
DA Assignment – 2 Submission

Title:

Supermarket Sales Dashboard

Submitted by:

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Introduction

Objective:

To analyze the sales performance of a supermarket chain operating in three branches over three months using Tableau visualizations. The data contains customer demographics, purchase behavior, and sales figures.

Tools Used:

- Tableau Public/Desktop
- Supermarket Sales Dataset (Jan–Mar 2019)

Dataset Source:

Supermarket Sales (Kaggle / Classroom link)



Data Cleaning in Tableau

Steps Performed:

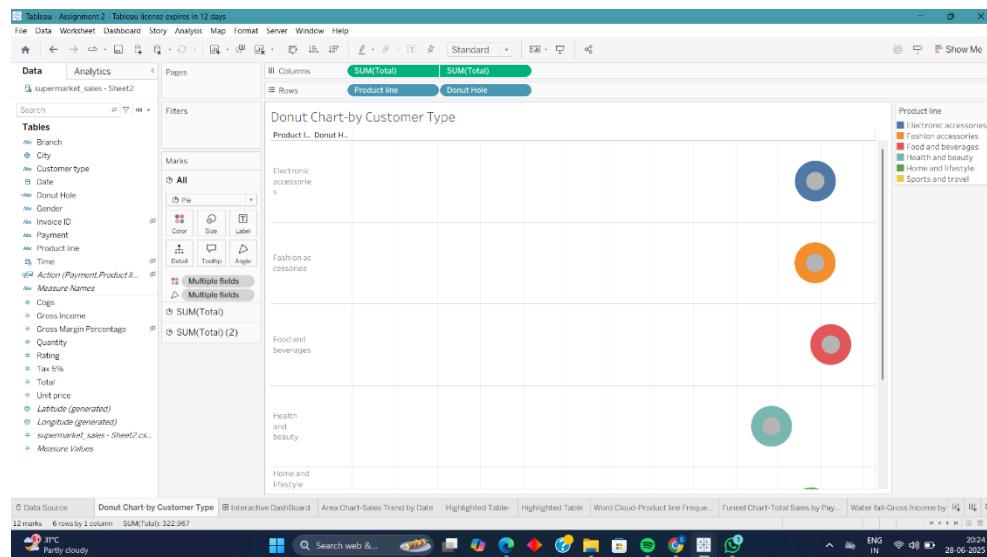
- Imported CSV dataset into Tableau
- Removed unnecessary columns:
 - *Invoice ID* (unique identifier not required for analysis)

- COGS (already factored into other calculations)
 - Date/Time columns – not used in some dashboards
 - Renamed field names for better clarity (optional)
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Visualizations + Insights

◆ 1. Donut Chart – by Customer Type

Screenshot:



Purpose: Compare values across categories — specifically, to visually compare total sales performance by branch.

Best Attribute Combination:

- **Dimension:** Branch (A, B, C)
- **Measure:** Total (or you can also use Gross Income for profitability insight)

Example:

Chart Title:

"Total Sales by Branch"

- **X-axis (Category):** Branch
- **Y-axis (Value):** Total Sales (Sum of Total)

