

# Supermarket Sales Analysis Using Tableau

## DA Assignment – 1

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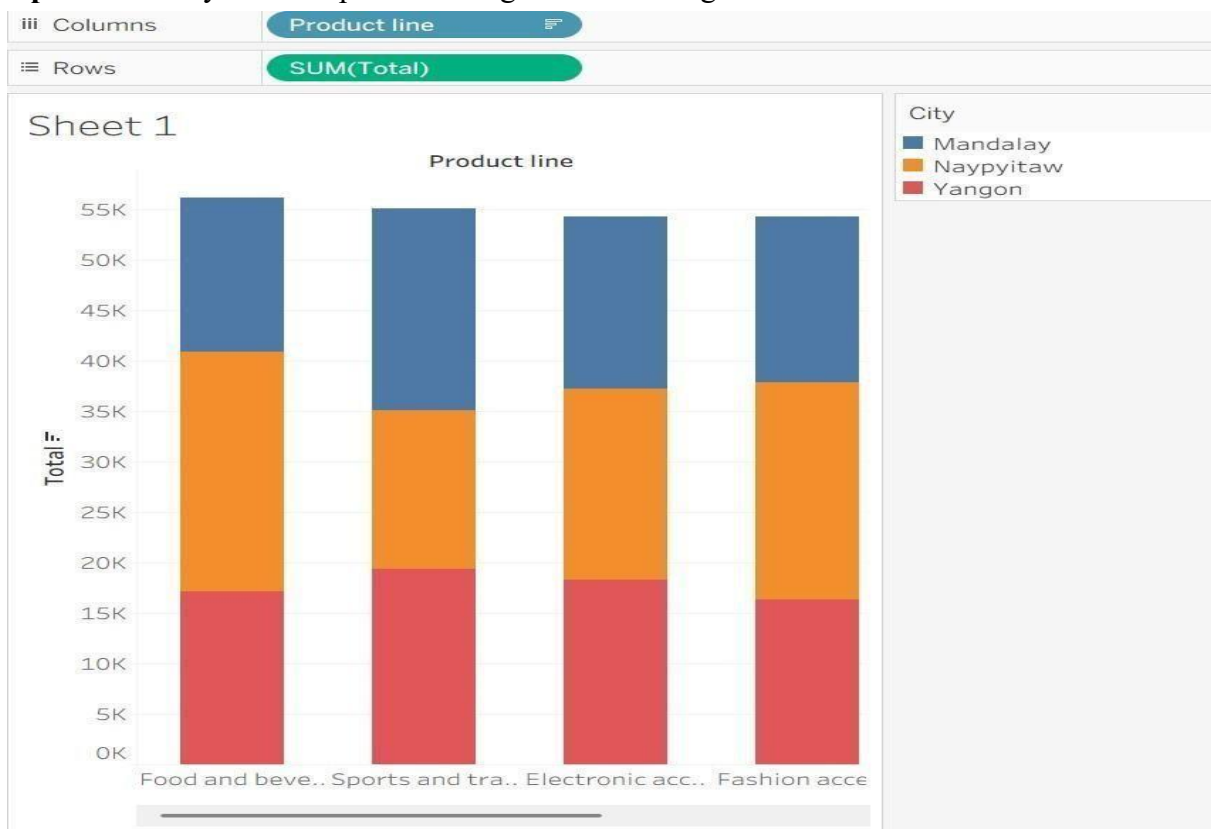
**INSTITUTION:** Seshadri Rao Gudlavalleru Engineering College

**Project Title:** Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

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.

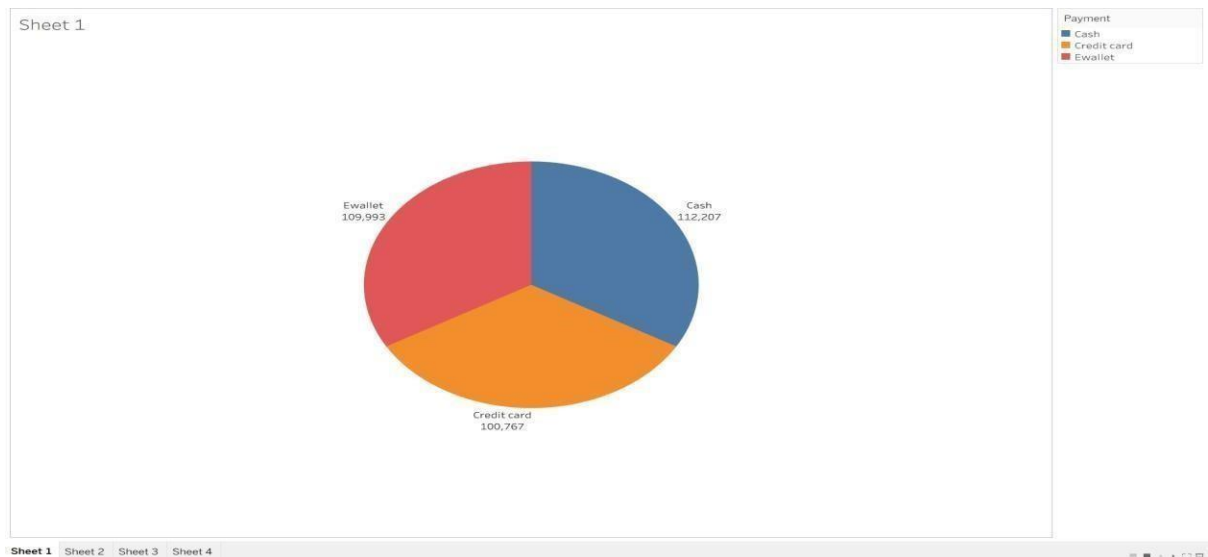
### 1. Bar Chart – Total Sales by Product Line

