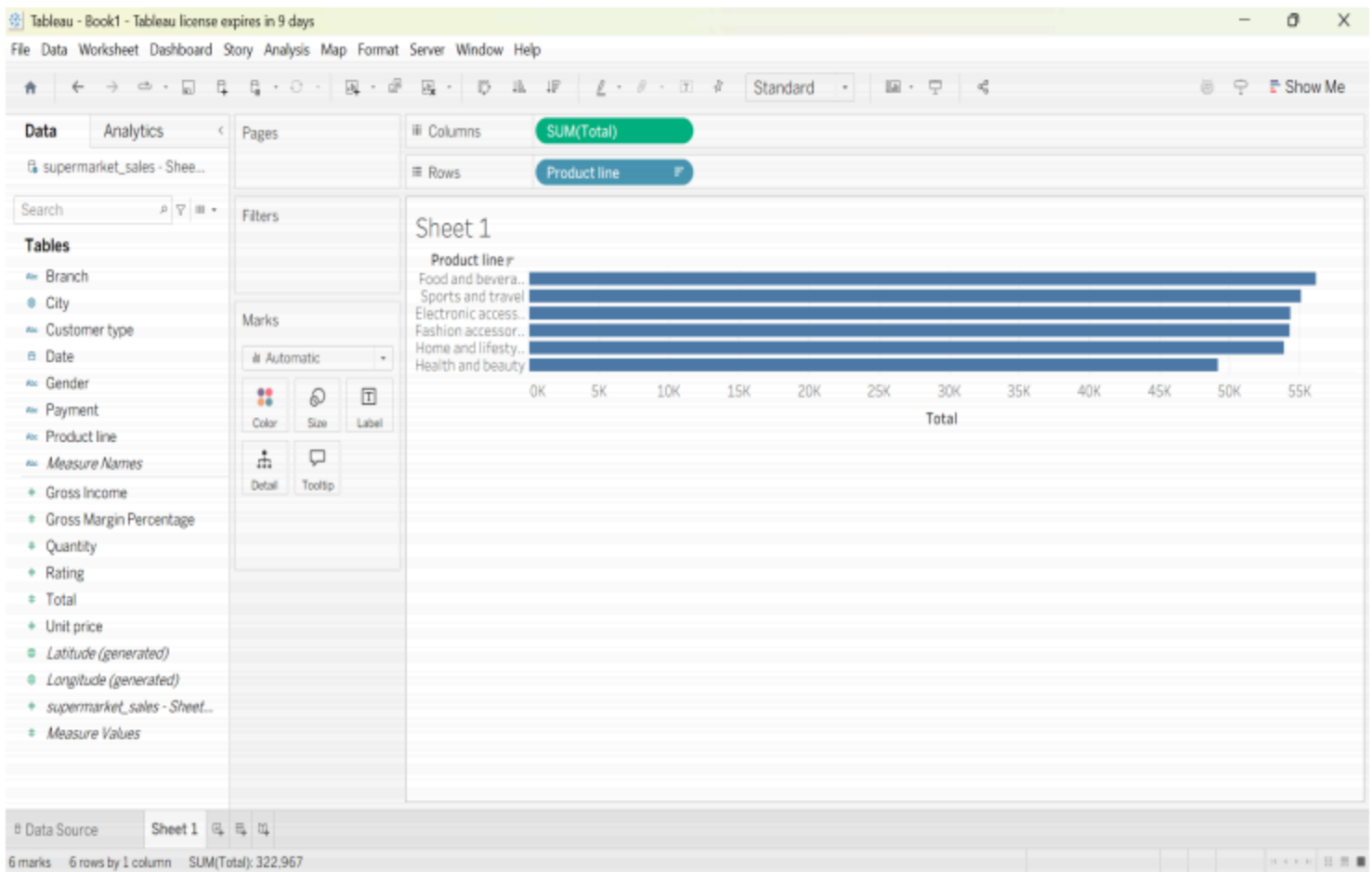


## **Title:** Supermarket Sales Data Analysis using Tableau.

This project analyzes supermarket sales data from three branches over three months. The objective is to understand sales performance, customer behavior, and product trends using Tableau visualizations.

