

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

**Objective:**

To analyze supermarket sales data and identify trends, customer behavior, and business performance insights using data visualization.

**Introduction:**

In this project, we analyze a supermarket sales dataset containing information about products, customers, payments, and revenue.

The goal is to:

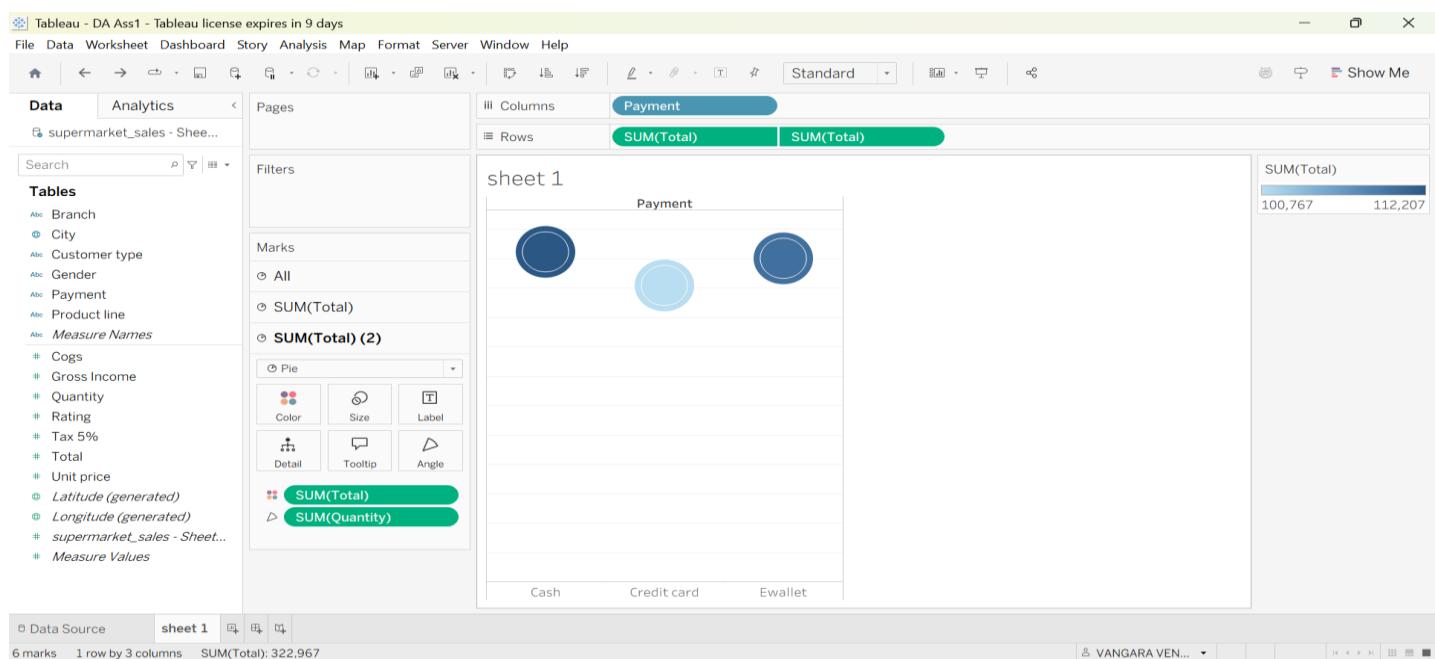
- Understand which product categories perform best
- Identify customer buying patterns
- Analyze sales trends
- Provide business insights for decision making

Data visualization helps convert raw numbers into meaningful insights.

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

This dataset helps us understand sales performance and customer behavior.