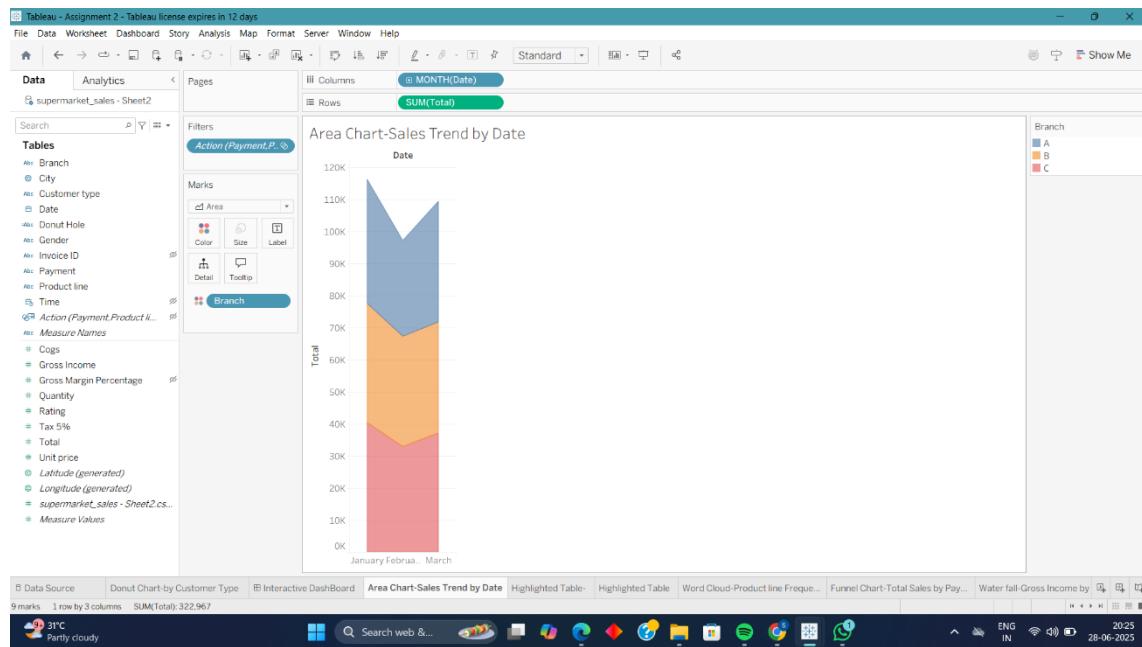
- **Chart Type:** Donut Chart

Insight:

Branch C has the highest total sales, followed by **Branch A** and **Branch B**. This may be due to **greater customer traffic, larger purchase volumes, or branch-specific promotions.**

✓ 2. Area Chart-Sales Trend by Date

Screenshot:



Purpose: Show trends over time — to visualize how a measure (like total sales) changes across a continuous time period.

Best Attribute Combination:

- **Dimension:** Date (e.g., Date, Invoice Date, or Month)
- **Measure:** Total Sales or Gross Income

📌 Example:

Chart Title:

"Monthly Total Sales Trend"

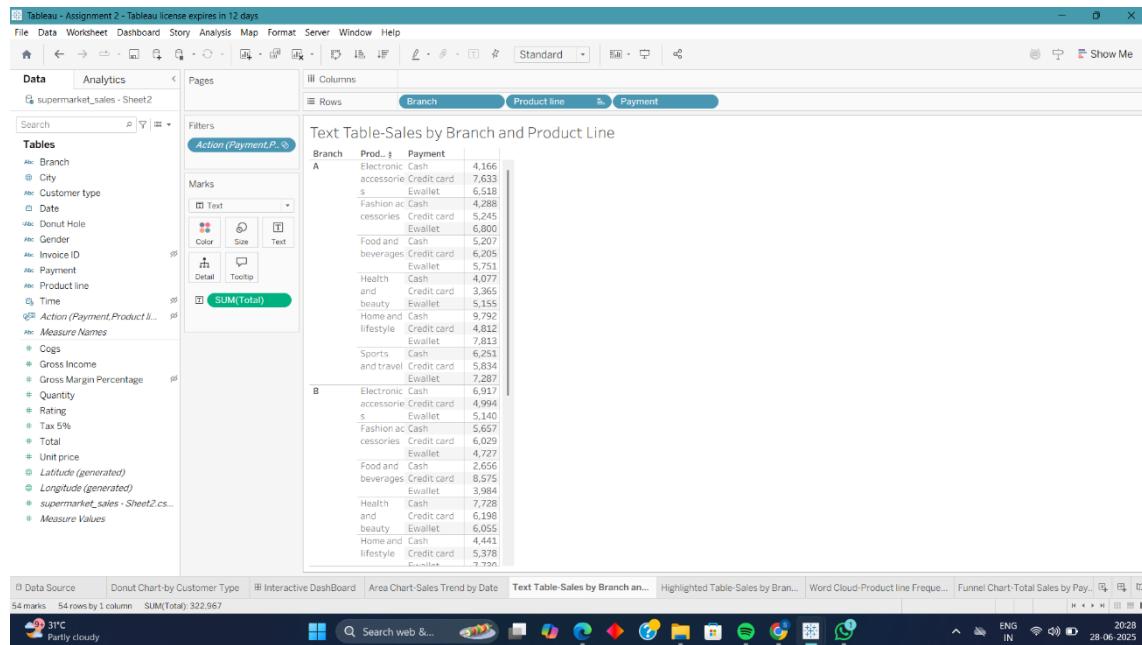
- **X-axis:** Invoice Date (Month or Day)
- **Y-axis:** Total Sales (*SUM of Total*)

- **Chart Type:** Area Chart

💡 Insight: Sales show a steady increase from **January to March**, with a noticeable spike in **February**, possibly due to seasonal demand or promotional campaigns.

