

IBM DATA ANALYST VIRTUAL INTERNSHIP – ASSIGNMENT 3

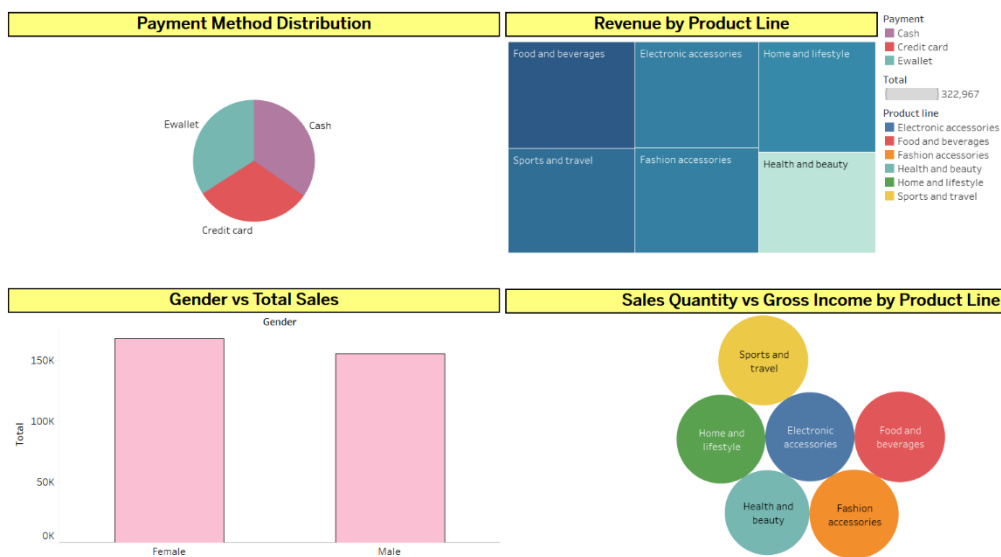
Track: Data Analytics with Tableau

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Dashboard:



The dashboard provides a comprehensive analysis of supermarket sales based on various dimensions from the dataset. The **Payment Method Distribution** reveals an almost equal preference among customers for Cash, Credit Card, and Ewallet, indicating the need to support diverse payment options. The **Revenue by Product Line** treemap highlights that **Food and Beverages**, **Electronic Accessories**, and **Home and Lifestyle** contribute the most to overall revenue, while **Health and Beauty** lags behind. The **Gender vs Total Sales** chart shows that **female customers slightly outperform males** in terms of total sales, suggesting a potential focus area for targeted marketing. Lastly, the **Sales Quantity vs Gross Income** bubble chart demonstrates that product lines like **Food and Beverages**, **Electronic Accessories**, and **Fashion Accessories** generate both high sales volumes and gross income, making them key drivers of profitability. This analysis supports data-driven decisions in inventory management, marketing strategy, and customer engagement.