

DA Assignment - 2

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and

C). City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in \$

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their experience (scale of 1 to 10)

Dataset: [Link](#)

Task:

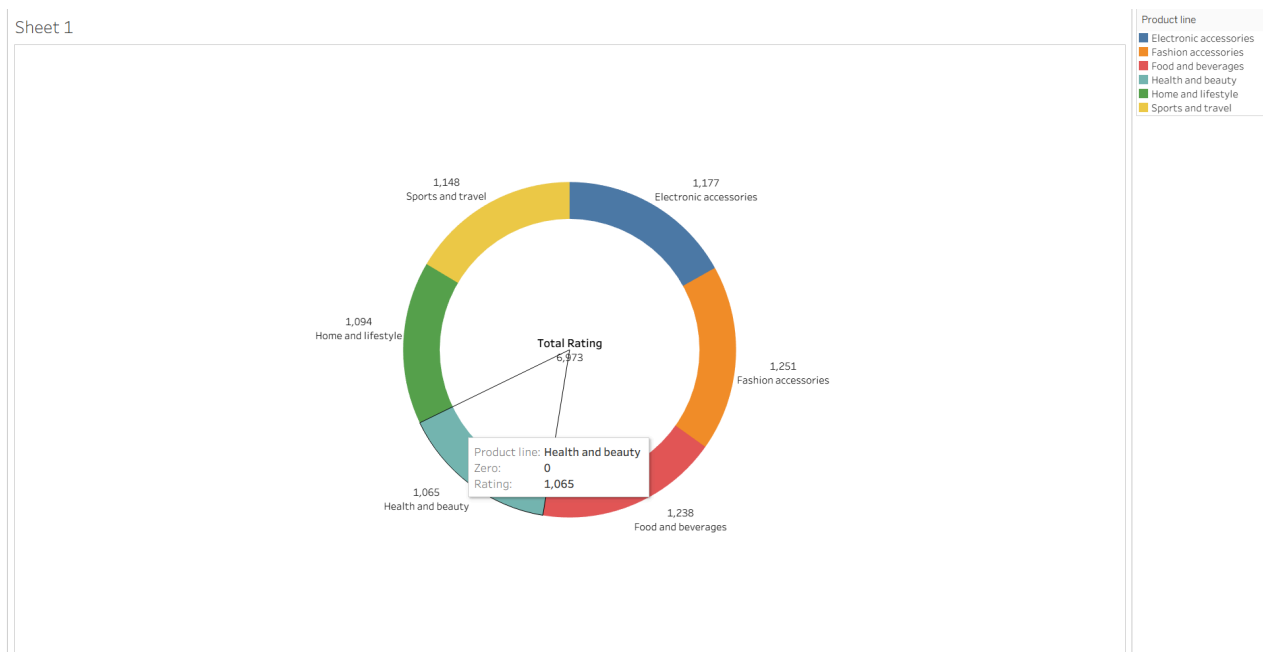
Upload the dataset to Tableau, delete the unnecessary columns

Create below visualization:

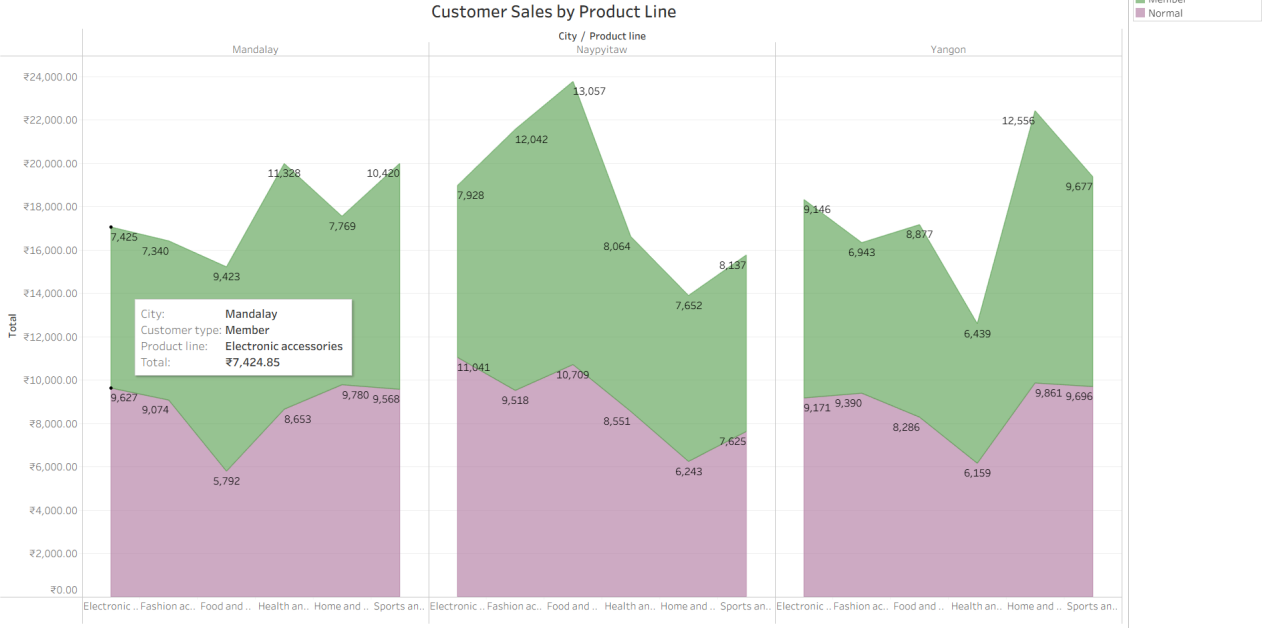
- Donut Chart
- Area Chart
- Text table
- Highlighted table
- WordCloud
- Funnel Chart
- Waterfall

