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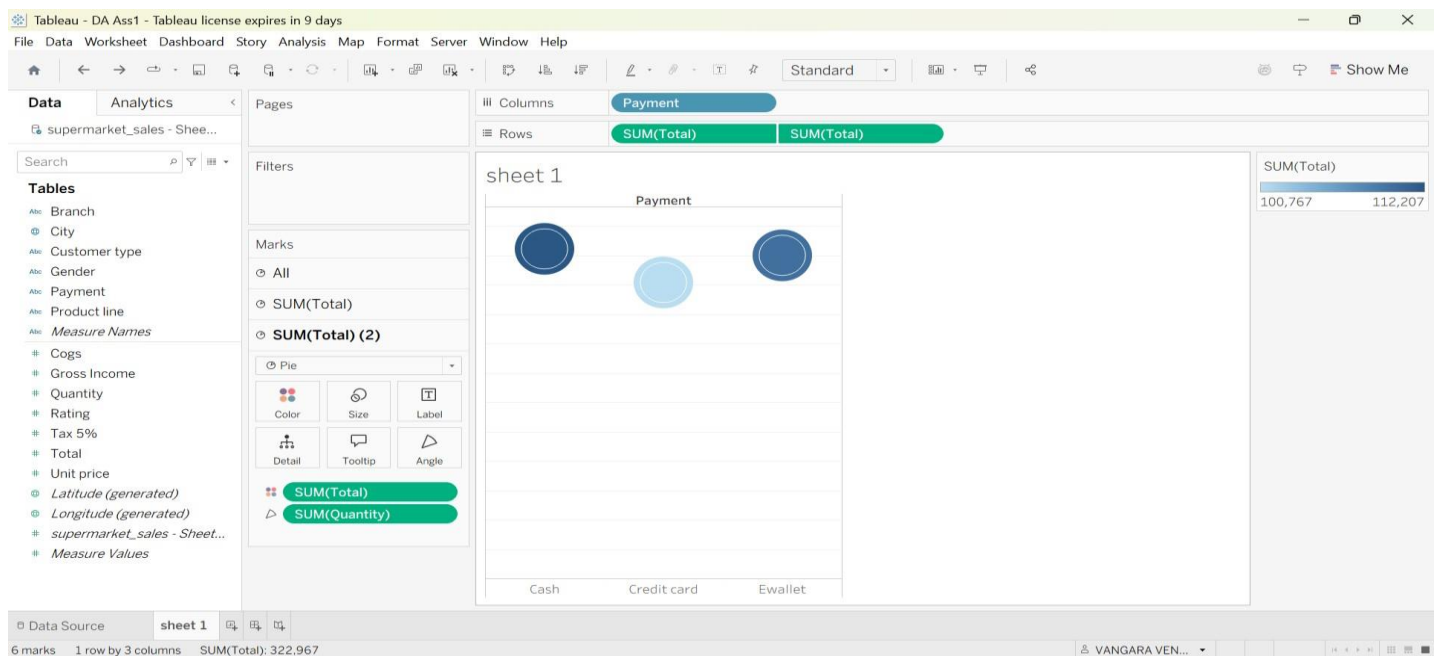
The donut chart represents total sales distribution across different payment methods.

