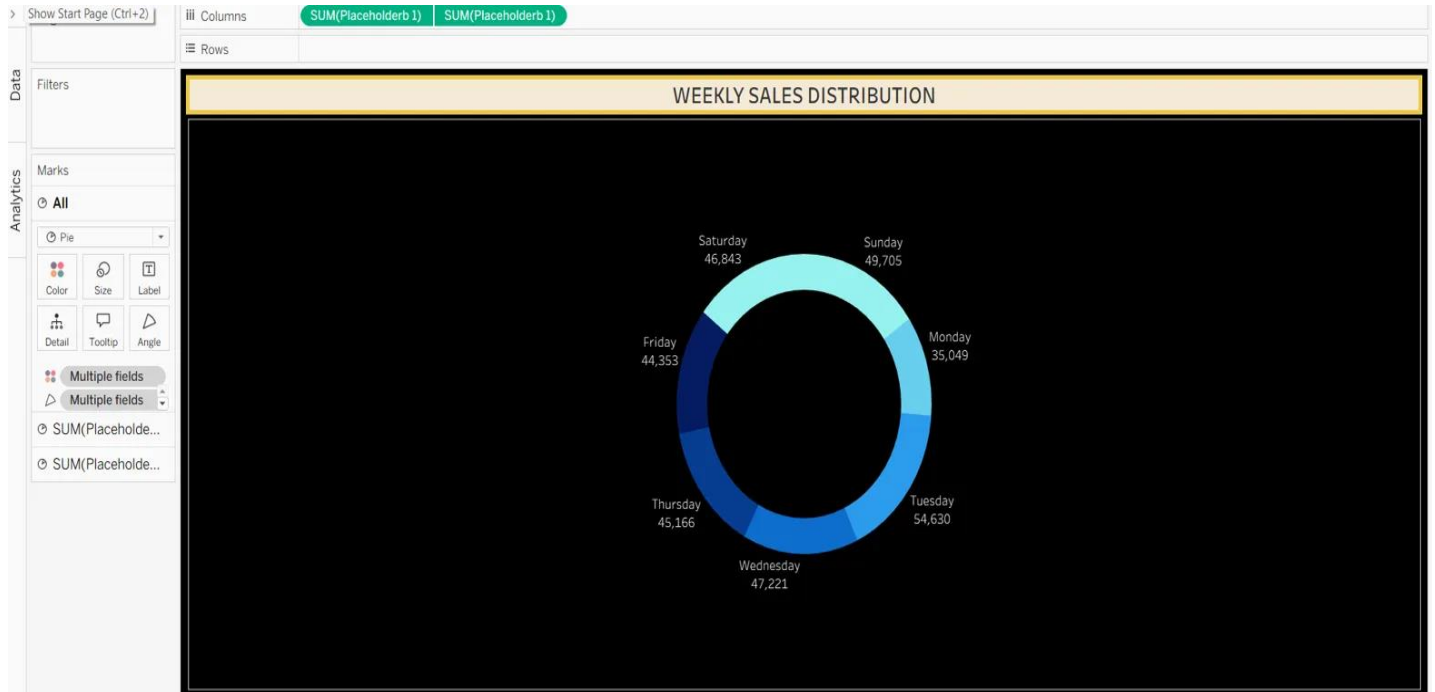


DATA ANALYTICS WITH TABLEAU

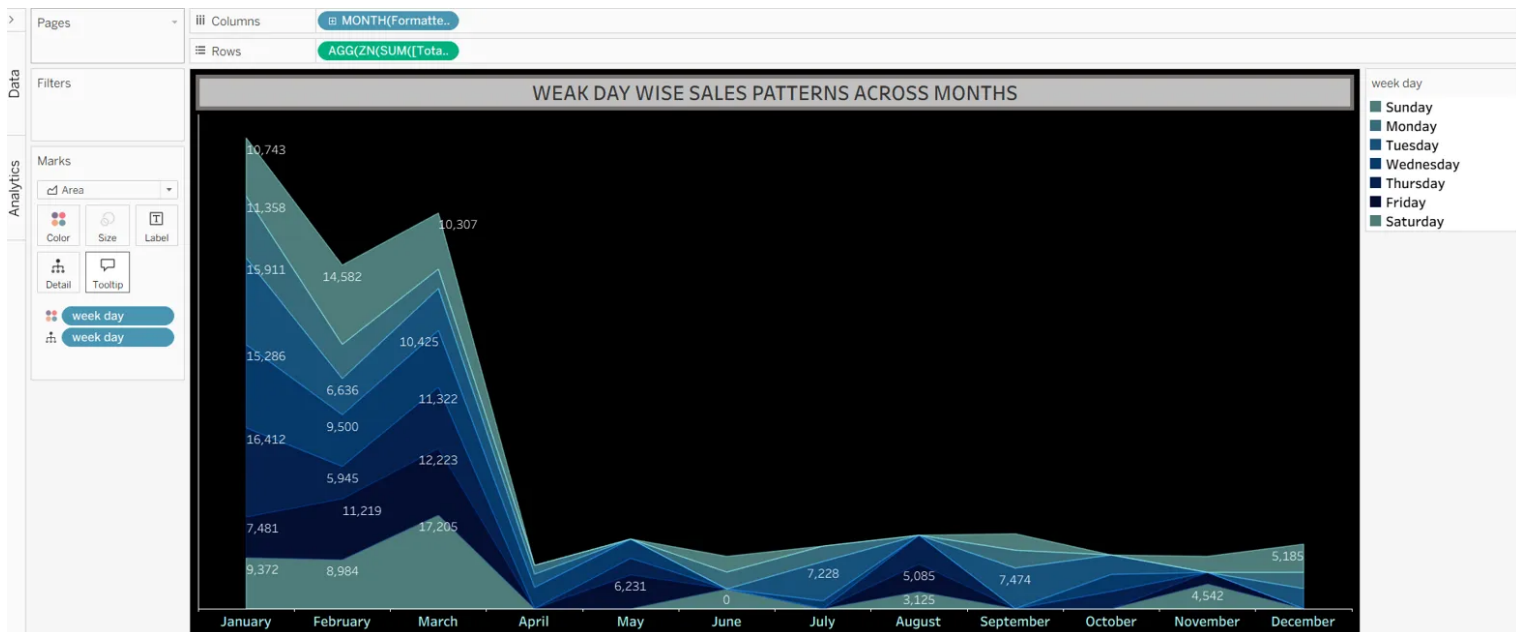
SUPERMARKET SALES ANALYTICS REPORT

ASSIGNMENT-2

1. Weekly Sales Distribution Analysis



2. Weekday Sales Patterns Across Months



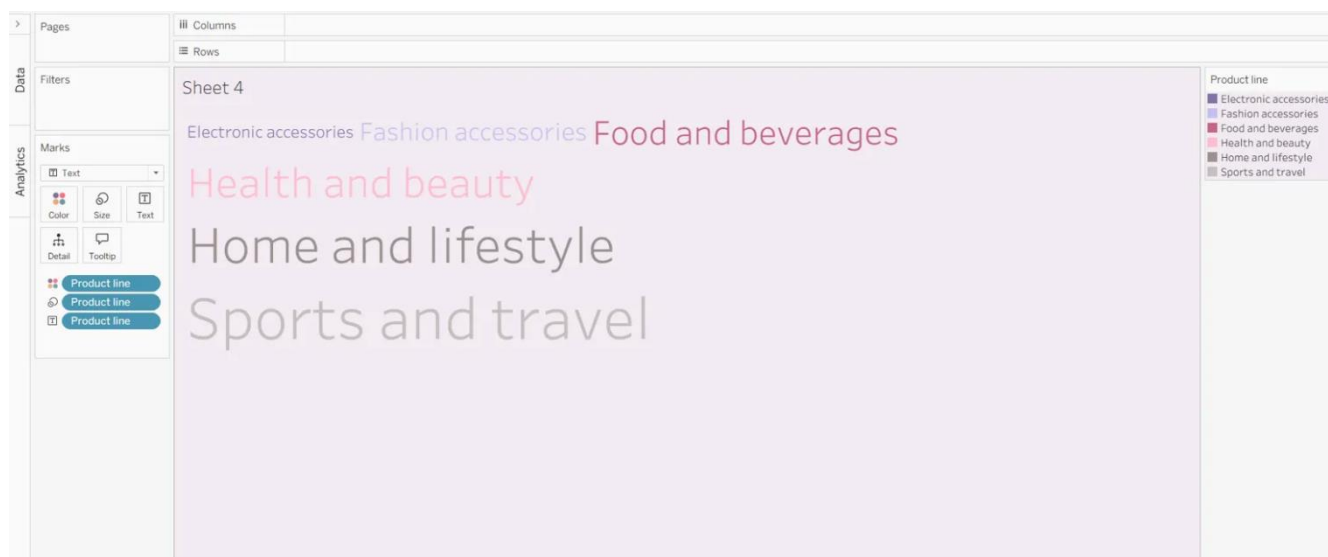
3. Branch-wise Sales by Product Line

| | | |
|------------|-----------------------------------|----------------------|
| Pages | Columns | Branch |
| Filters | Rows | Product line |
| Marks | BRANCH WISE SALES BY PRODUCT LINE | |
| Automatic | Product line | A B C |
| Color | Electronic accessories | 18,317 17,051 18,969 |
| Size | Fashion accessories | 16,333 16,413 21,560 |
| Text | Food and beverages | 17,163 15,215 23,767 |
| Detail | Health and beauty | 12,598 19,981 16,615 |
| Tooltip | Home and lifestyle | 22,417 17,549 13,896 |
| SUM(Total) | Sports and travel | 19,373 19,988 15,762 |