**1) Donut Chart (Sales by Customer Type):**



## Insight:

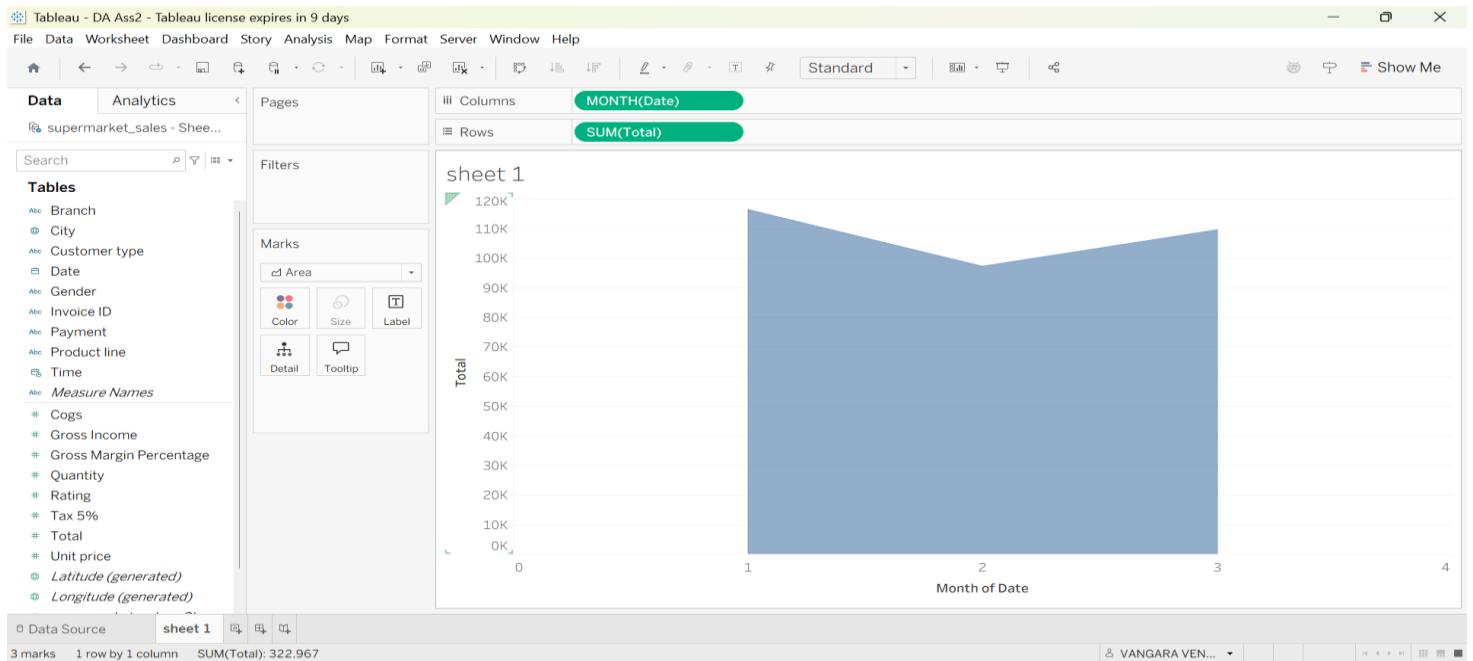
The donut chart represents total sales distribution across different payment methods.

Cash and E-wallet contribute a higher share of total sales compared to Credit Card payments.

## Tableau Public Link:

[https://public.tableau.com/views/DAAss2/sheet1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss2/sheet1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## 2) Area Chart (Sales Over Time):



