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- **Course:** Data Analytics with Tableau
- **Assignment:** Assignment 1

Assignment 1: Data Analytics with Tableau

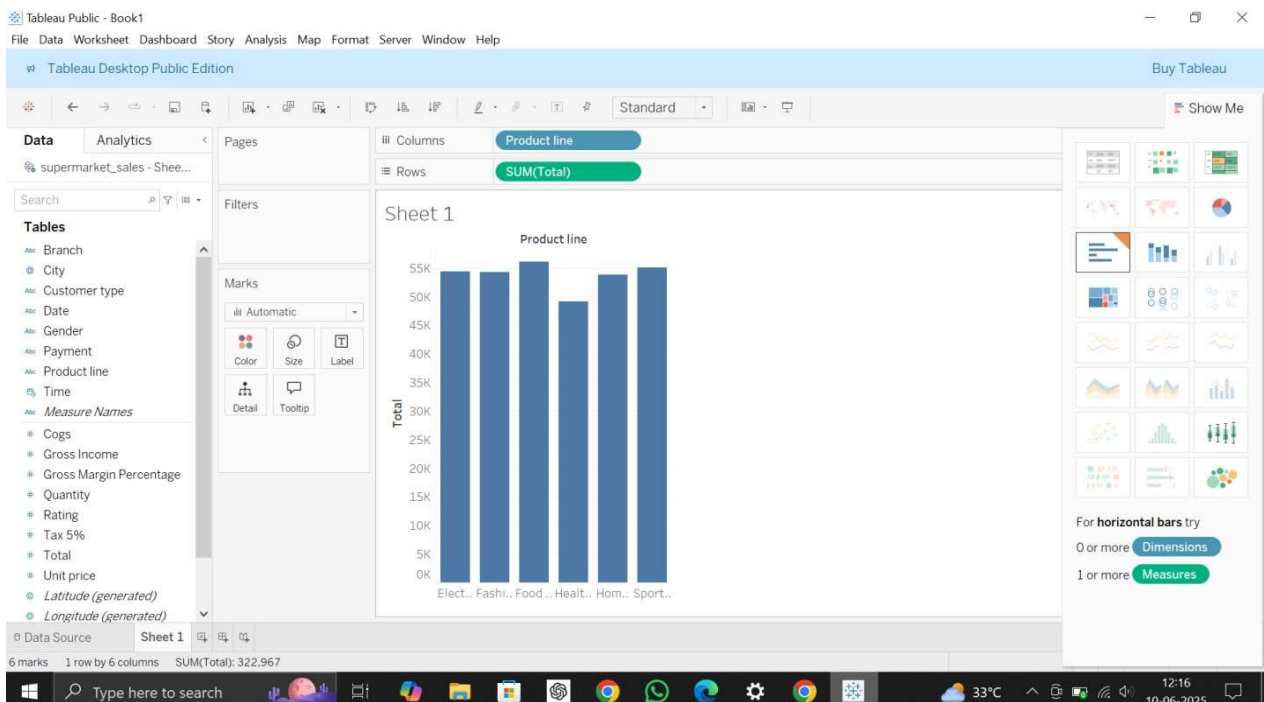
Title: Supermarket Sales Data Visualization and Analysis

Introduction:

