DA Assignment - 1

The growth of supermarkets in most populated cities is increasing and market competition is high.

The dataset is one of the historical sales of a supermarket company which has records in 3 different branches over 3 months.

Attribute Information:

- Invoice ID: Unique sales slip invoice number
- Branch: Supermarket branch (A, B, or C)
- City: Location of the branch
- Customer Type: Member or Normal
- Gender: Customer gender
- Product Line: Item category (e.g., Electronic accessories, Fashion, etc.)
- Unit Price: Price of each item
- Quantity: Number of items purchased
- Tax: 5% tax applied
- Total: Price including tax
- Date and Time of purchase
- Payment Method: Cash, Credit card, E-wallet
- COGS: Cost of goods sold
- Gross Margin %
- Gross Income
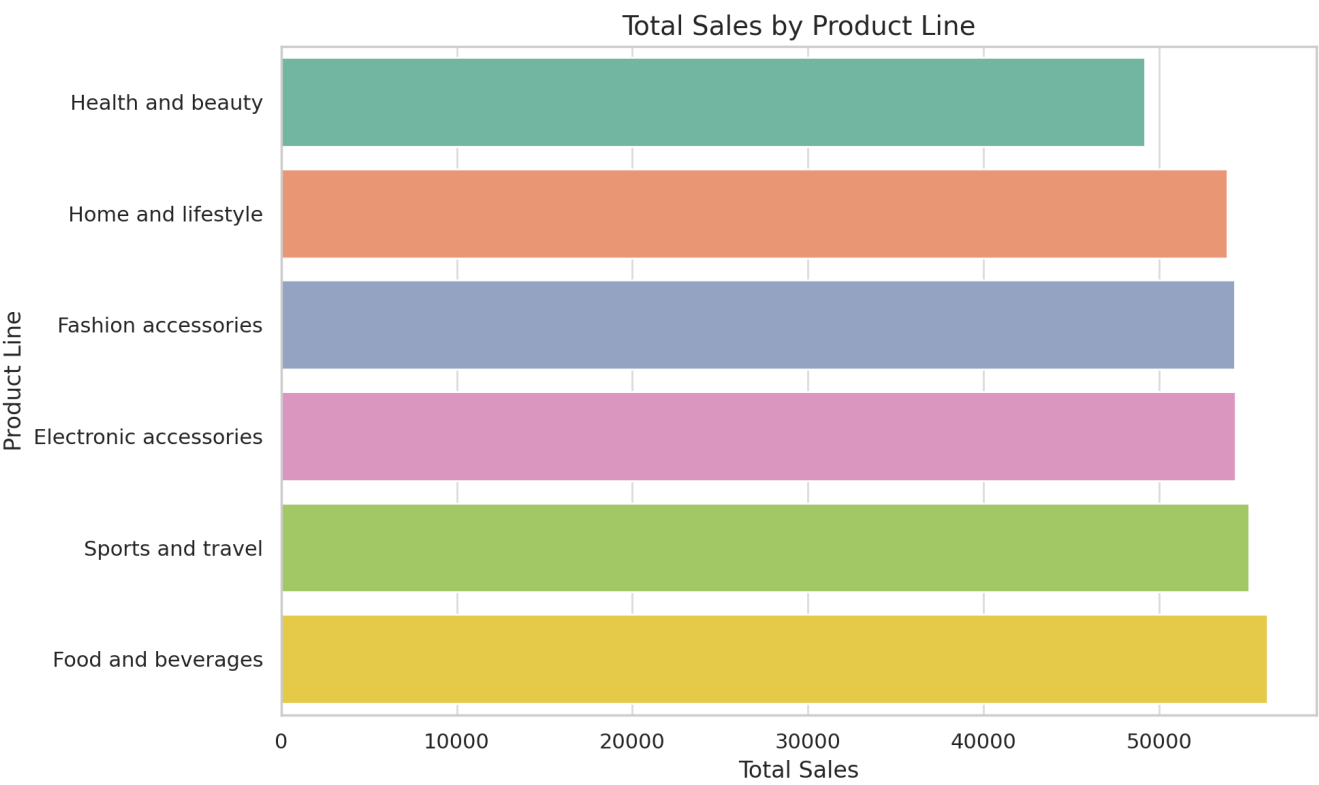- Rating: Customer satisfaction (1 to 10)