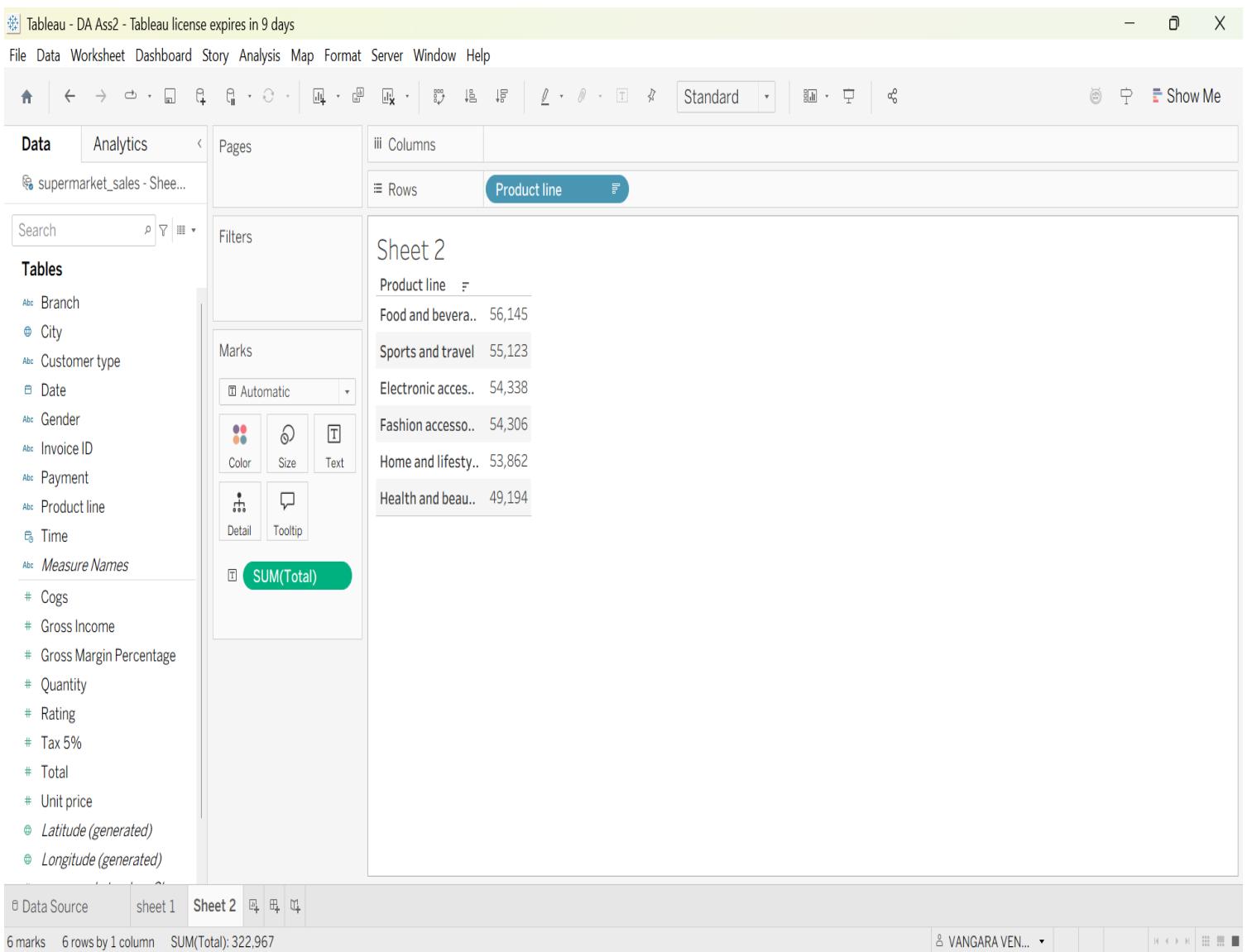
## Insight:

The area chart shows the sales trend over time. Sales fluctuate across different months, indicating seasonal demand patterns and variations in customer purchasing behavior.

## Tableau Public Link:

[https://public.tableau.com/views/DAAss2/sheet1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss2/sheet1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