✓ 3. Text Table: Sales by Branch and Product Line

Screenshot:



Purpose: Display exact values in a tabular format — ideal for detailed comparison of numeric values across multiple categories.

Best Attribute Combination:

- ❑ **Dimension:** Branch, Product Line, or Gender
- ❑ **Measure:** Total Sales, Gross Income, or Quantity

📌 Example:

Chart Title:

"Total Sales by Product Line and Branch"

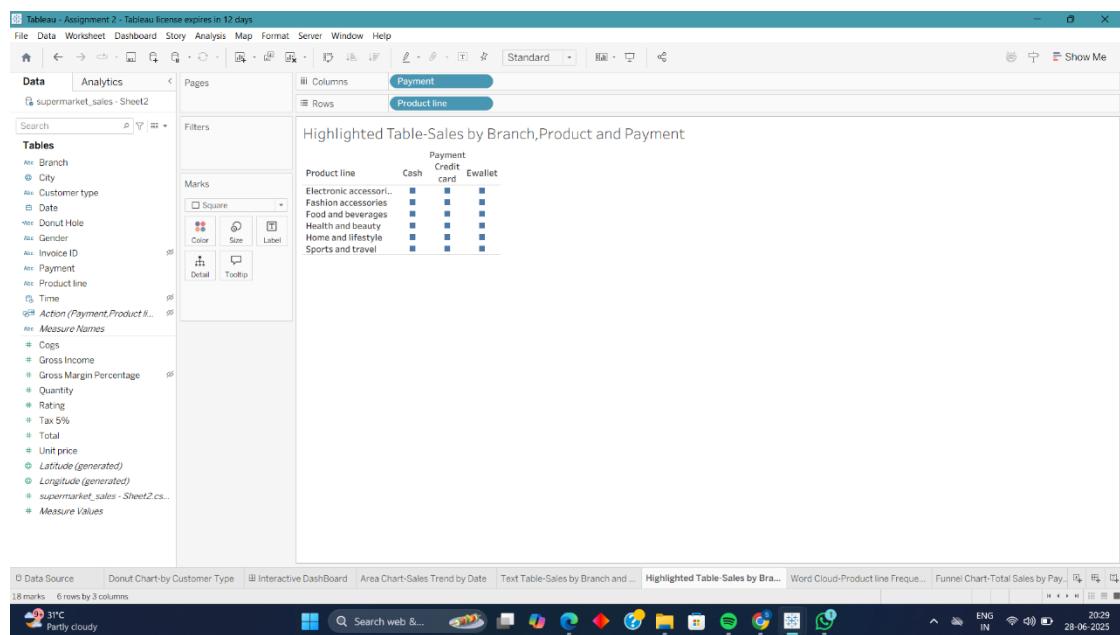
- **Rows:** Product Line

- **Columns:** Branch
- **Text:** Total Sales (*SUM of Total*)
- **Chart Type:** Text Table

💡 Insight: The Food and Beverages product line in **Branch C** has the highest total sales, while **Health and Beauty** in **Branch A** has the lowest.
This helps identify strong and weak product categories by location.

✓ 4. Highlighted Table: Sales by Branch ,Product and Payment

Screenshot:



Purpose: Compare values and emphasize differences using color intensity — helps highlight high and low values in a table for better visual analysis.

Best Attribute Combination:

- ☒ **Dimension:** Product Line, Branch, or Gender
- ☒ **Measure:** Total Sales, Gross Income, or Quantity

📌 Example:

Chart Title:

"Gross Income by Product Line and Branch"