**Dataset Fields Used:** Branch, City, Customer Type, Gender, Product Line, Total, Quantity, Date, Payment, Rating.

### **1) BAR CHART – Sales by Product Line:**



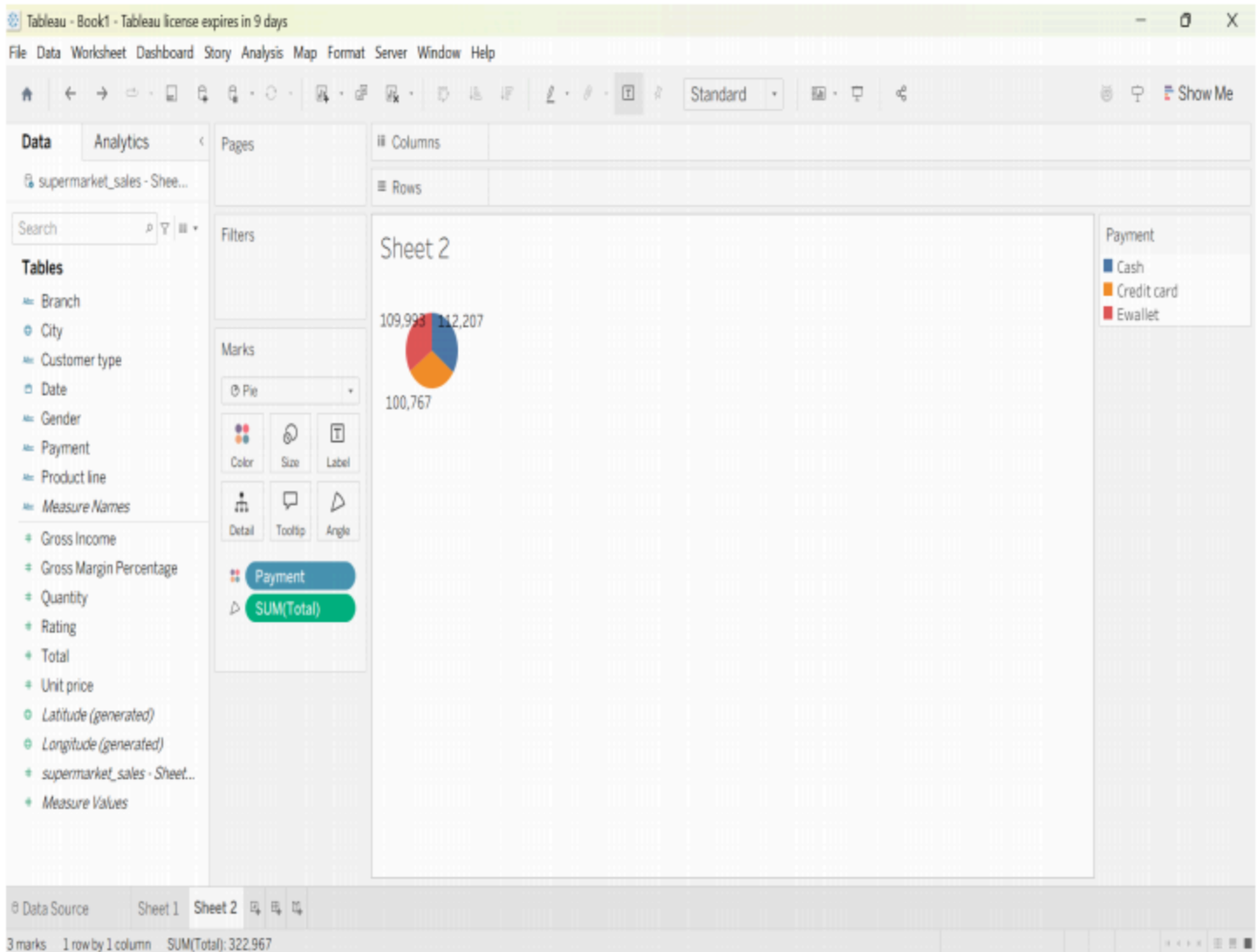
### **Insight:**

This bar chart shows total sales by product category. Food & Beverages and Electronic Accessories contribute the highest revenue.