### 3) Text Table :



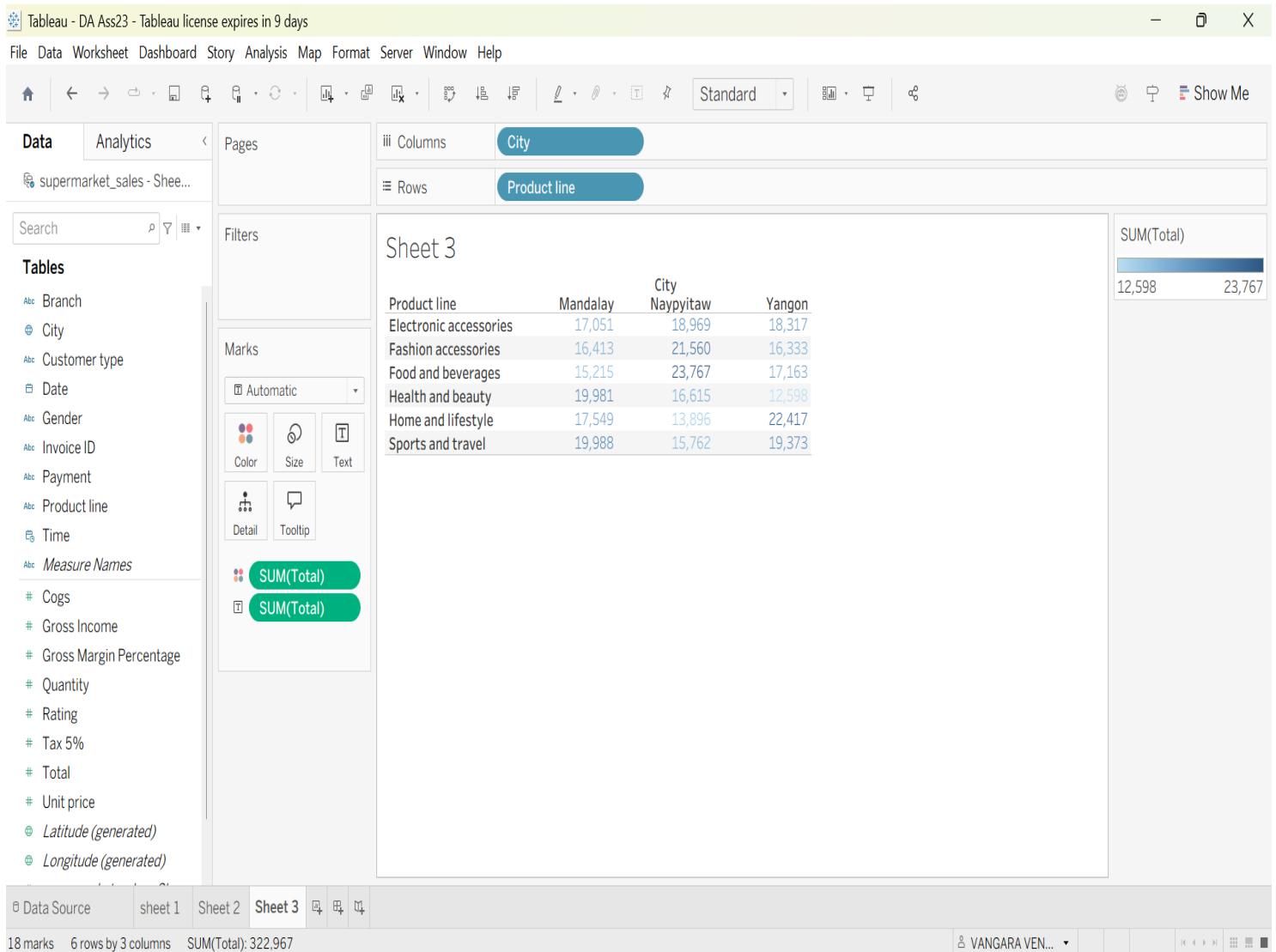
### Insight:

This text table presents total sales by product category. It helps identify which product categories generate the highest revenue. Categories at the top contribute most to overall business performance.

### Tableau Public Link:

[https://public.tableau.com/views/DAAss23/Sheet2?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss23/Sheet2?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

