IBM Data Analyst Virtual Internship – Assignment 2

Track: *Data Analytics with Tableau*

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DONUT CHART

This Donut chart shows the **total sales distribution across three branches**. Branch C slightly leads with 34.235%, while Branch A and Branch B contribute nearly equally with 32.883% and 32.882% respectively. The centre value (322.97K) represents the total sales aggregated from all branches.
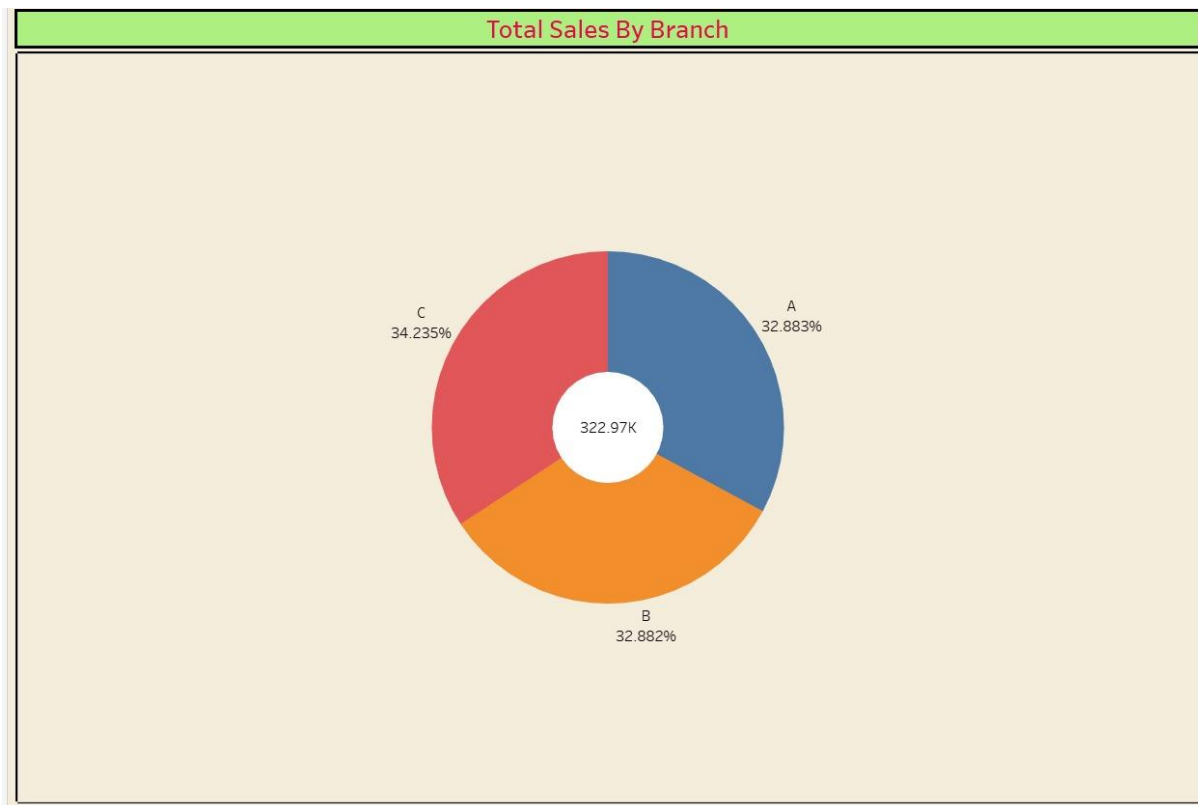
AREA CHART

This Area chart illustrates the **Month Wise Tax in Each City** for the year 2019. The chart shows the tax contributions from different cities over January, February, and March. While specific city labels aren't visible, each colored layer represents a city, and it's evident that tax collection generally dips in February before recovering in March for all represented cities.