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_lin
k

2) Area Chart (Sales Over Time):
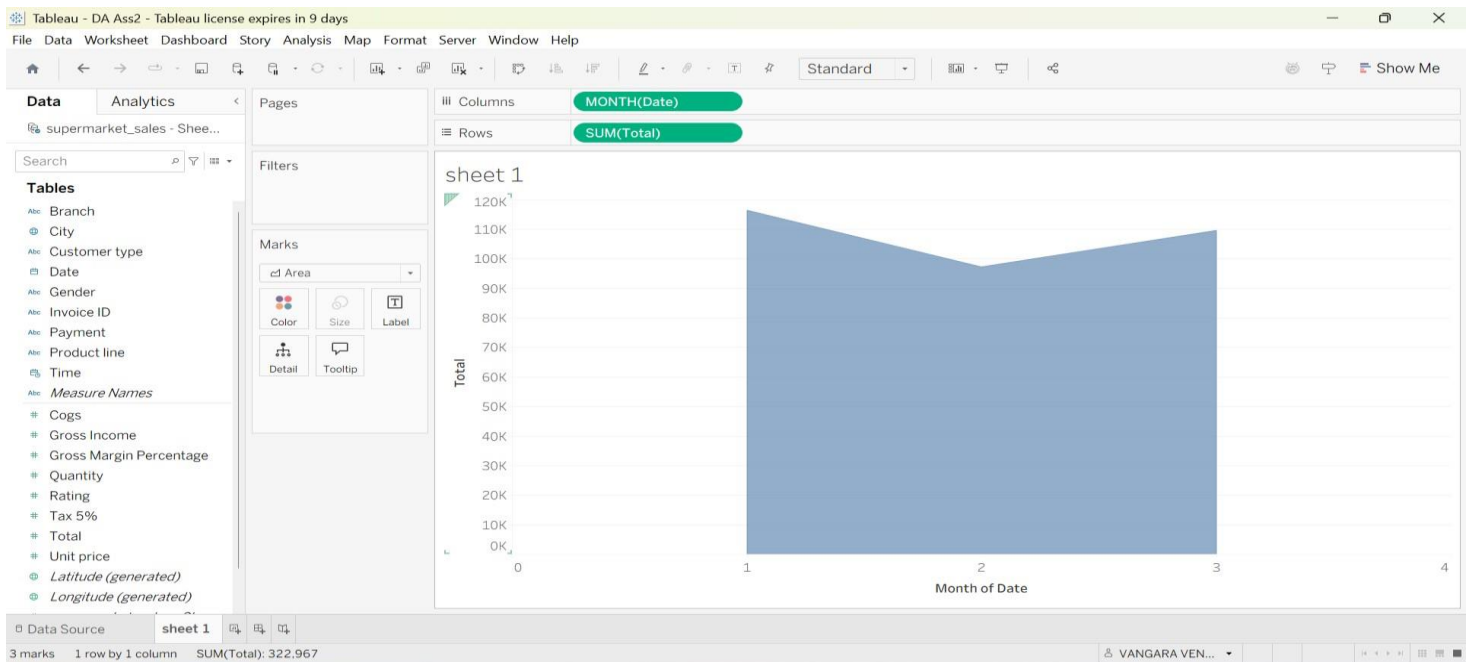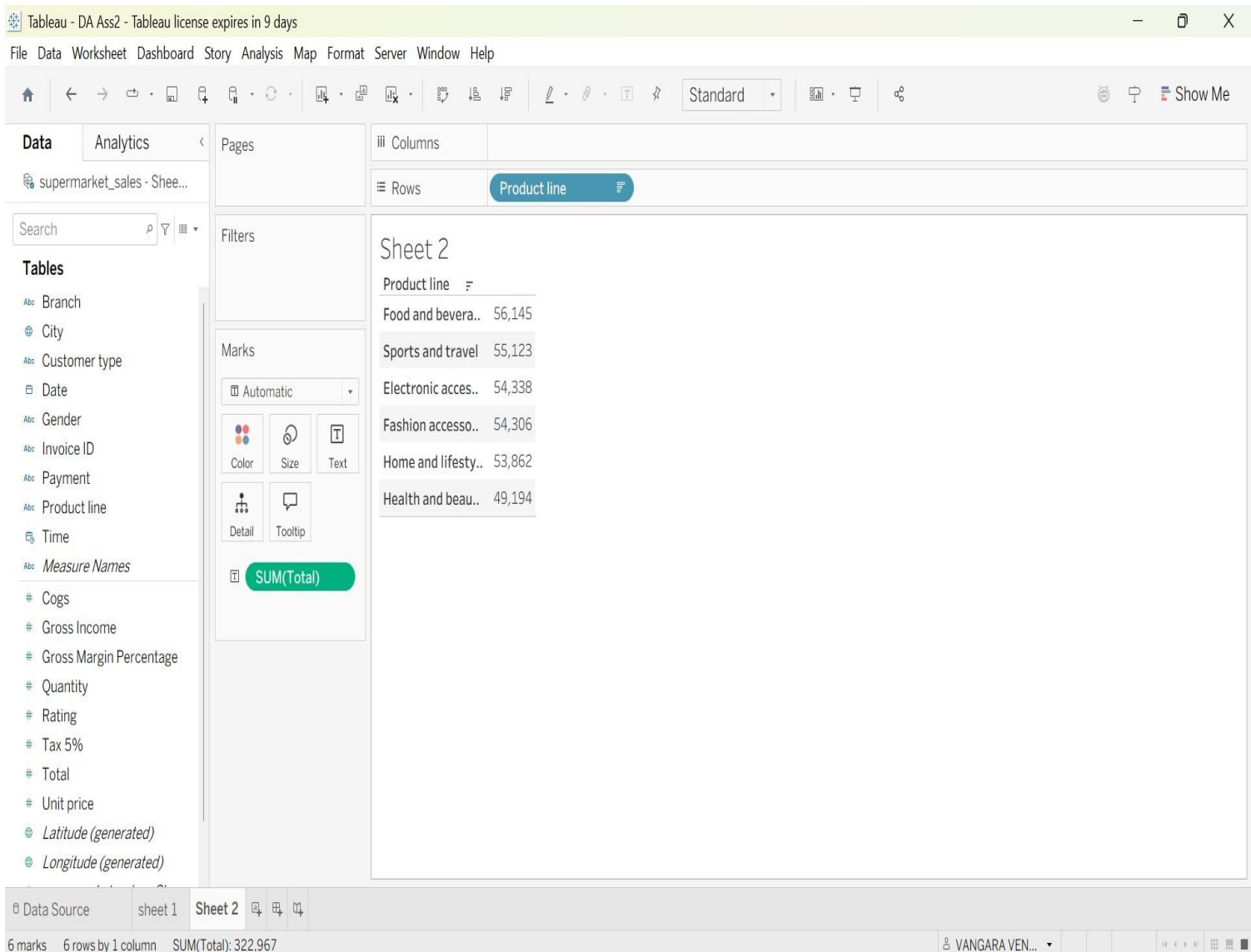

