

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## Assignment 1: Data Analytics with Tableau

Title:

Supermarket Sales Data Visualization and Analysis

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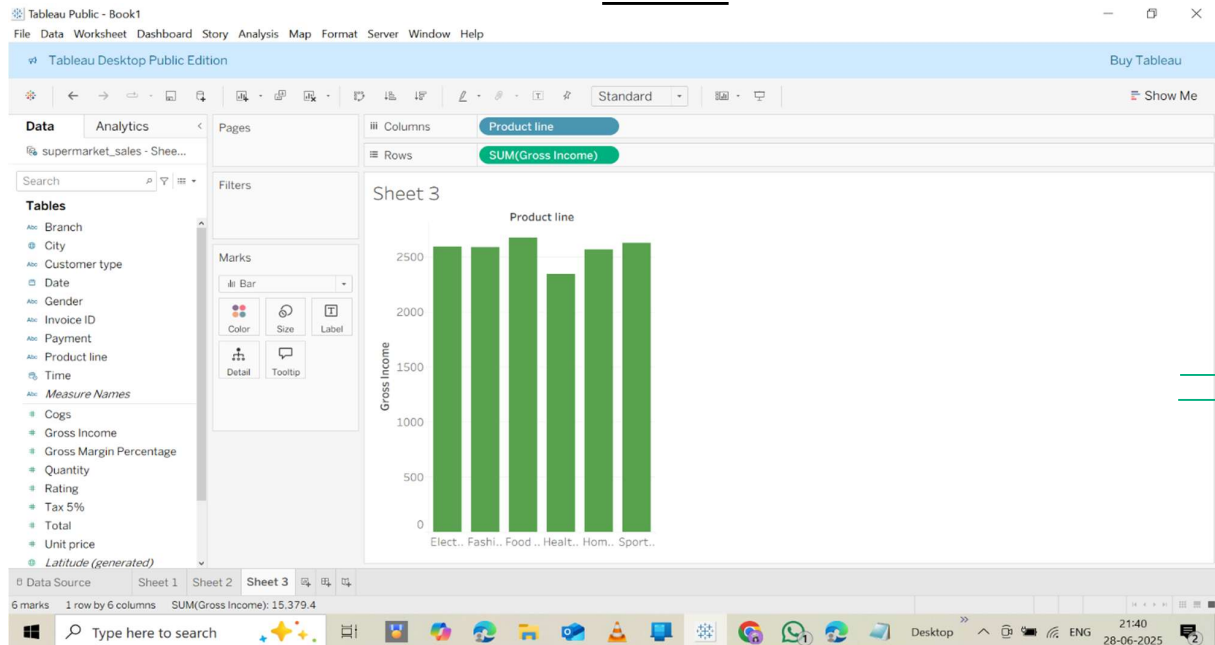
### Introduction:

This assignment focuses on analyzing supermarket sales data collected from three branches over a period of three months. Using Tableau, various visualizations were created to understand sales trends, customer distribution, and product performance. The insights from this analysis can help the supermarket improve decision-making, marketing strategies, and customer experience.