### **Tableau Public Link:**

[https://public.tableau.com/views/DAAss1/Sheet1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss1/Sheet1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## 2) PIE CHART – Sales by Payment Method:



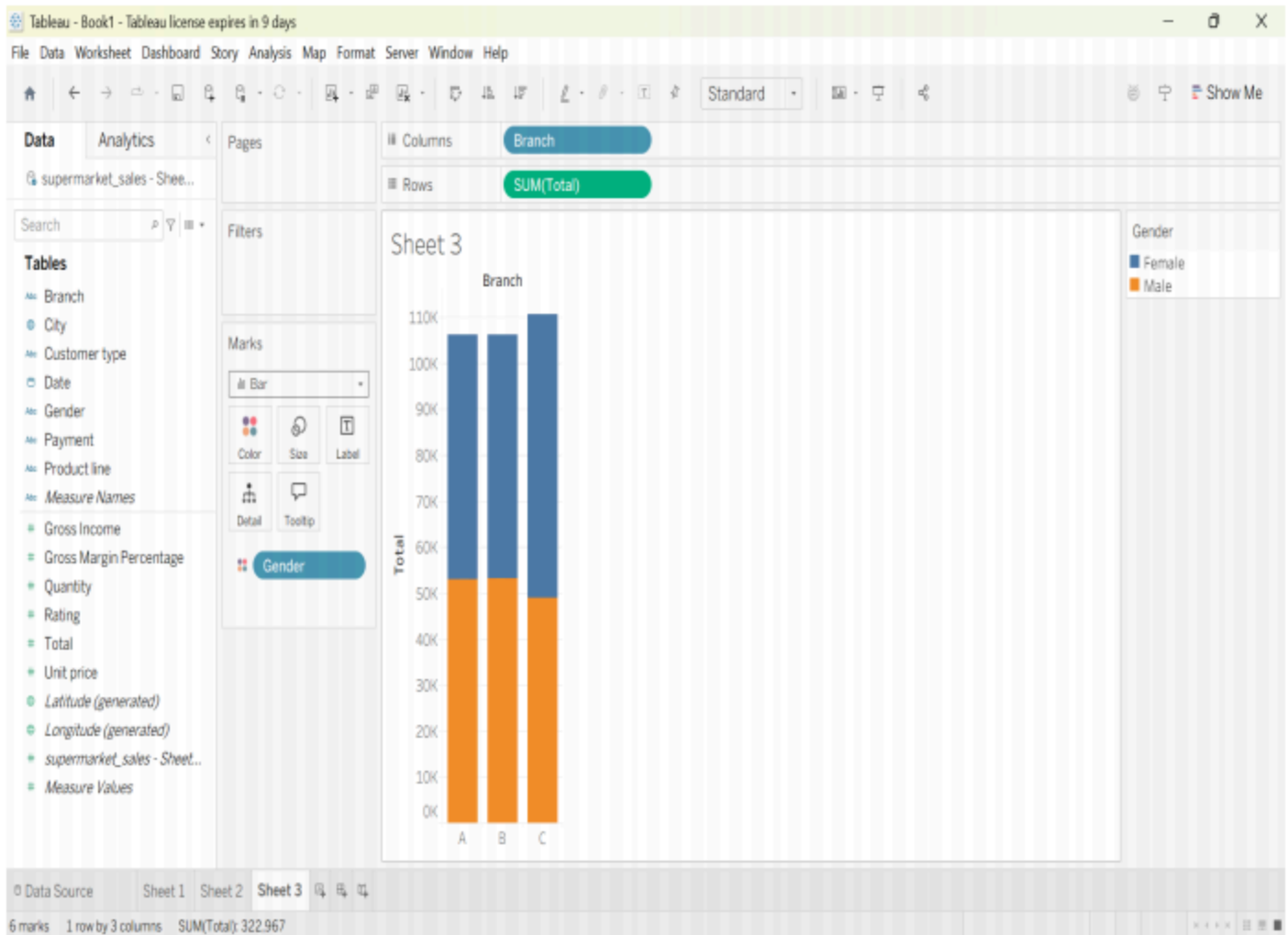
### Insight:

This pie chart shows sales distribution by payment method. E-wallet and Credit Card payments contribute more to total sales compared to cash transactions, indicating a preference for digital payments.