#### 4) HIGHLIGHTED TABLE (Heatmap Style):



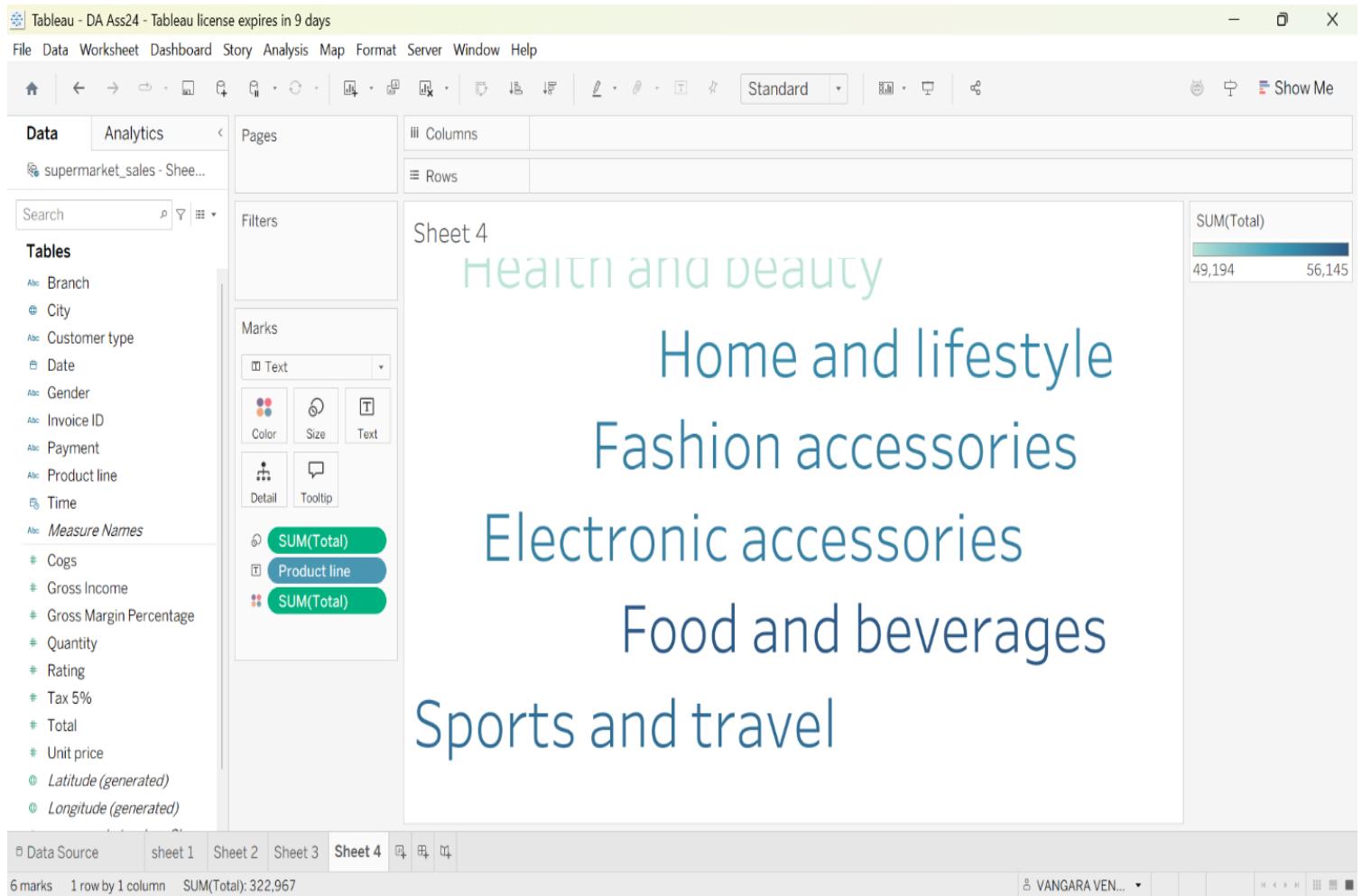
#### Insight:

This highlighted table shows sales performance across product categories and cities using color intensity. Darker shades indicate higher sales, making it easy to identify top-performing product-location combinations.

#### Tableau Public Link:

[https://public.tableau.com/views/DAAss24/Sheet3?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss24/Sheet3?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## 5) WORD CLOUD (Text size based on Sales):