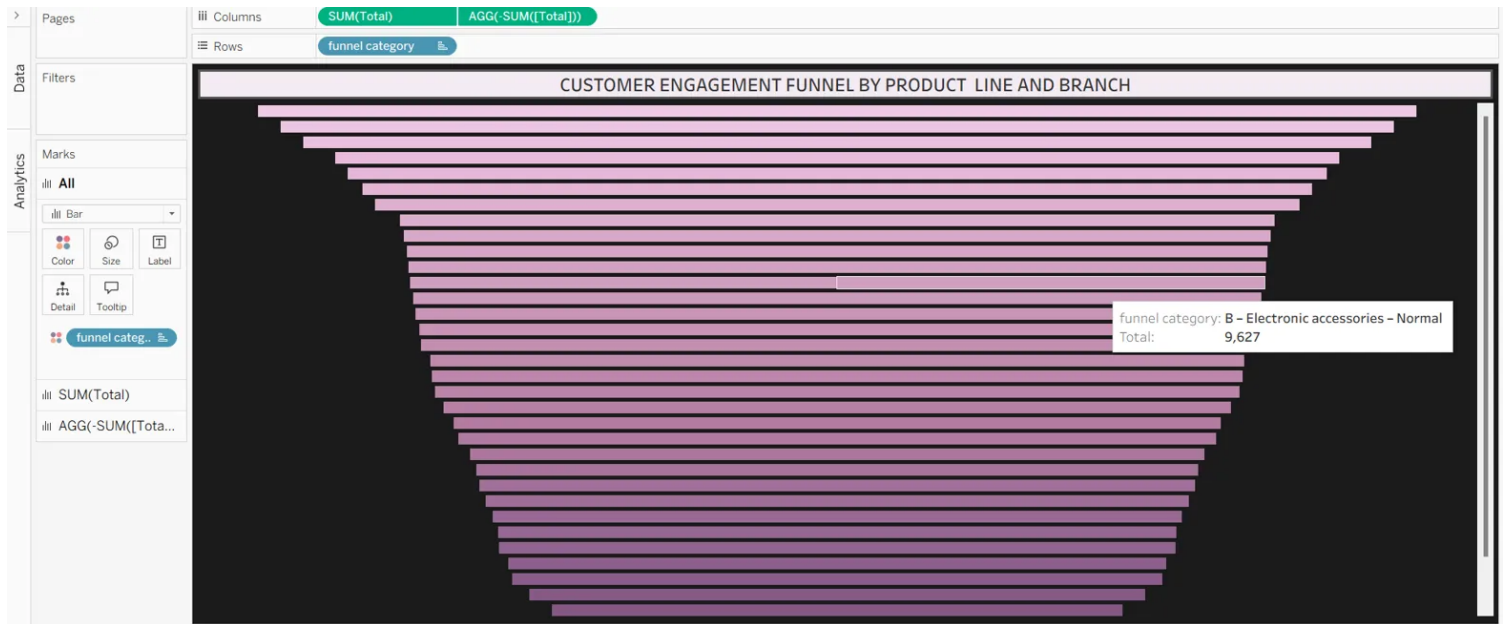
4. Customer Type Sales Summary

| | | |
|------------|---|-----------------------------------|
| Pages | Columns | Product line Branch Customer type |
| Filters | Rows | CUSTOMER TYPE SALES SUMMARY |
| Marks | Product line Branch Customer type | SUM(Total) ₹5,791.77 13K |
| Automatic | Electronic accessories A Member ₹9,145.69 | |
| Color | Normal ₹9,171.42 | |
| Size | B Member ₹7,424.85 | |
| Text | Normal ₹9,626.59 | |
| Detail | C Member ₹7,927.95 | |
| Tooltip | Normal ₹11,041.02 | |
| SUM(Total) | Fashion accessories A Member ₹6,942.58 | |
| SUM(Total) | Normal ₹9,389.93 | |
| | B Member ₹7,339.53 | |
| | Normal ₹9,073.78 | |
| | C Member ₹12,041.85 | |
| | Normal ₹9,518.22 | |
| | Food and beverages A Member ₹8,877.06 | |
| | Normal ₹8,286.04 | |
| | B Member ₹9,423.12 | |
| | Normal ₹5,791.77 | |
| | C Member ₹13,057.44 | |
| | Normal ₹10,709.41 | |
| | Health and beauty A Member ₹6,438.81 | |
| | Normal ₹6,158.80 | |
| | B Member ₹11,327.82 | |
| | Normal ₹8,652.84 | |
| | C Member ₹8,064.33 | |
| | Normal ₹8,551.00 | |
| | Home and lifestyle A Member ₹12,556.30 | |
| | Normal ₹9,860.90 | |

5. Product Line Overview



6. Customer Engagement Funnel Analysis



7. Total Sales Contribution by Product Line