### Tableau Public Link:

[https://public.tableau.com/views/DAAss1/Sheet2?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss1/Sheet2?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

### 3) STACKED BAR – Branch vs Gender Sales:



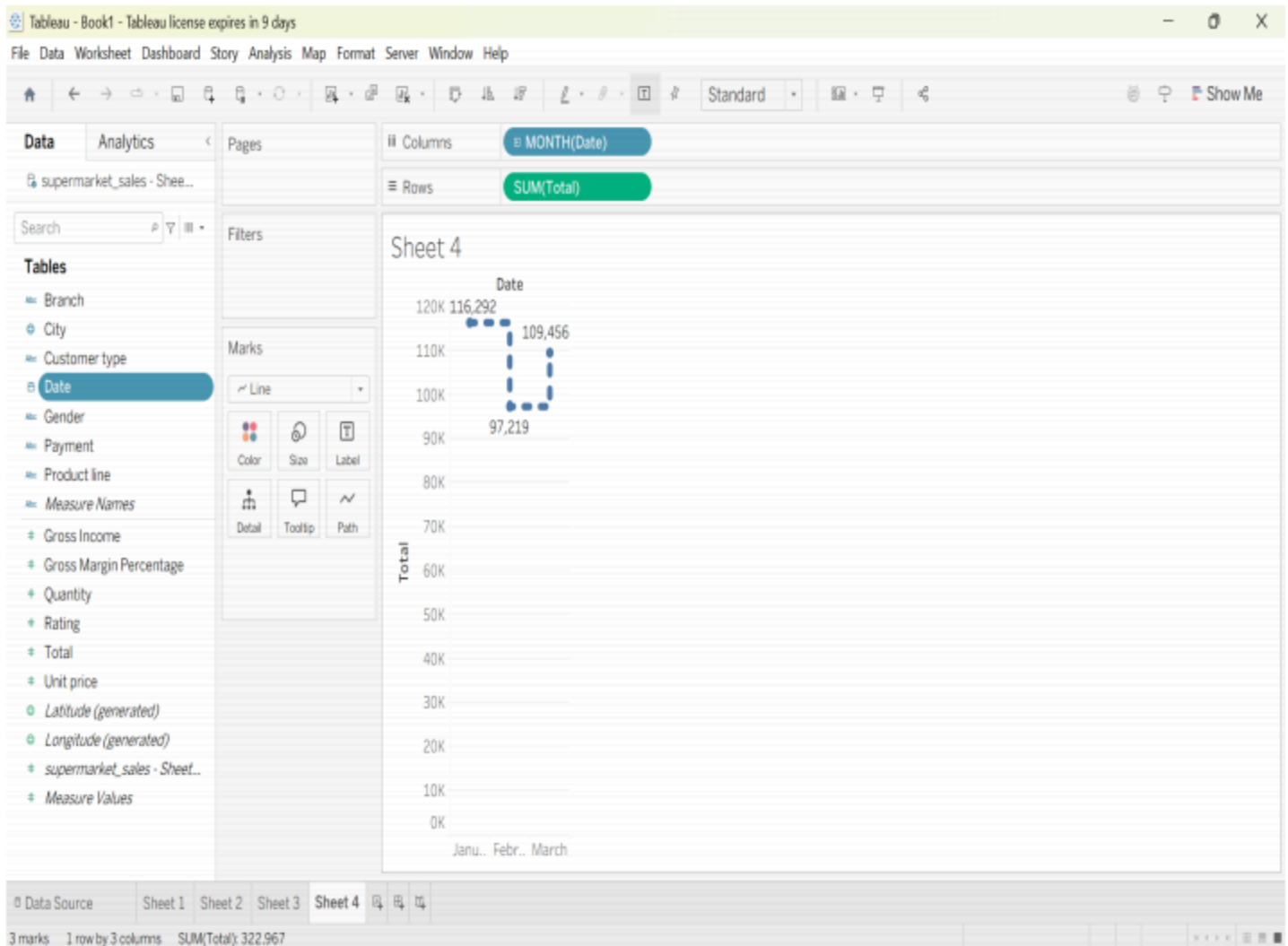
#### Insight:

This stacked bar chart compares gender-wise spending across branches. Female customers contribute slightly more sales.