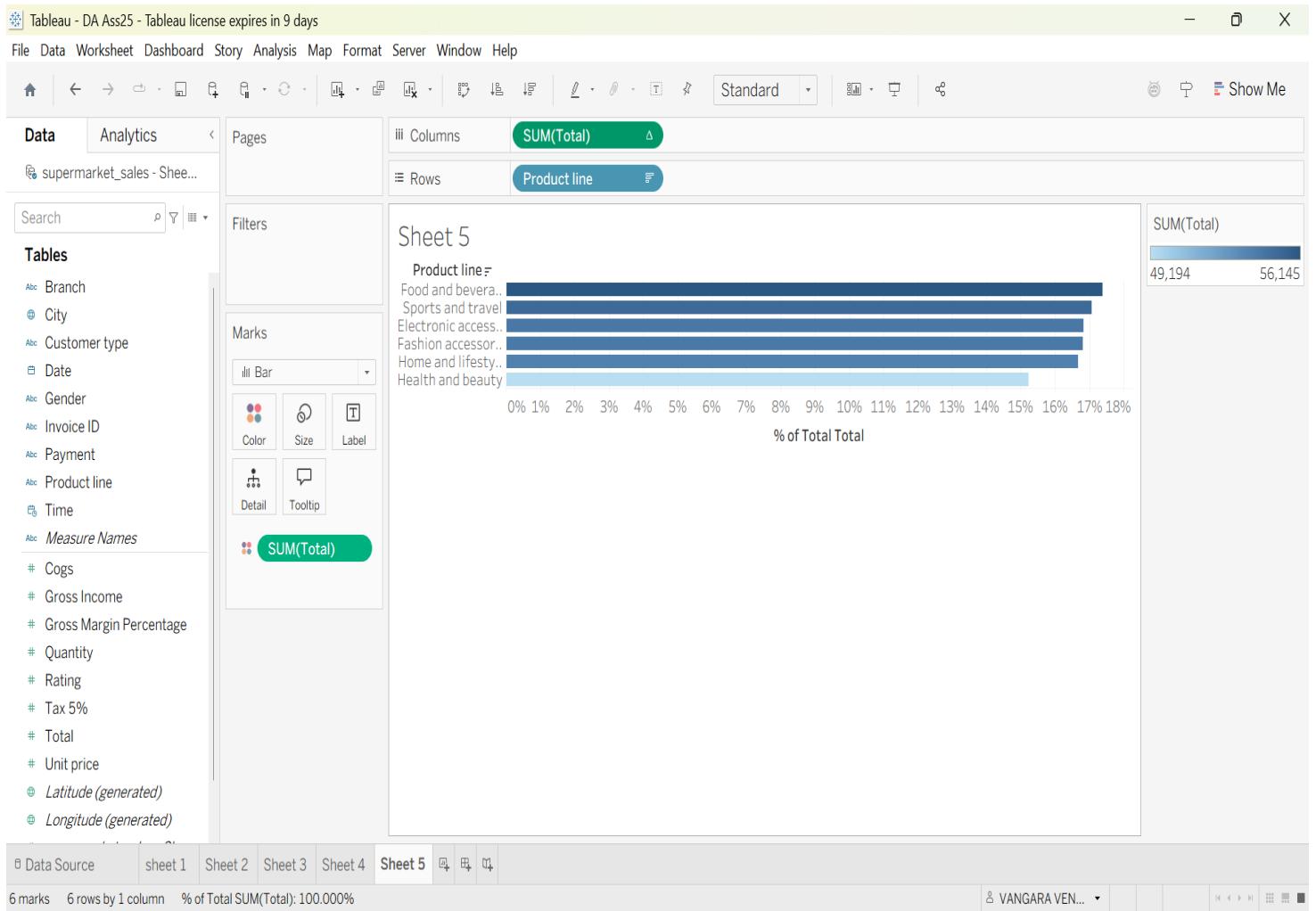
### Insight:

This word cloud represents product categories based on sales volume. Categories with higher sales appear in larger font size, helping quickly identify top-performing products.

### Tableau Public Link:

[https://public.tableau.com/views/DAAss25/Sheet4?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss25/Sheet4?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## 6) FUNNEL CHART (Sales by Product Position):