Task:

Upload the dataset to Tableau, delete the unnecessary columns, and create the following visualizations:

1. Bar Chart
2. Pie Chart
3. Stacked Bar Chart
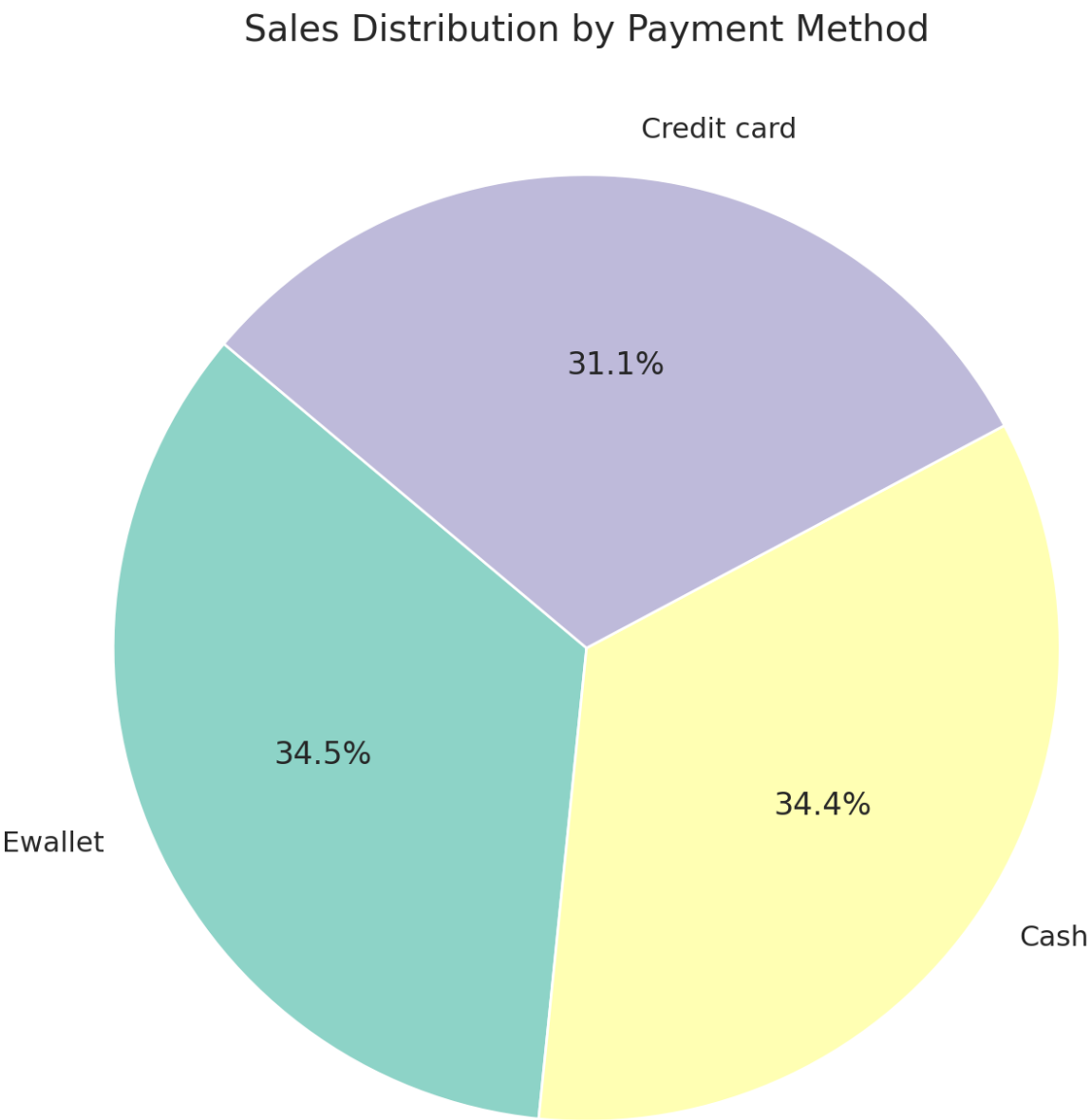4. Line Chart
5. Bubble Chart

Bar Chart - Sales by Product Line

Shows total sales across each product line. Helps identify top-selling categories.