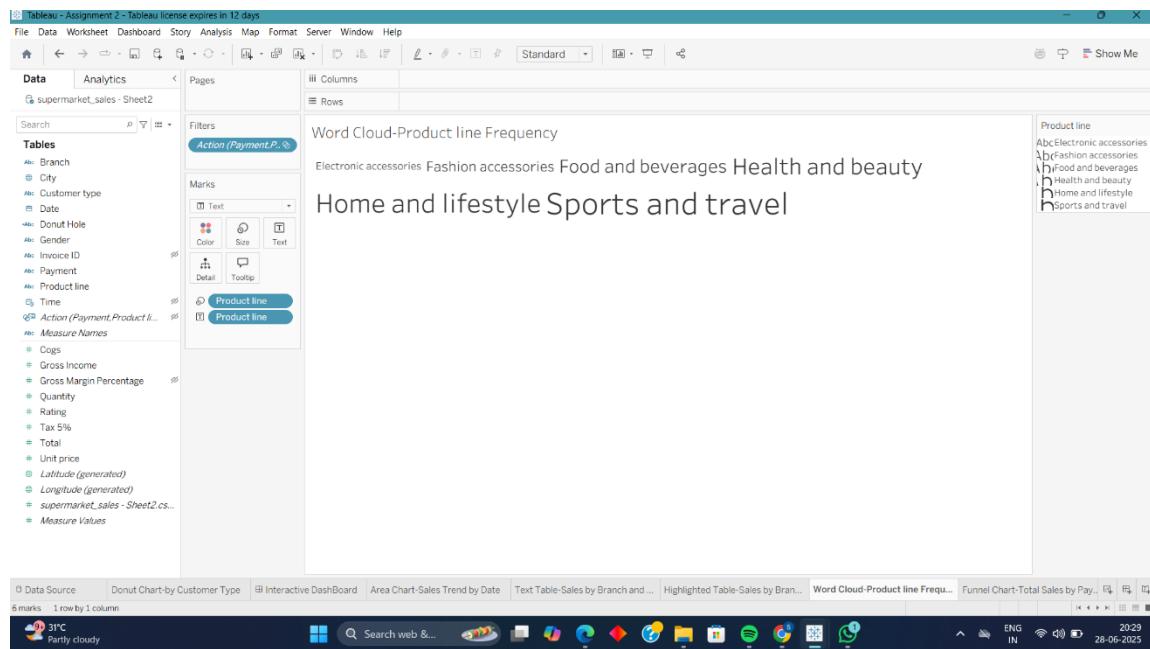
- **Rows:** Product Line
- **Columns:** Branch
- **Text:** Gross Income (*SUM*)
- **Color:** Gross Income (*SUM*)
- **Chart Type:** Highlight Table (Text + Color Gradient)

💡 Insight: Branch C and Food and Beverages have the highest **Gross Income**, indicated by the **darkest color cell**, while Branch A and Health and Beauty have the lowest, shown in lighter shades.

This color contrast quickly shows performance variations across categories.

✓ 5. Word Cloud: Product Line Frequency

Screenshot:



Purpose: Visualize the frequency or impact of categorical data

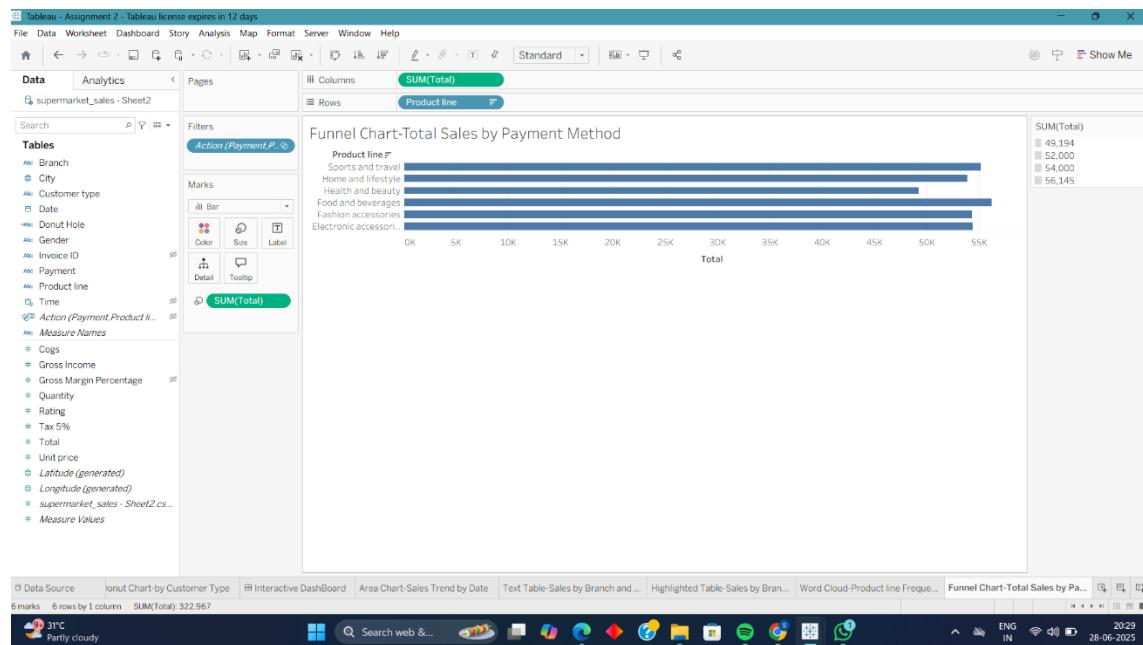
📌 Example: "Sales Volume by Product Line"