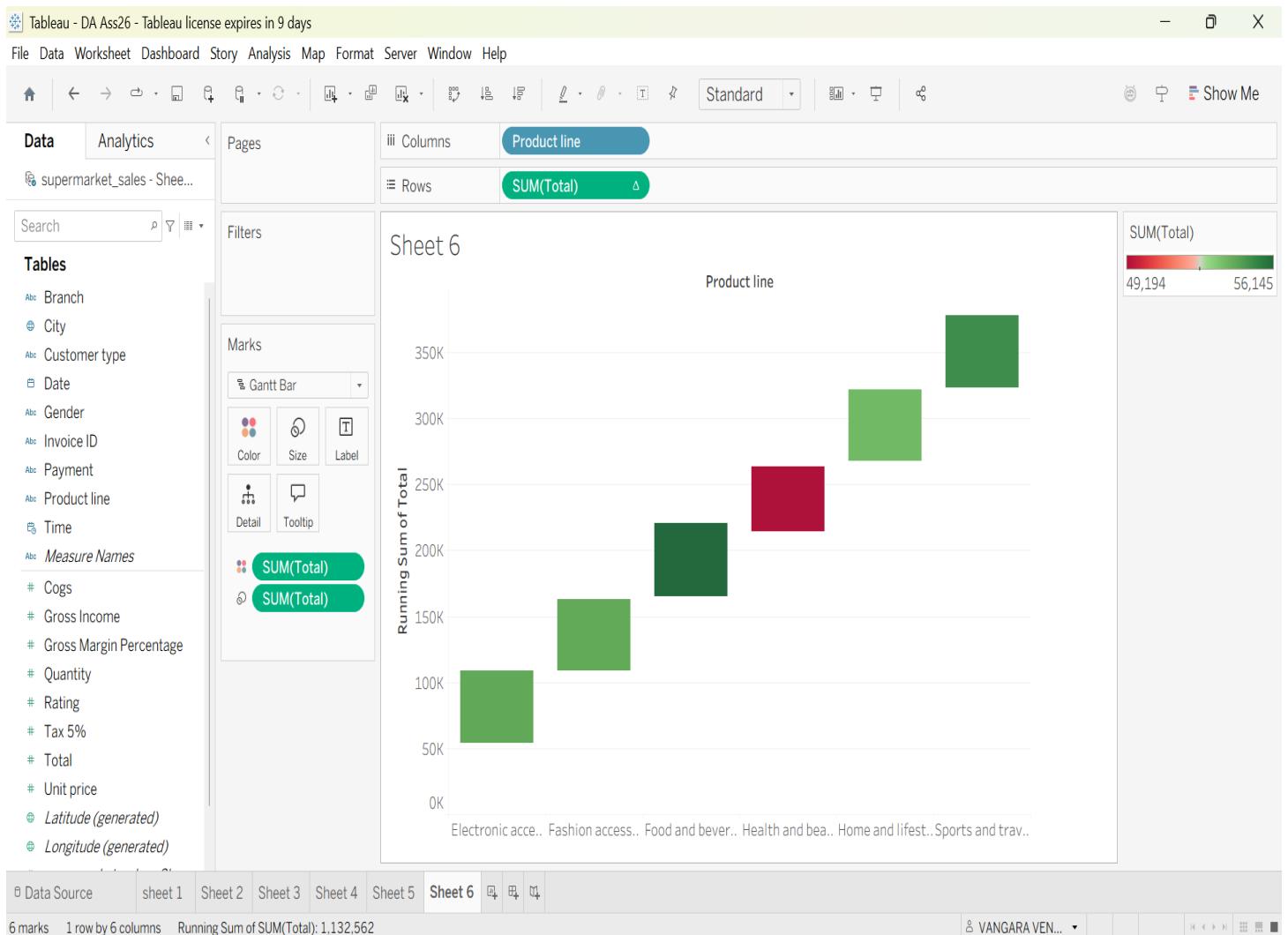
### Insight:

This funnel chart shows sales performance by product position. Endcap placement generates the highest sales, followed by aisle and shelf positions. This indicates that products placed in high-visibility areas perform better.

### Tableau Public Link:

[https://public.tableau.com/views/DAAss26/Sheet5?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss26/Sheet5?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

## 7) WATERFALL CHART (Sales Impact):



### Insight:

This waterfall chart illustrates how different product categories contribute to the overall sales total. Each step shows the incremental increase in revenue, helping identify which categories drive the most growth.

### Tableau Public Link:

[https://public.tableau.com/views/DAAss27/Sheet6?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/DAAss27/Sheet6?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)