Process To Submit:

Take Screenshot of Visualization and paste them in Doc > Save it as pdf and Submit the pdf file.



Donut Chart



Area Chart

Product Metric Table

Invoice ID	Product line	City	Gender	Branch	Unit price
101-17-6199	Food and bever..	Yangon	Male	A	7.000
101-81-4070	Health and bea..	Naypyitaw	Female	C	4.900
102-06-2002	Sports and trav..	Naypyitaw	Male	C	6.100
102-77-2261	Health and bea..	Naypyitaw	Male	C	4.200
105-10-6182	Fashion access..	Yangon	Male	A	6.600
105-31-1824	Sports and trav..	Yangon	Male	A	8.500
106-35-6779	Home and lifes..	Yangon	Male	A	5.800
109-28-2512	Fashion access..	Mandalay	Female	B	9.900
109-86-4363	Sports and trav..	Mandalay	Female	B	4.500
110-05-6330	Food and bever..	Naypyitaw	Female	C	9.400
110-48-7033	Fashion access..	Mandalay	Male	B	9.000
114-35-5271	Electronic acce..	Mandalay	Female	B	8.100
115-38-7388	Fashion access..	Naypyitaw	Female	C	9.500
115-99-4379	Fashion access..	Mandalay	Female	B	8.500
118-62-1812	Home and lifes..	Naypyitaw	Female	C	7.900
120-06-4233	Electronic acce..	Naypyitaw	Male	C	9.300
120-54-2248	Food and bever..	Mandalay	Female	B	8.000
122-61-9553	Electronic acce..	Naypyitaw	Female	C	5.600
123-19-1176	Health and bea..	Yangon	Male	A	8.400
123-35-4896	Sports and trav..	Naypyitaw	Female	C	5.300
124-31-1458	Electronic acce..	Yangon	Female	A	6.600
125-45-2293	Fashion access..	Yangon	Female	A	4.200
126-54-1082	Home and lifes..	Yangon	Female	A	8.800
127-47-6963	Health and bea..	Yangon	Male	A	9.800
129-29-8530	Sports and trav..	Yangon	Male	A	7.000
130-67-4723	Food and bever..	Yangon	Male	A	9.400
130-98-8941	Fashion access..	Naypyitaw	Male	C	5.700
131-15-8856	Food and bever..	Naypyitaw	Female	C	4.000
131-70-8179	Health and bea..	Yangon	Female	A	4.200
132-23-6451	Health and bea..	Yangon	Male	A	7.800
132-32-9879	Electronic acce..	Mandalay	Female	B	9.500
133-14-7229	Health and bea..	Naypyitaw	Male	C	5.000
133-77-3154	Fashion access..	Mandalay	Male	B	9.400
134-54-4720	Electronic acce..	Mandalay	Female	B	5.700
134-75-2619	Electronic acce..	Yangon	Male	A	6.900
135-13-8269	Food and bever..	Mandalay	Female	B	9.100
135-84-8019	Fashion access..	Yangon	Female	A	7.600
136-08-6195	Home and lifes..	Yangon	Female	A	6.400
137-63-5492	Electronic acce..	Naypyitaw	Male	C	9.000
137-74-8729	Fashion access..	Naypyitaw	Female	C	6.800