Insight:

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_lin
k
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

4) HIGHLIGHTED TABLE (Heatmap Style):
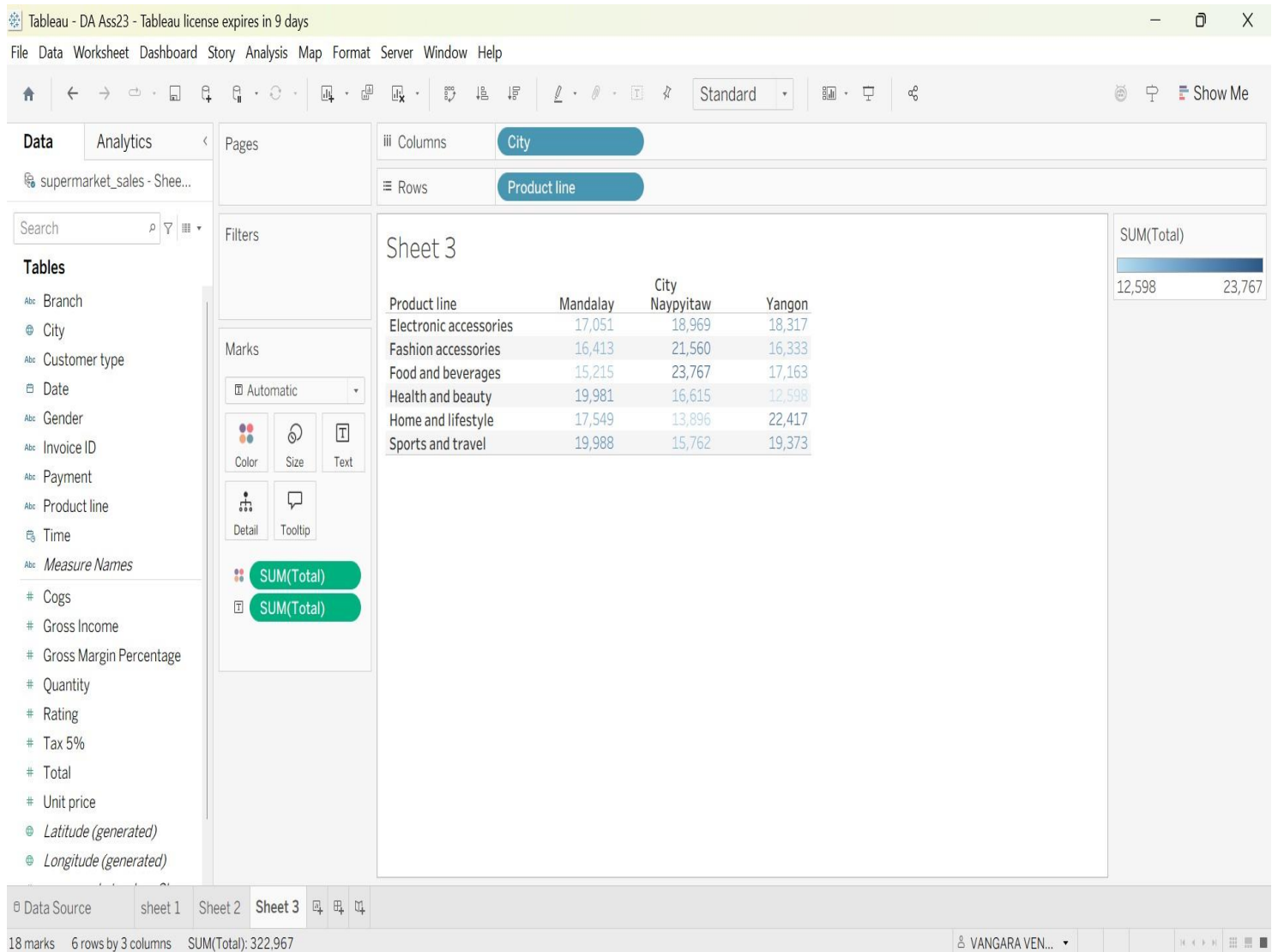
This highlighted table shows sales performance across product categories and cities using color intensity. Darker shades indicate higher sales, making it easy to identify top-performing productlocation combinations Tableau Public Link:

https://public.tableau.com/views/DAAss24/Sheet3?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

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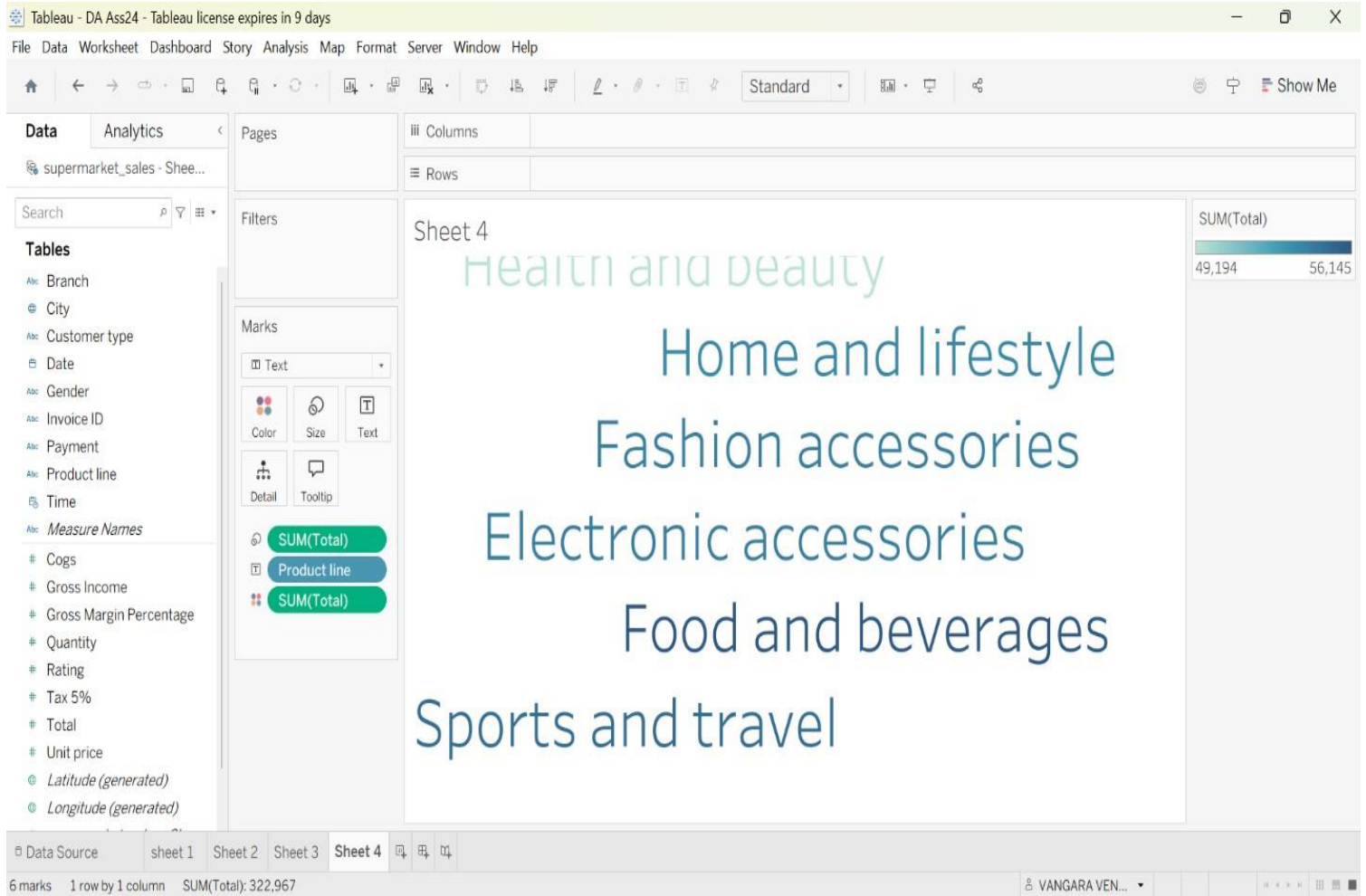
Insight:

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

6) FUNNEL CHART (Sales by Product Position):
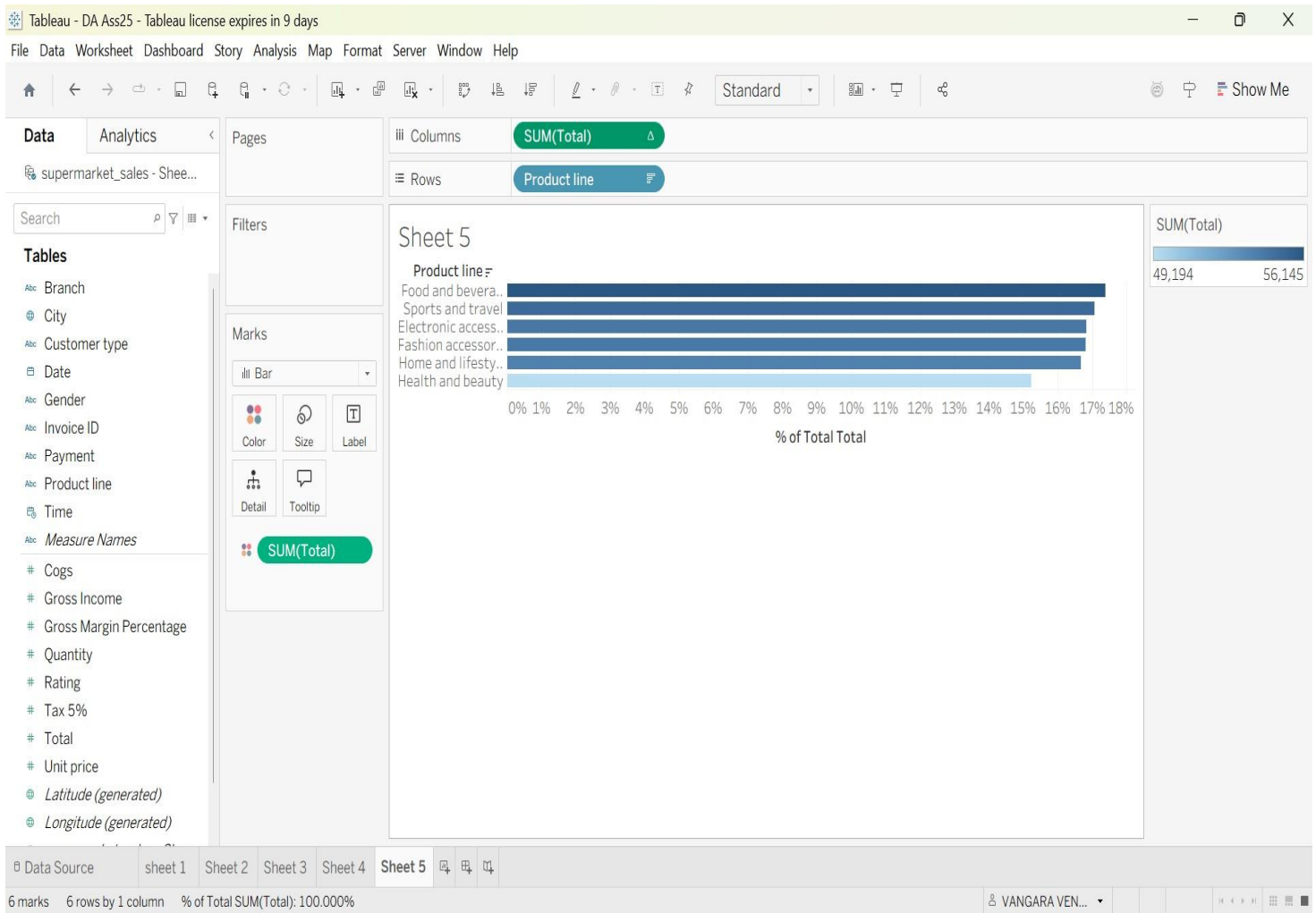
This funnel chart shows sales performance by product position. Endcap placement generates the highest sales, followed by aisle and shelf positions. This indicates that products placed in highvisibility areas perform better.