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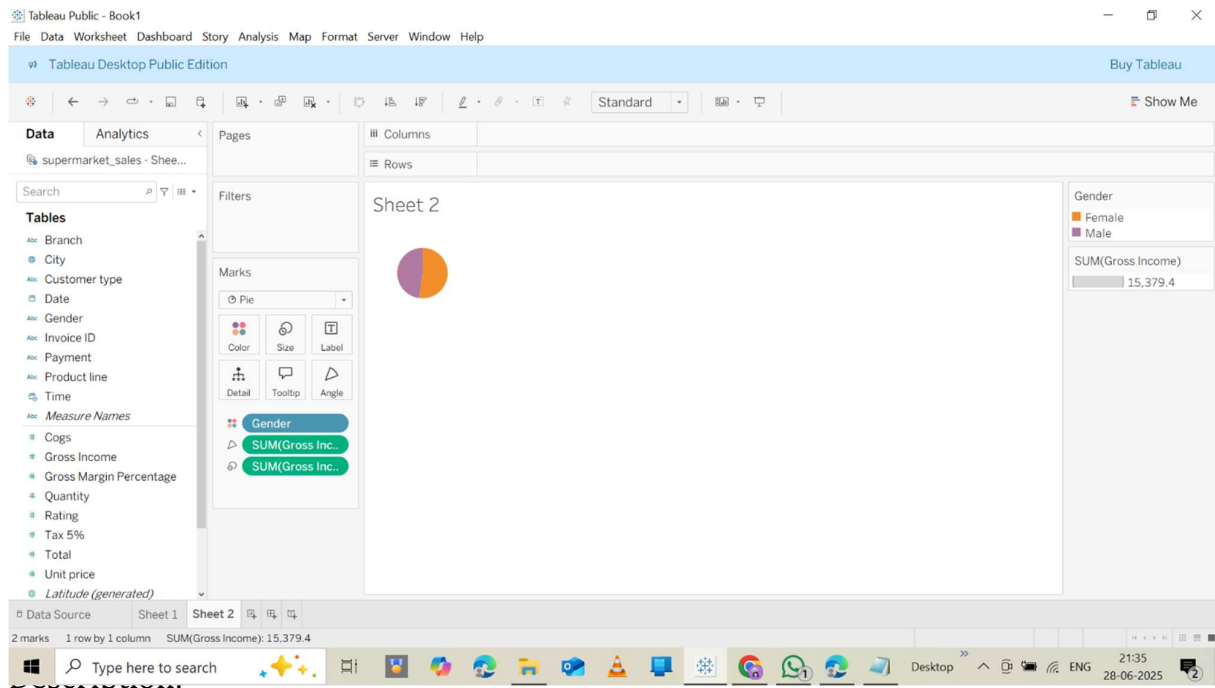
### Visualizations:

## 1. Bar Chart: product line vs gross income



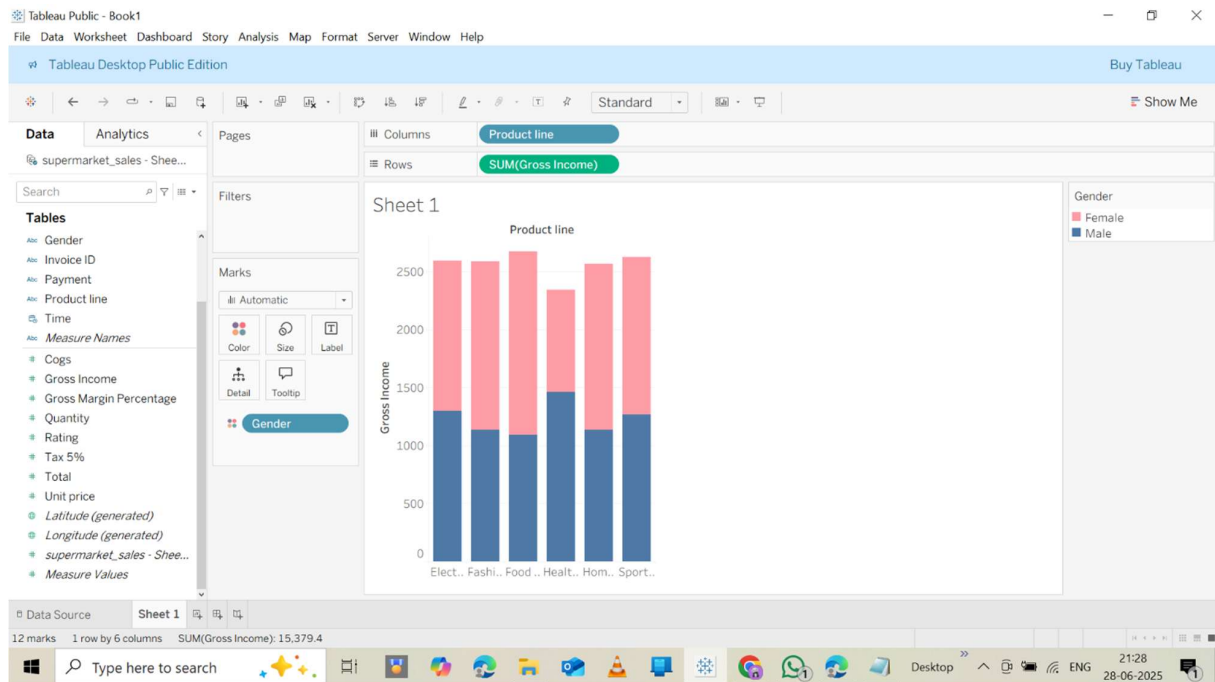
- **Description:** This bar chart shows Gross Income for each Product Line. Each bar's height represents the total income generated by that category. It helps quickly identify the most and least profitable product lines