Branch: B

City: Mandalay

Gender: Female

Invoice ID: 109-28-2512

Product line: Fashion accessories

Quantity: 6

Rating: 9.900

Total: 615

Unit price: 97.61

Text Table

Sheet 4

Sales Summary Table					
Customer Member	Branch	City	Product line	Gender	
				Female	Male
Member	A	Yangon	Electronic accessories	3,947	5,199
			Fashion accessories	4,191	2,751
			Food and beverages	2,828	6,049
			Health and beauty	3,194	3,245
			Home and lifestyle	6,739	5,817
			Sports and travel	5,743	3,934
	B	Mandalay	Electronic accessories	3,406	4,019
			Fashion accessories	3,703	3,637
			Food and beverages	7,185	2,238
			Health and beauty	2,178	9,150
			Home and lifestyle	4,866	2,884
			Sports and travel	5,493	4,927
	C	Naypyitaw	Electronic accessories	3,801	4,127
			Fashion accessories	7,228	4,814
			Food and beverages	9,586	3,472
			Health and beauty	3,007	5,057
			Home and lifestyle	5,609	2,043
Normal	A	Yangon	Sports and travel	5,422	2,715
			Electronic accessories	6,020	3,152
			Fashion accessories	5,645	3,745
			Food and beverages	4,172	4,114
			Health and beauty	2,521	3,638
	B	Mandalay	Home and lifestyle	5,898	3,963
			Sports and travel	2,372	7,324
			Electronic accessories	4,760	4,866
			Fashion accessories	5,379	3,695
			Food and beverages	3,325	2,467
	C	Naypyitaw	Health and beauty	4,222	4,430
			Home and lifestyle	4,672	5,108
			Sports and travel	3,720	5,848
			Electronic accessories	5,168	5,973
			Fashion accessories	4,291	5,227
			Food and beverages	6,076	4,634
			Health and beauty	3,439	5,112
			Home and lifestyle	2,233	4,010
			Sports and travel	5,825	1,800

Branch: A

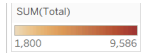
City: Yangon

Customer type: Member

Gender: Male

Product line: Electronic accessories

Total: 5,199



Highlighted Table

Sheet 5

Sports and travelHealth and beauty

Health and beauty Home and lifestyle

Fashion accessoriesFood and beverages

Fashion accessories

Food and beverages Electronic accessories

Sports and travel Electronic accessories

Home and lifestyle

Gender: Male

Product line: Home and lifestyle

Rating: 559.7

City

☒ (All)

☒ Mandalay

☒ Naypyitaw

☒ Yangon

Gender

☒ (All)

☒ Female

☒ Male

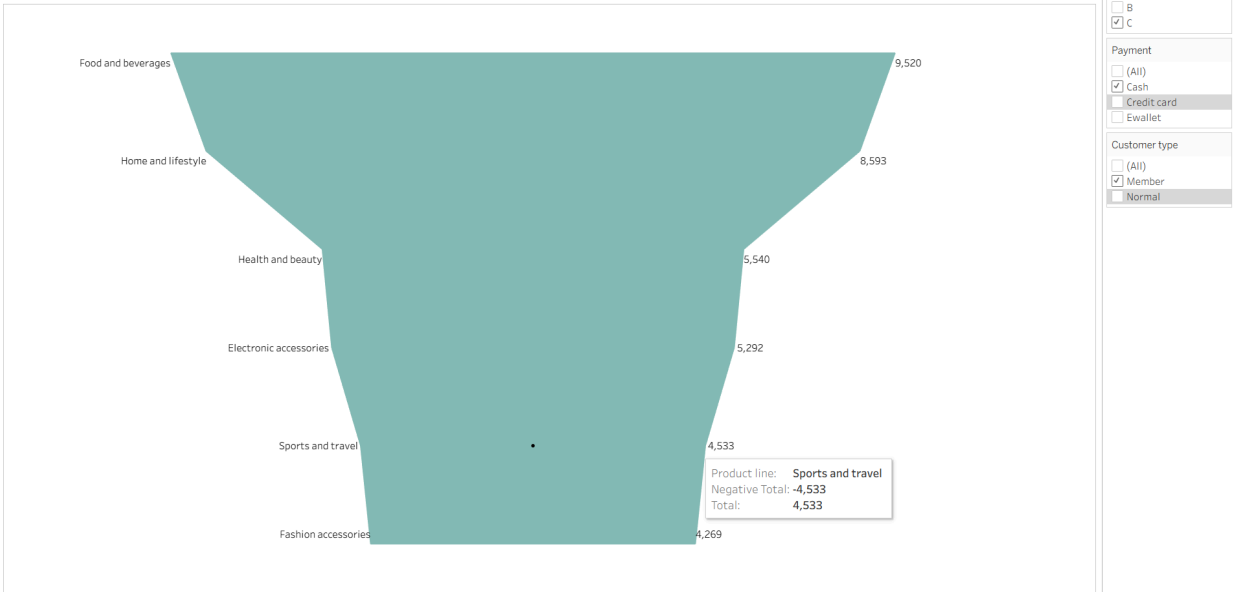
Gender

☒ Female

☒ Male

WordCloud

Sales Funnel by Product Line



Funnel Chart