Month Wise Tax in Each City

January | February | March
Month of Date [2019]
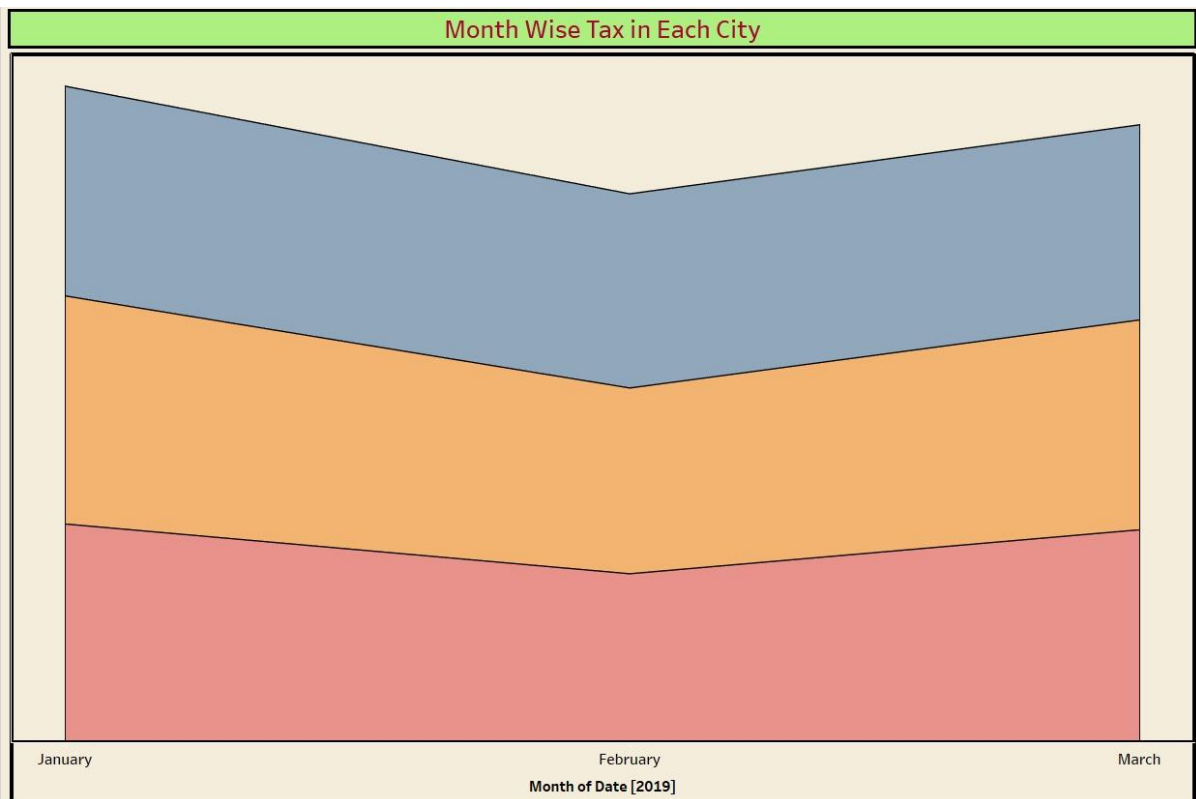
TEXT TABLE

This table shows the Cost of Goods Sold (COGS) in each branch, separated by gender. Branch C has the highest total COGS at 105,304. Overall, female COGS (159,889) is higher than male COGS (147,699) across all branches, with a grand total COGS of 307,587.

	Cogs in Each branch		
Branch	Female	Male	Grand Total
A	50,733	50,411	101,143
B	50,408	50,733	101,141
C	58,748	46,555	105,304
Grand Total	159,889	147,699	307,587

HIGHLIGHTED TABLE

This table shows total sales for various product lines across January, February, and March. Sales often fluctuate, with some product lines like 'Sports and travel' and 'Home and lifestyle' seeing dips in February, while 'Food and beverages' remains more consistent.

| Total Sales By ProdcutLine			
Product line	January	February	March
Electronic accessories	18,831	17,363	18,143
Fashion accessories	19,345	19,010	15,951
Food and beverages	19,571	20,000	16,574
Health and beauty	16,383	14,602	18,208
Home and lifestyle	20,495	12,434	20,933
Sports and travel	21,667	13,810	19,646

WORD CLOUD

This Word Cloud visualizes the **Gross Income By Product Line**. The size of each word indicates the relative gross income for that product line. "Health and beauty" and "Sports and travel" appear to generate the highest gross income, as indicated by their larger font size, suggesting they are the most profitable product categories. "Electronic accessories" and "Fashion accessories" show comparatively lower gross incomes.