## 2.pie chart: product line (gross income)



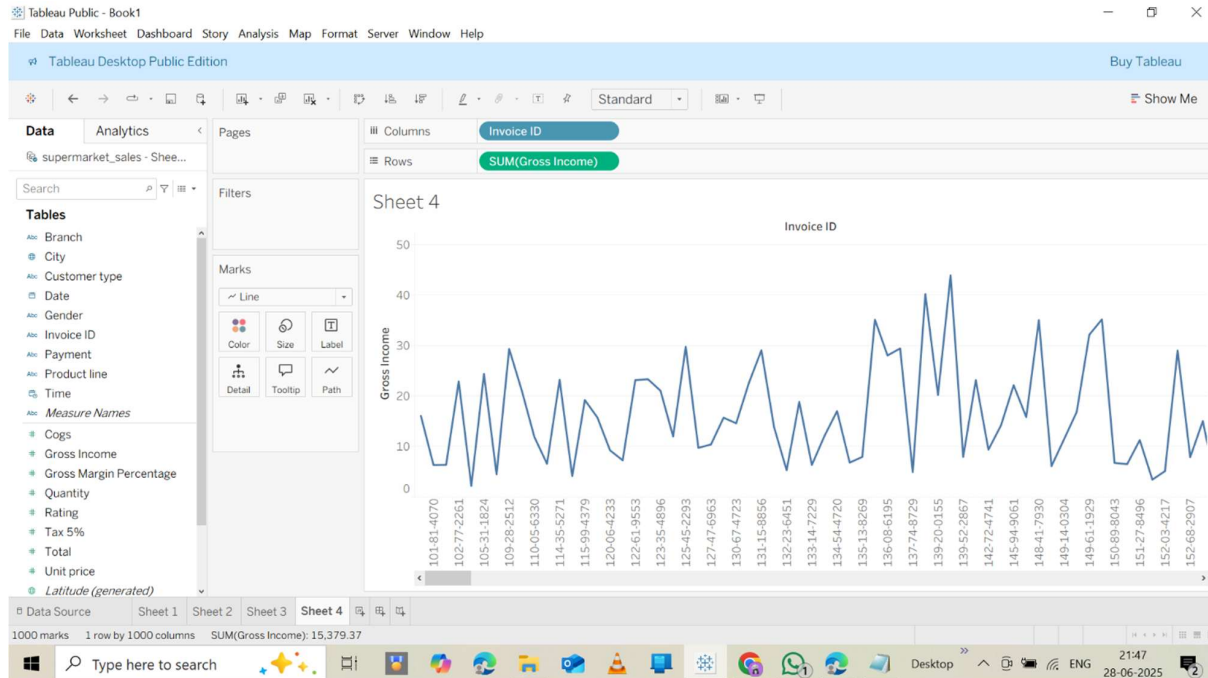
- **Description:** This pie chart shows the proportion of Gross Income contributed by each Gender. Each slice represents the share of income generated by Male and Female customers. It provides a quick visual comparison of which gender contributes more revenue.

