

Supermarket Sales Analysis Using Tableau

DA Assignment – 1

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.

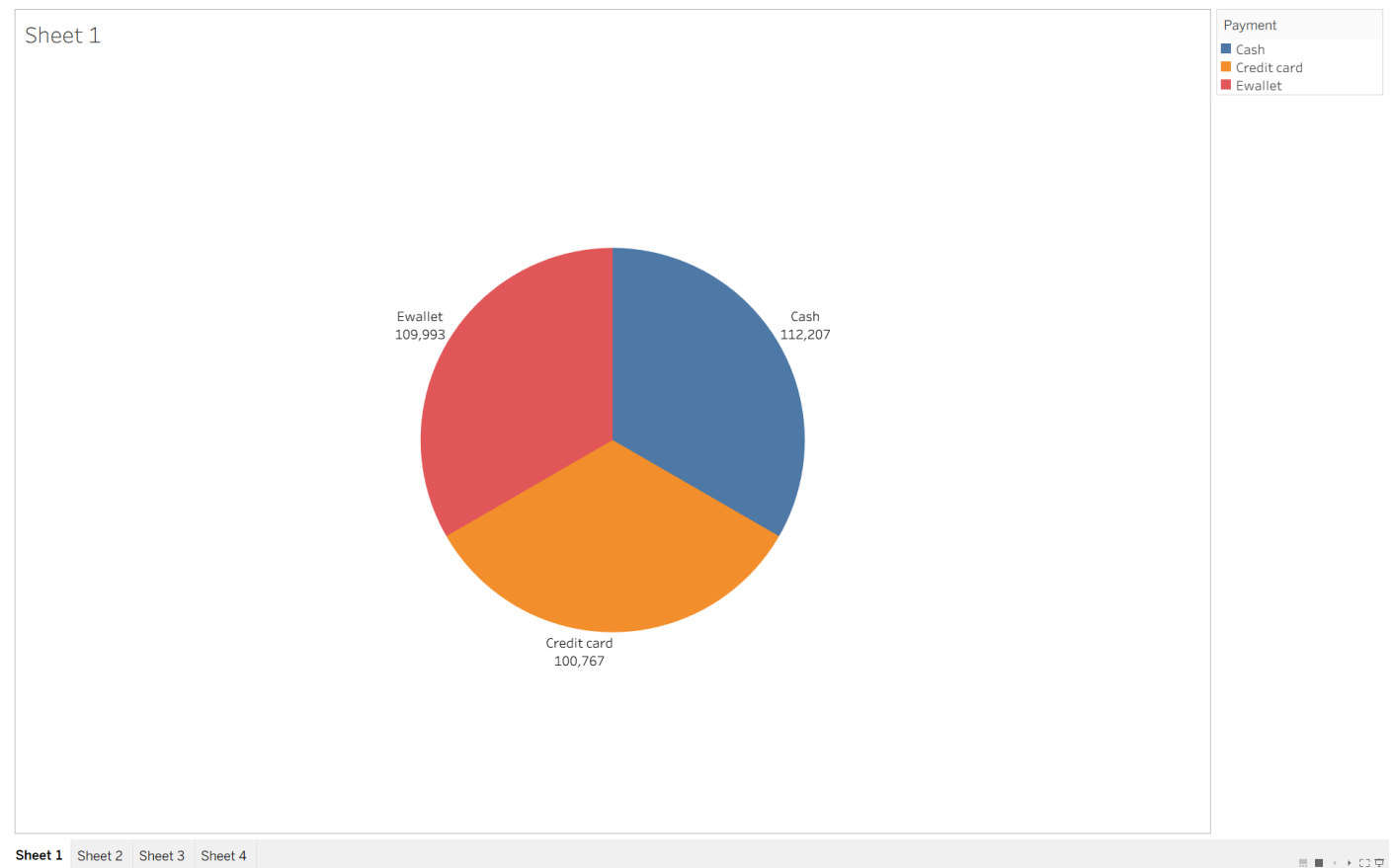
1. Bar Chart – Total Sales by Product Line

Purpose: To analyse which product line generates the highest revenue.



