

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

Ans:

Branch	Payment / Date								
	Cash			Credit card			Ewallet		
	January	Februa..	March	January	Februa..	March	January	Februa..	March
A	219	153	200	191	155	234	275	185	247
B	203	250	175	240	178	181	157	196	240
C	286	193	217	191	172	180	203	172	217

Payment	Cogs			Count of supermarket...			Quantity			Rating			Total			Unit price		
	Janua..	Febru..	March	Janua..	Febru..	March	Janua..	Febru..	March	Janua..	Febru..	March	Janua..	Febru..	March	Janua..	Febru..	March
	Date																	
Cash	39,781	34,044	33,038	122	112	110	708	596	592	849	779	770	41,770	35,746	34,690	6,839	6,460	6,226
Credit card	36,425	29,867	29,677	113	90	108	622	505	595	779	643	756	38,247	31,360	31,160	6,420	5,265	5,231
Ewallet	34,548	28,679	41,528	117	101	127	635	553	704	842	721	834	36,275	30,113	43,605	6,495	5,434	7,301