#### Tableau Public Link:

[https://public.tableau.com/views/DAAss1/Sheet3?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss1/Sheet3?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

#### 4) LINE CHART – Sales Trend Over Time



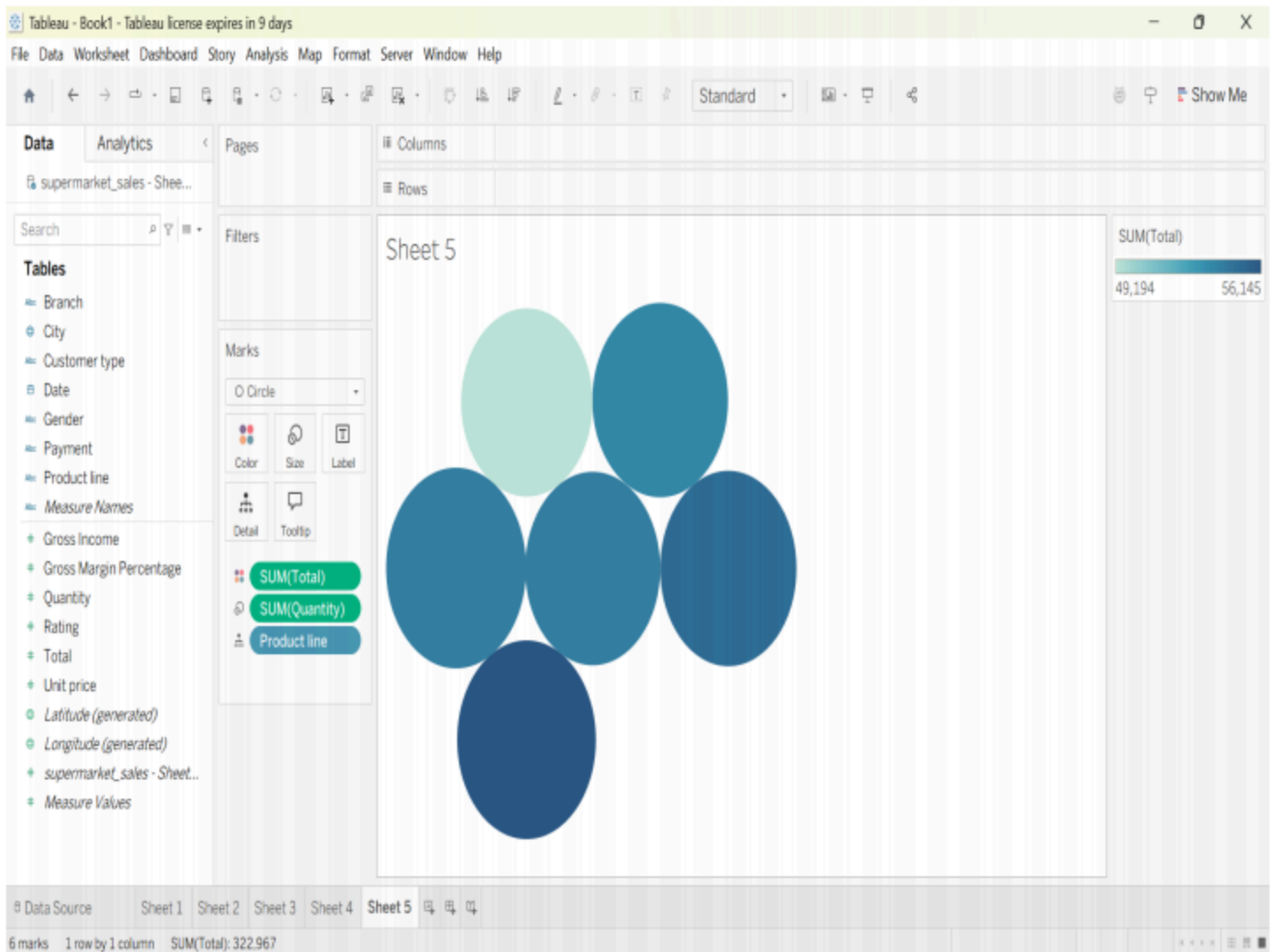
#### Insight:

The line chart shows monthly sales trends. Sales remain consistent with a slight peak in February.

#### Tableau Public Link:

[https://public.tableau.com/views/DAAss1/Sheet4?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss1/Sheet4?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## 5) BUBBLE CHART – Quantity vs Product Line



### Insight:

Product categories with higher quantity sold also generate higher revenue, shown by larger bubbles.

### Tableau Public Link:

[https://public.tableau.com/views/DAAss1/Sheet5?:language=en-US&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss1/Sheet5?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)