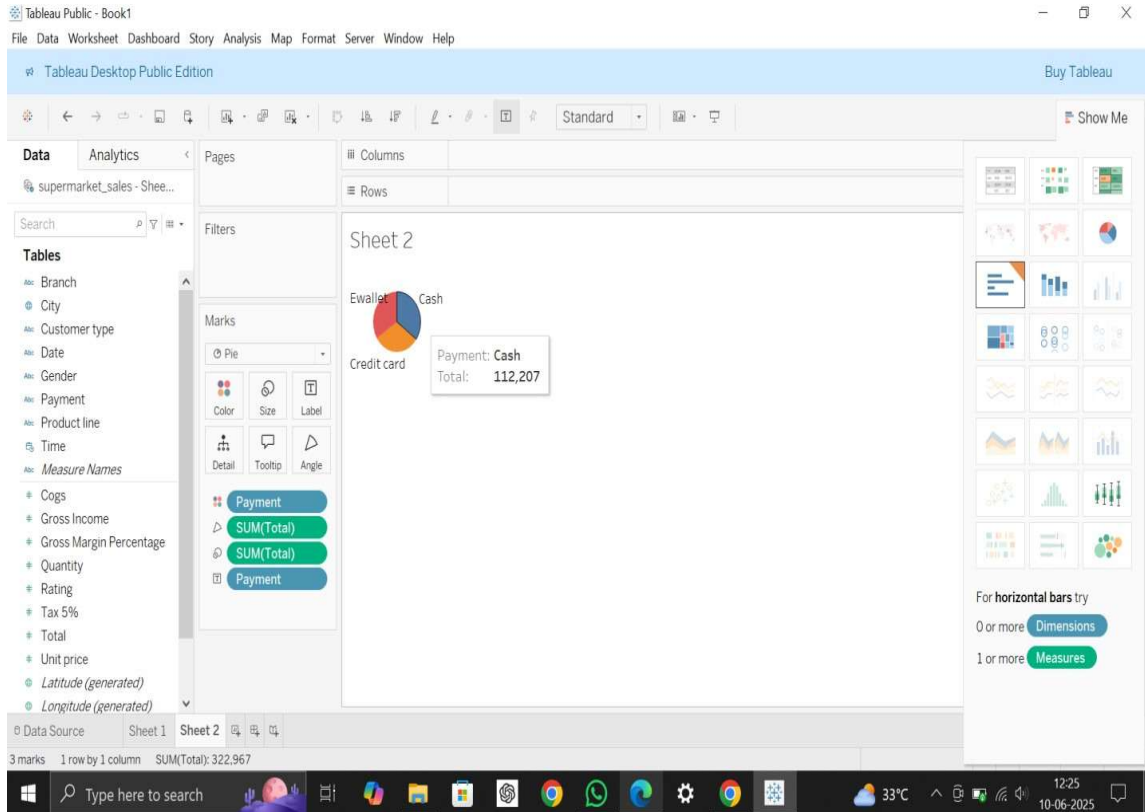
This assignment focuses on analyzing supermarket sales data collected from three branches over a period of three months. Using Tableau, various visualizations were created to understand sales trends, customer distribution, and product performance. The insights from this analysis can help the supermarket improve decision-making, marketing strategies, and customer experience.

Visualizations:

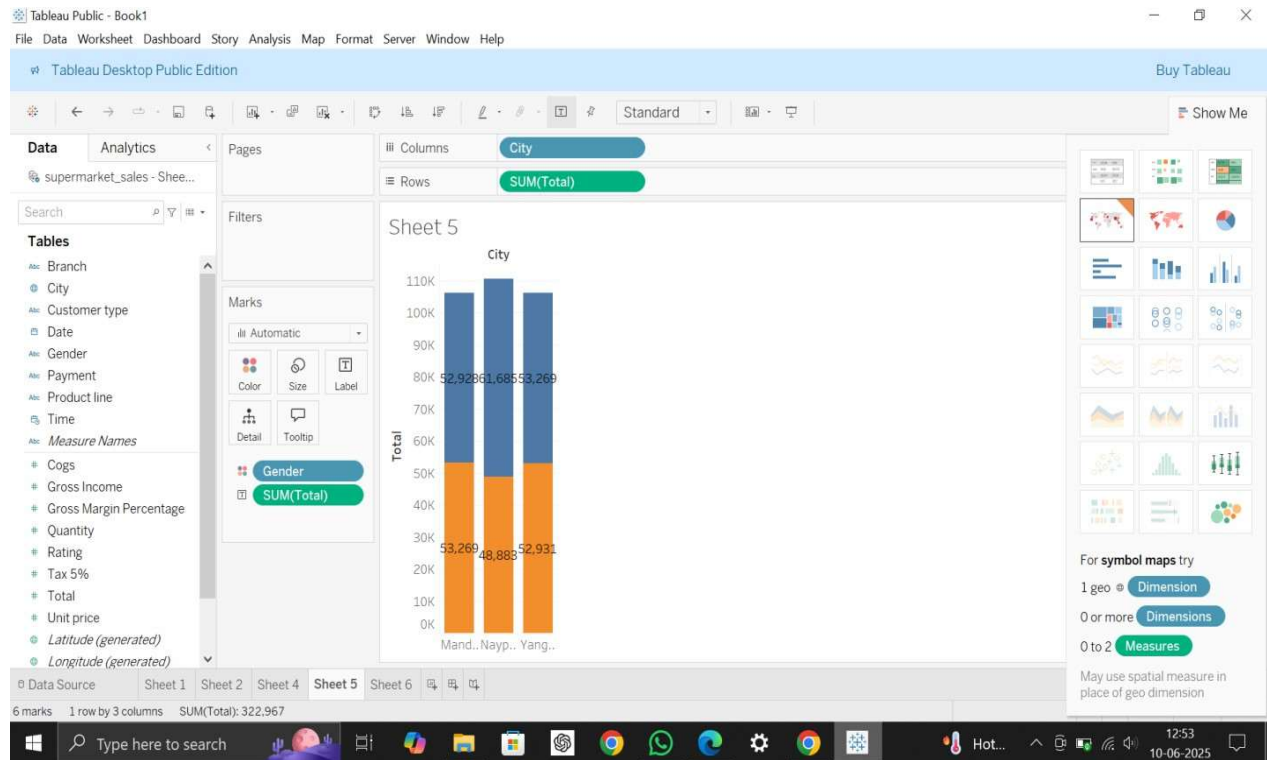
1. Bar Chart: Total Sales by Product Line



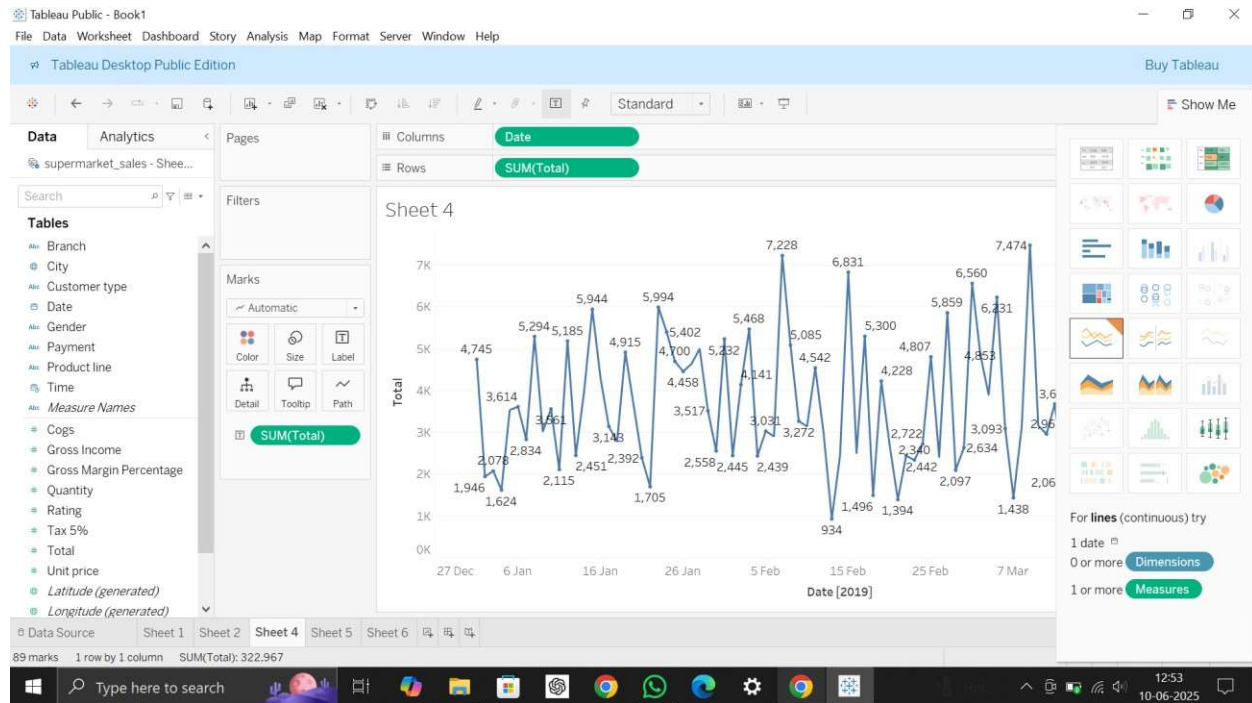
2. Pie Chart: Payment Method Distribution