Gross Margin Percentage by Prodcut Line

Health and beauty

Home and lifestyle

Fashion accessories

Electronic accessories

Food and beverages

Sports and travel

FUNNEL CHART

This chart displays city ratings. Yangon has the highest rating at 2,389.2, followed by Naypyitaw (2,319.9), and Mandalay (2,263.6) has the lowest.

Rating By City

Yangon
2,389.2

Naypyitaw
2,319.9

Mandalay
2,263.6
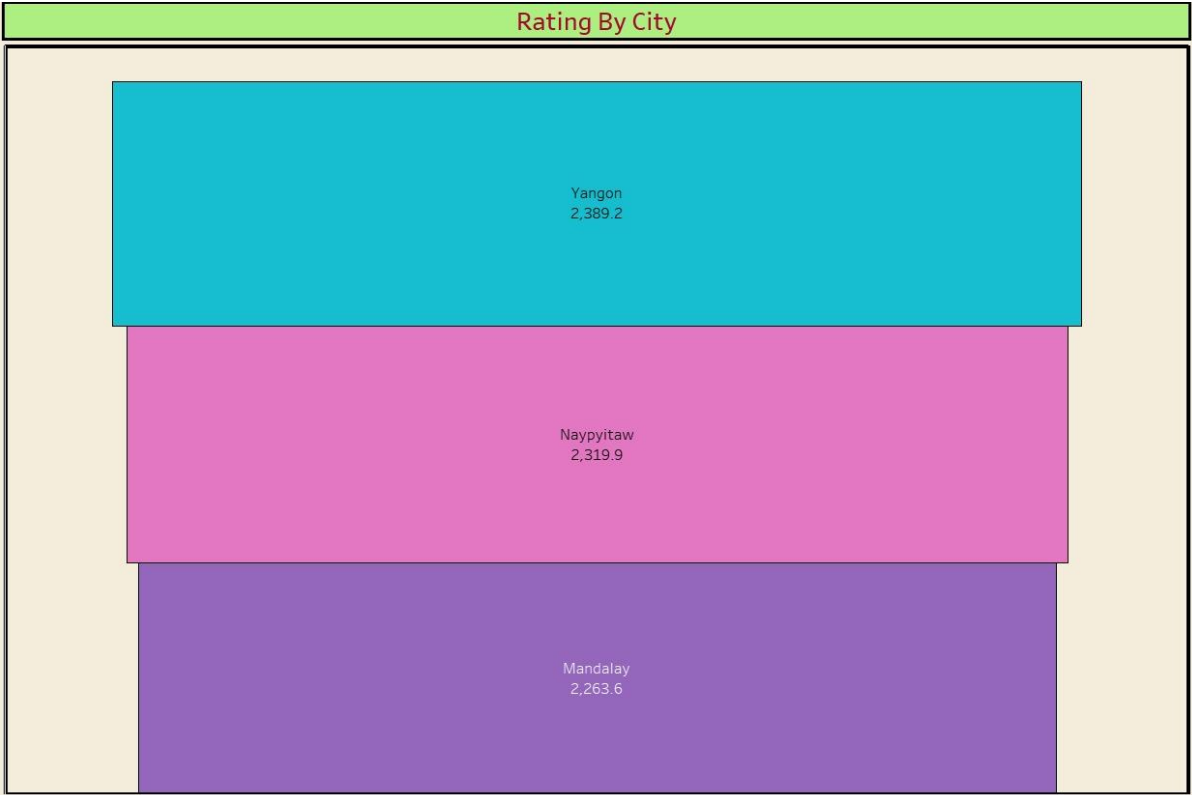
WATERFALL

This chart visualizes Unit Price by Product Line. It displays prices increasing from 'Electronic accessories' to 'Sports and travel'. 'Electronic accessories' has the lowest unit price, while 'Sports and travel' has the highest. A 'Grand Total' bar represents the overall aggregated unit price.