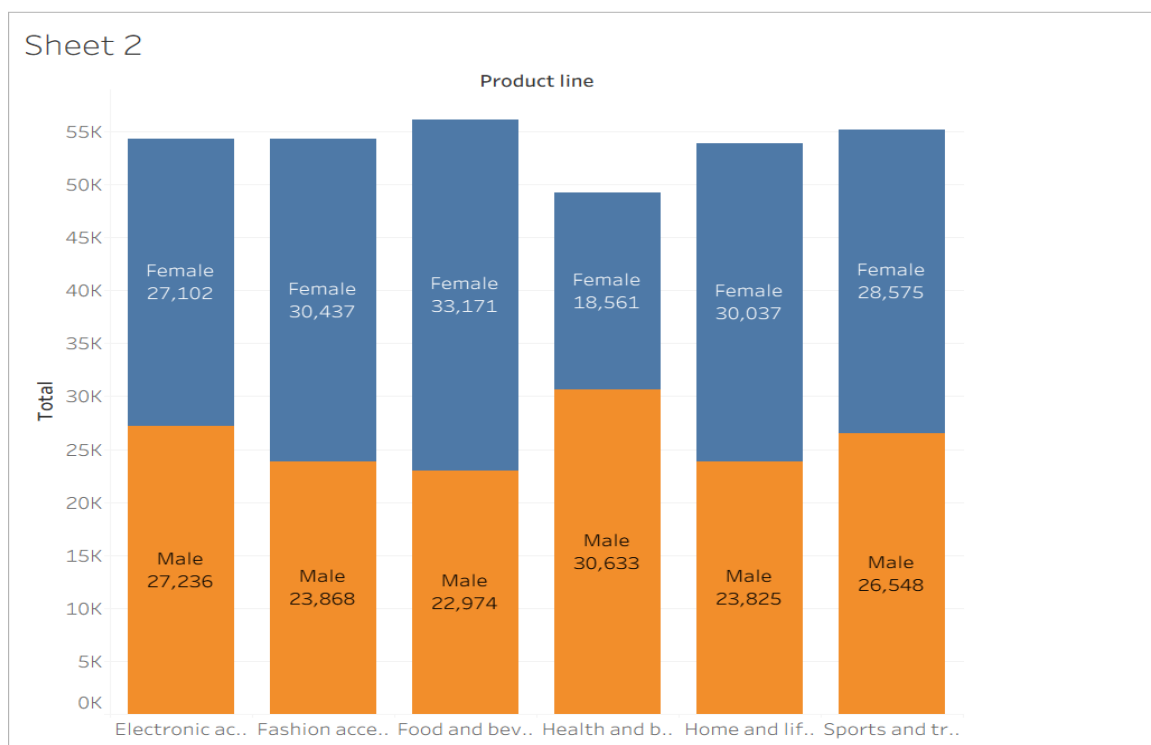
2. Pie Chart – Payment Method Distribution

Purpose: To understand customer preference in payment modes.



3. Stacked Bar Chart – Product Line by Gender

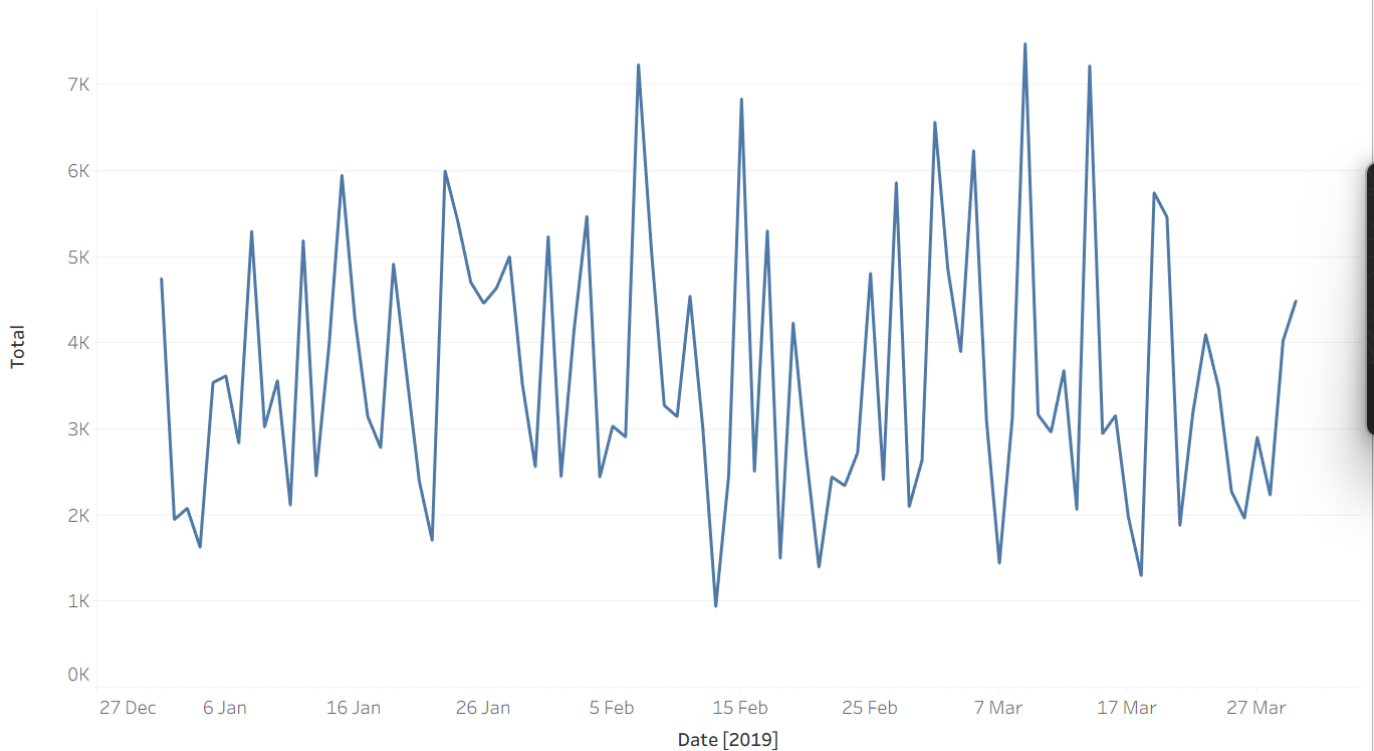
Purpose: See gender-based buying behaviour for each product line.



4. Line Chart – Sales Over Time

Purpose: Track total sales performance over the 3 months

Sheet 3



5. Bubble Chart – Rating vs Gross Income

Purpose: Explore the relation between customer satisfaction and gross income.

Sheet 4