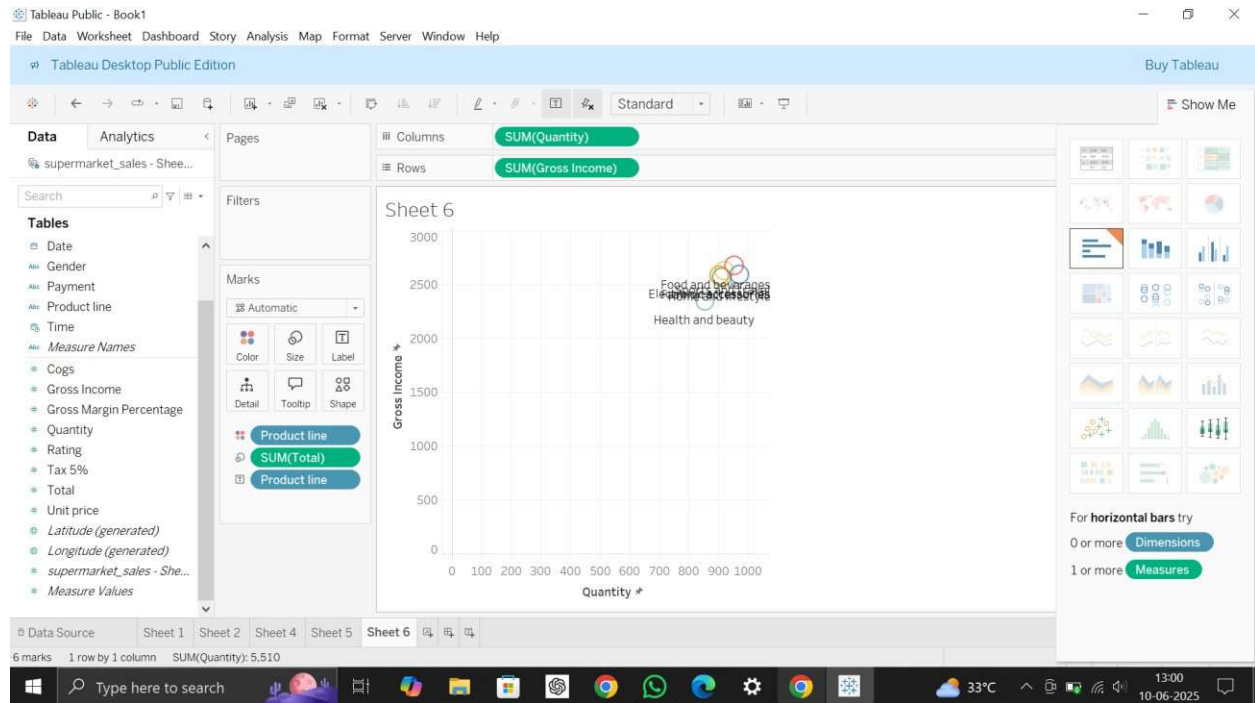
3. Stacked Bar Chart: Total Sales by City and Gender



4. Line Chart: Daily Sales Trend



5. Bubble Chart: Quantity vs Gross Income by Product Line



Conclusion:

Through this analysis, we observed key patterns in customer preferences, product performance, and payment methods. These visualizations provide valuable insights that can support business growth and enhance customer satisfaction. Tableau's visual tools made it easy to identify trends and compare different factors effectively.