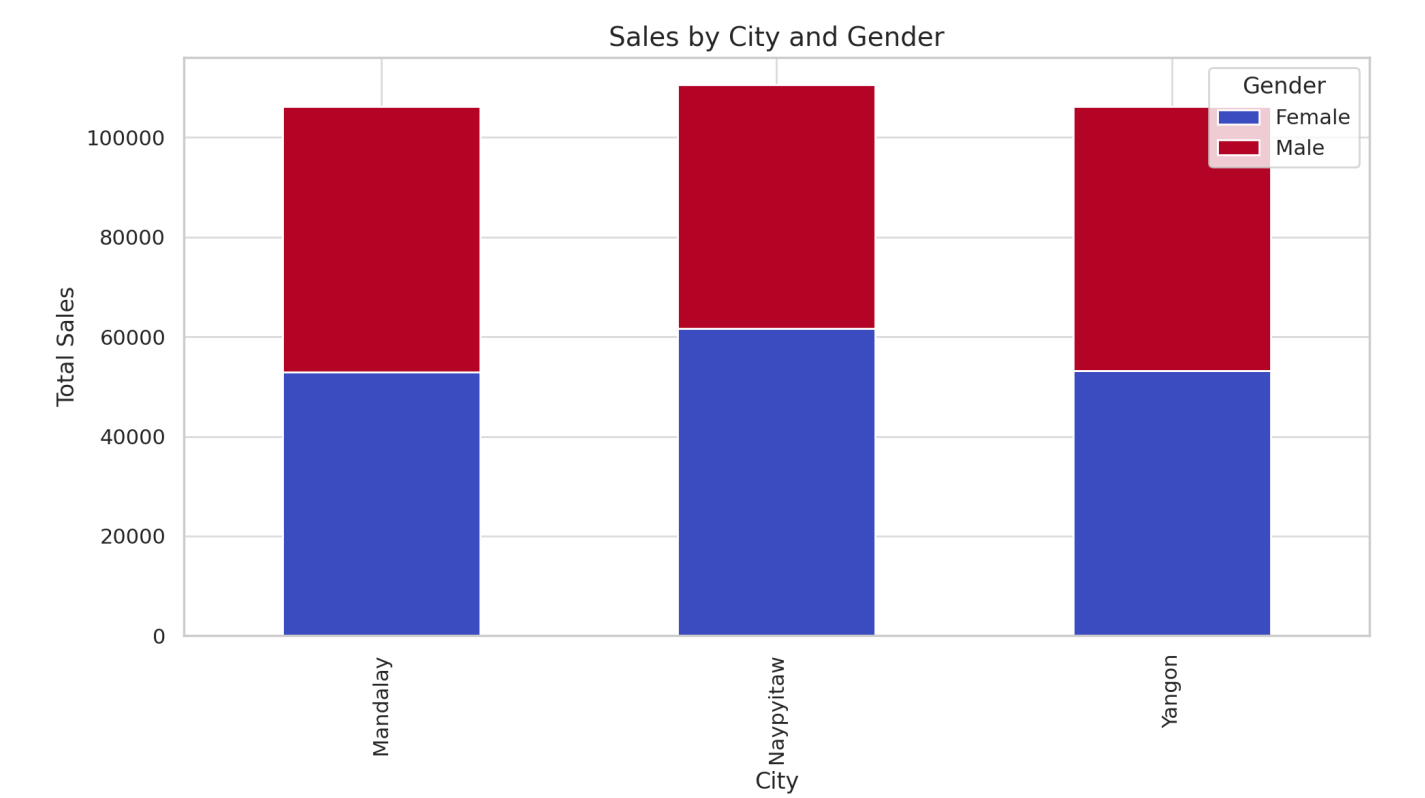
Total Sales by Product Line

Product Line	
Health and beauty	
Home and lifestyle	
Fashion accessories	
Electronic accessories	
Sports and travel	
Food and beverages	

Total Sales

0   10000   20000   30000   40000   50000

Pie Chart - Sales Distribution

Displays percentage share of sales by payment method.