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



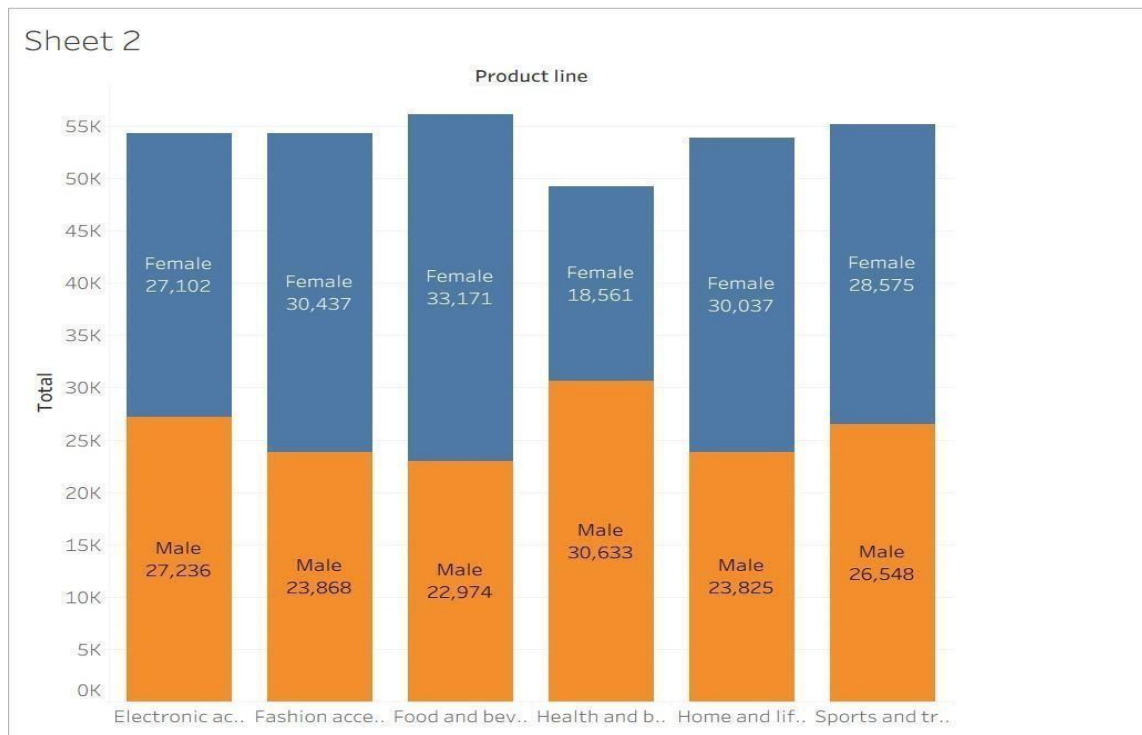
### 2. Pie Chart – Payment Method Distribution

**Purpose:** To understand customer preference in payment modes.



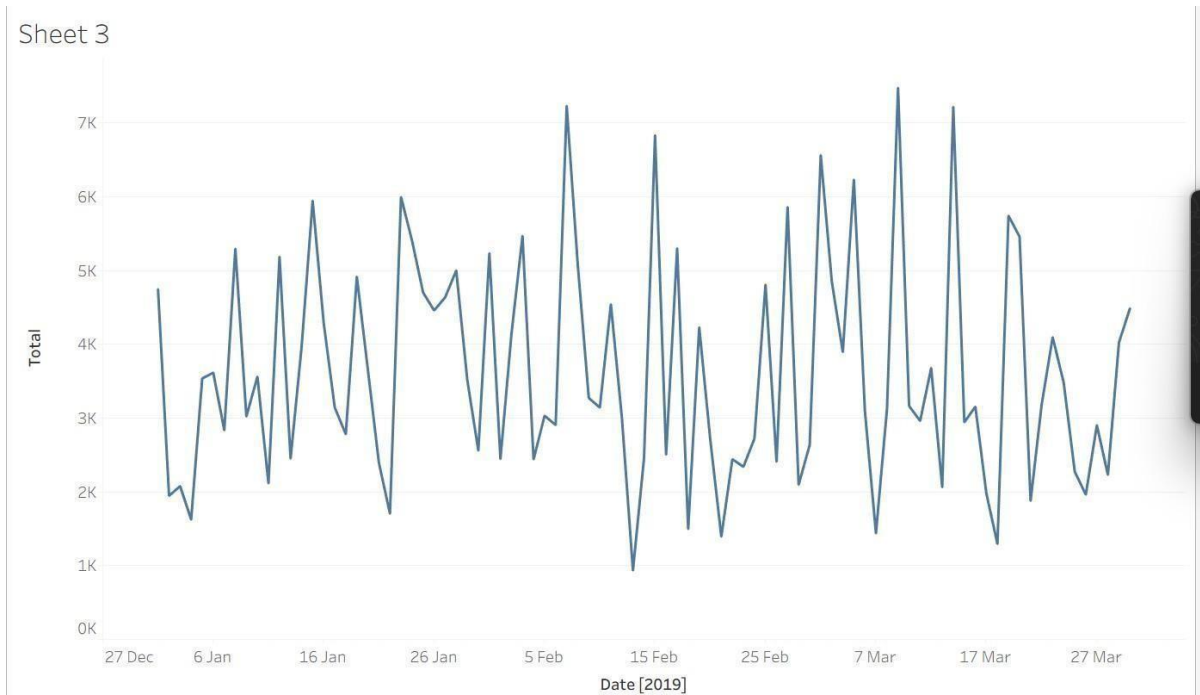
### 3. Stacked Bar Chart – Product Line by Gender

**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



### 5. Bubble Chart – Rating vs Gross Income

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

Sheet 4