### 3.Stacked Bar Chart: Gross Income split by Gender for each Product Line



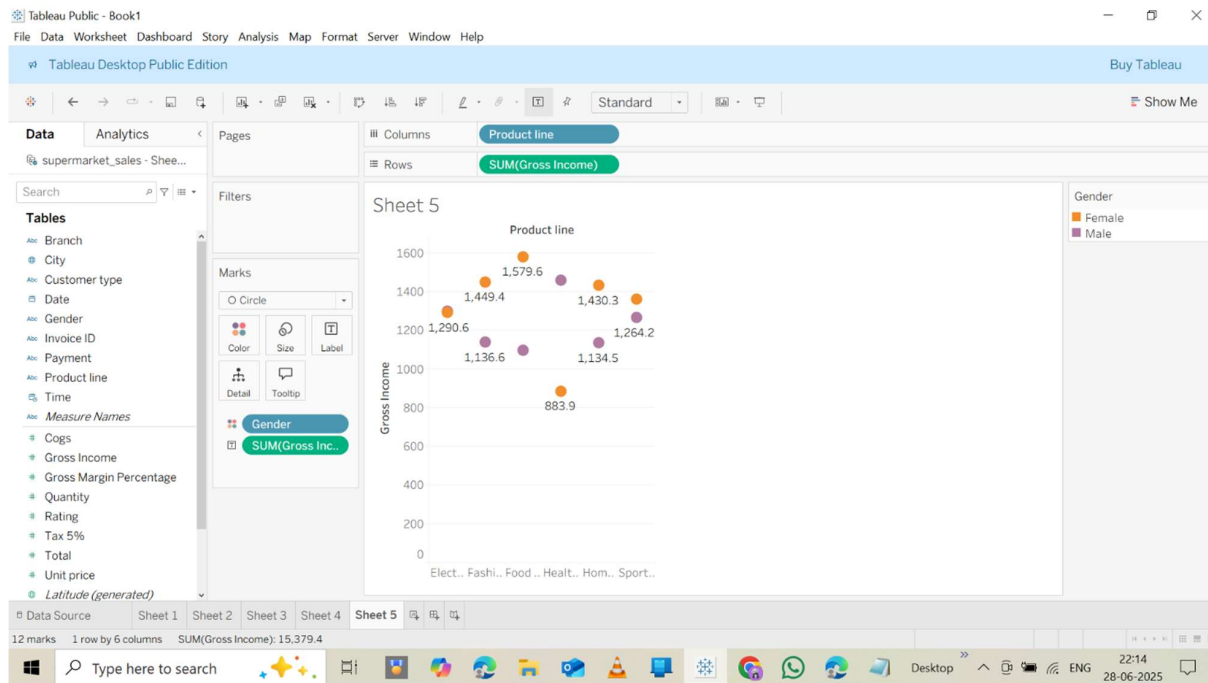
- **Description:** This stacked bar chart displays the Gross Income for each Product Line. The bars are divided by Gender, allowing a clear comparison between Male and Female customers. It helps identify which product categories perform best and how income varies across genders.

#### 4.line chart: gross income by invoiceid(sequential order)



- **Description:** This line chart shows the progression of Gross Income across sequential transactions. Each point represents an Invoice ID plotted in order, showing how revenue changes with each sale. It helps identify spikes or patterns in income generation over customer purchases.

## 5.Bubble Chart: Gross Income by Product Line and Gender



- **Description:** This bubble chart visualizes Gross Income by Product Line and Gender. Each bubble's size reflects the income generated, and its position shows the category. It provides a quick comparison of revenue contribution across gender and product categories.

- **Conclusion:**

Through this analysis, we observed key patterns in customer preferences, product performance, and payment methods. These visualizations provide valuable insights that can support business growth and enhance customer satisfaction. Tableau's visual tools made it easy to identify trends and compare different factors effectively.