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

7) WATERFALL CHART (Sales Impact):
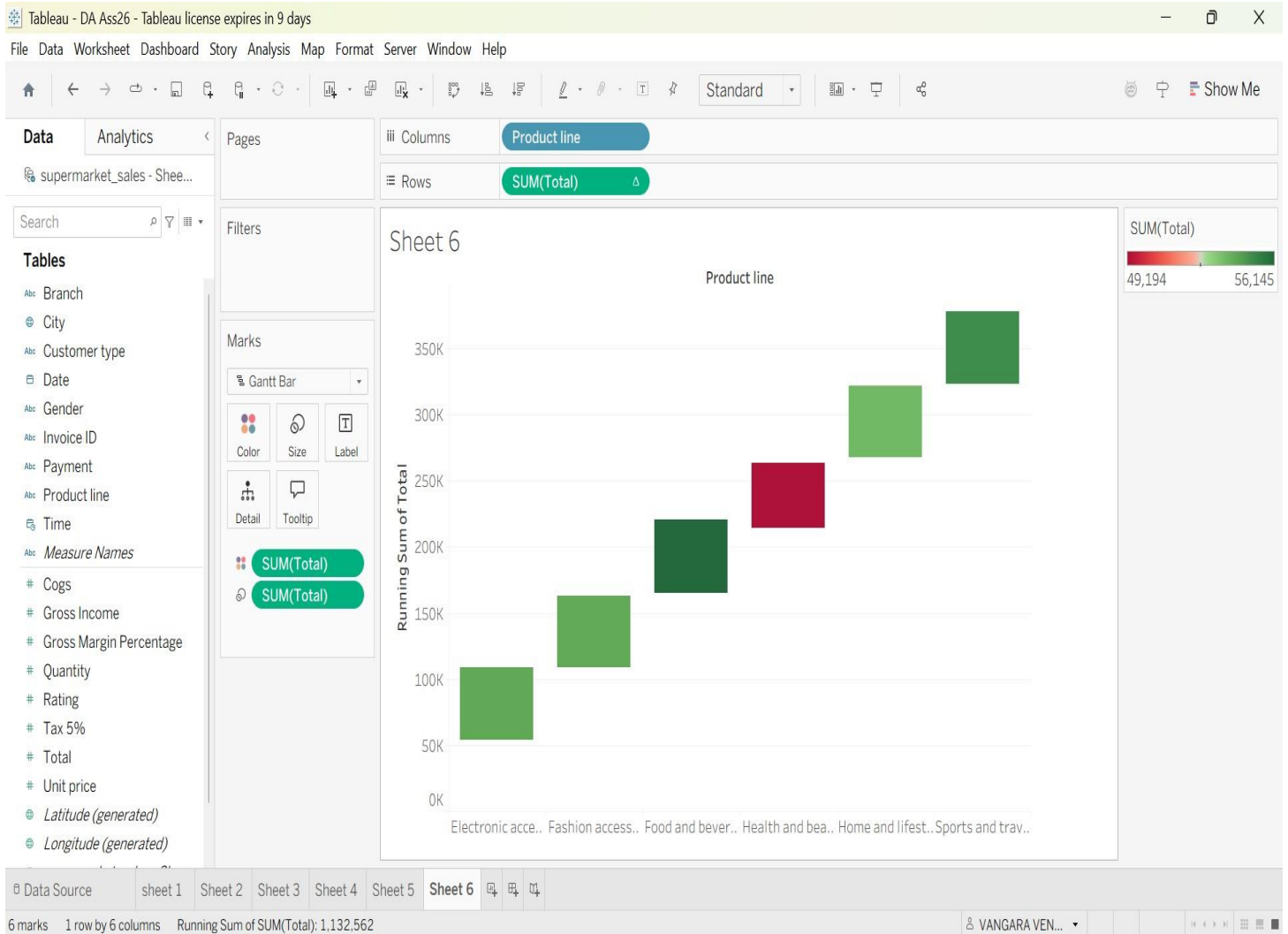
Insight:

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