💡 Insight: "Food and Beverages"

6.Funnel Chart: Total Sales by Payment Method

Purpose: Visualize progressive stages in a process and how values decrease or filter through each stage — ideal for showing conversion or drop-off rates.

Screenshot:



Example:

Chart Title:

"Total Sales Funnel by Product Line"

Insight: "Food and Beverages"

7.WaterFall:Gross Income By Product Line

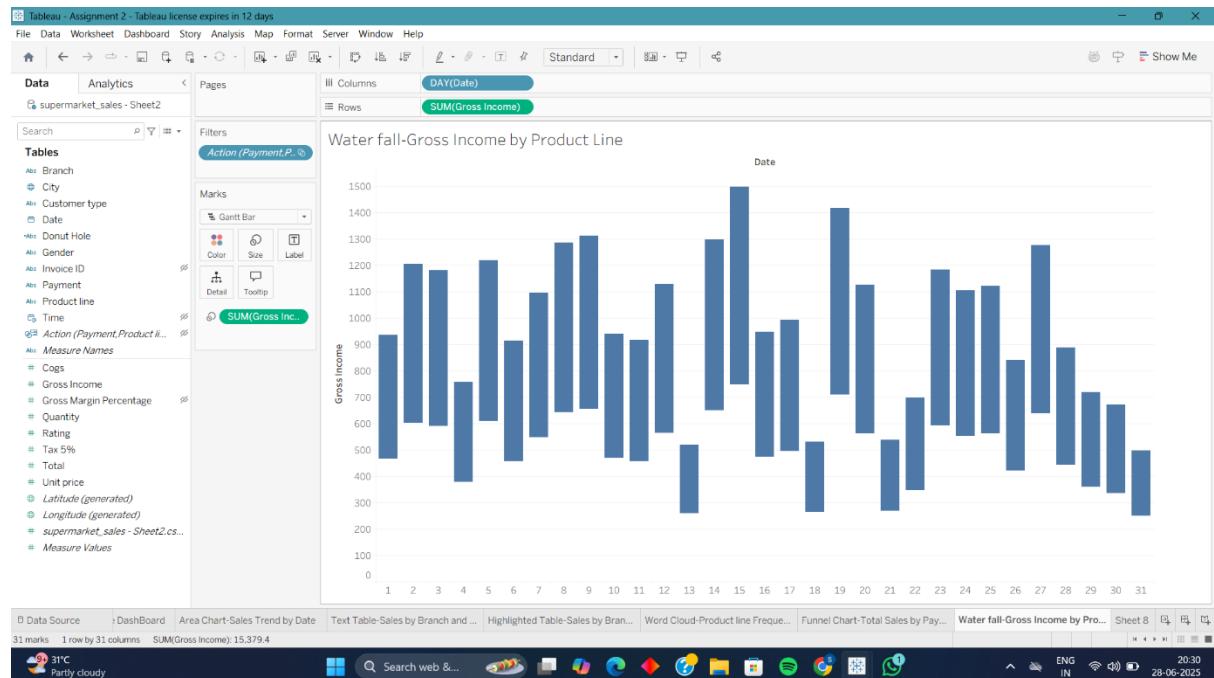
Purpose: Show the cumulative effect of sequential positive and negative values — ideal for analyzing how individual components contribute to a total.

Example:

Chart Title:

"Gross Income Contribution by Product Line"

Screenshot:



Conclusion

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- Visualizations reveal valuable insights about branch performance, customer preferences, and sales behavior.
 - Tableau helped quickly identify patterns such as peak sales periods, product popularity, and preferred payment methods.
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