Sales Distribution by Payment Method

Credit card
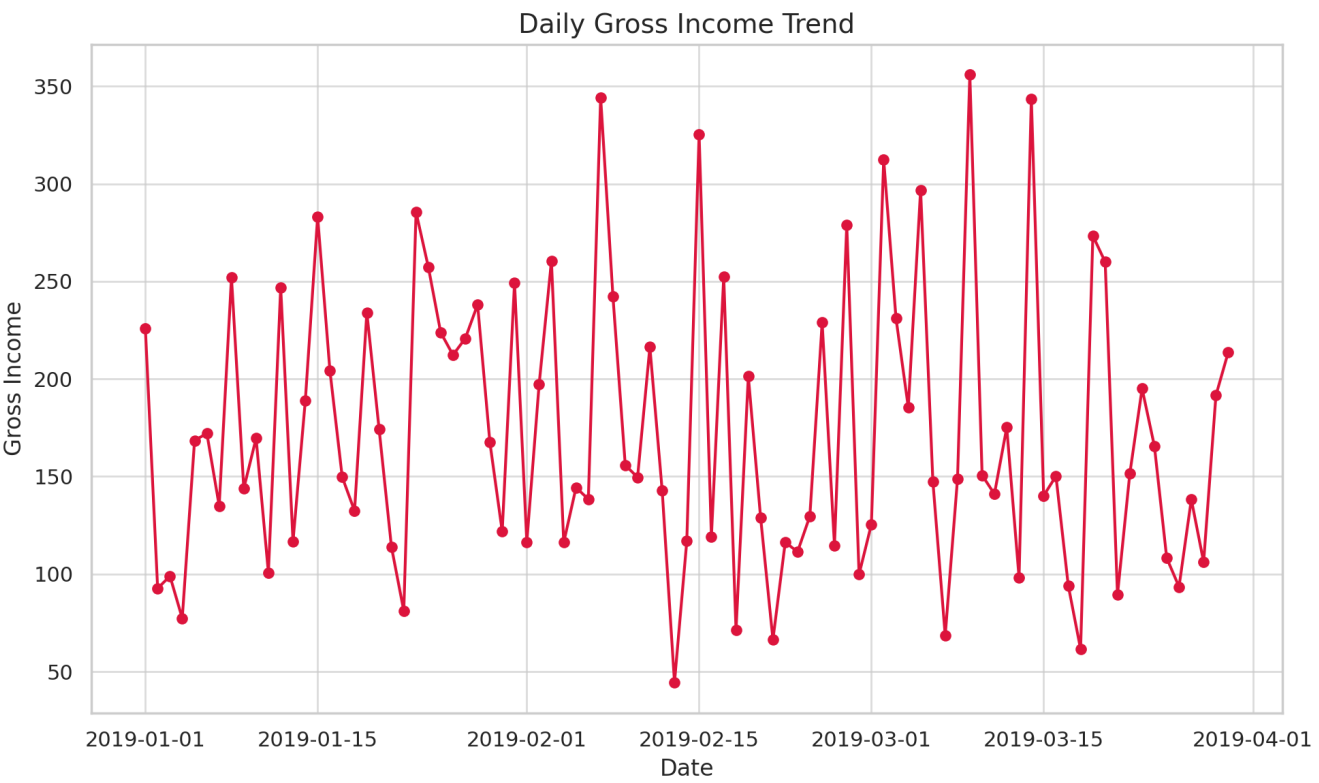
31.1%

34.5%

34.4%

Ewallet

Cash

Stacked Bar Chart - Sales by City and Gender

Visual comparison of total sales split by city and customer gender.

Line Chart - Gross Income Trend

Visualizes daily gross income over time to detect patterns or trends.

Daily Gross Income Trend

Bubble Chart - Gross Income vs Rating

Each bubble represents a sale. Size indicates quantity sold.

Gross Income vs Rating (Bubble Size = Quantity)