

DA Assignment - 2

Assignment Information:

The dataset records historical supermarket sales across three branches over three months. It includes transactional details such as branch, customer type, gender, product line, unit price, total, tax, payment method, gross income, and customer ratings.

Attribute Information:

Invoice ID:

Auto-generated sales slip invoice number

Branch:

Store location (A, B, C)

City:

Supercenter's city

Customer Type:

Member or Normal

Gender:

Male or Female

Product Line:

Category (e.g., Electronics, Fashion, Food, etc.)

Unit Price:

Price of a single product (\$)

Quantity:

Number of units purchased

Tax:

5% tax on purchase

Total:

Purchase total including tax

Date:

Transaction date (Jan 2019 - Mar 2019)

Time:

Transaction time (10 AM - 9 PM)

Payment:

Payment method (Cash, Credit card, Ewallet)

COGS:

Cost of Goods Sold

Gross Margin %:

Profit margin percentage

Gross Income:

Profit in \$

Rating:

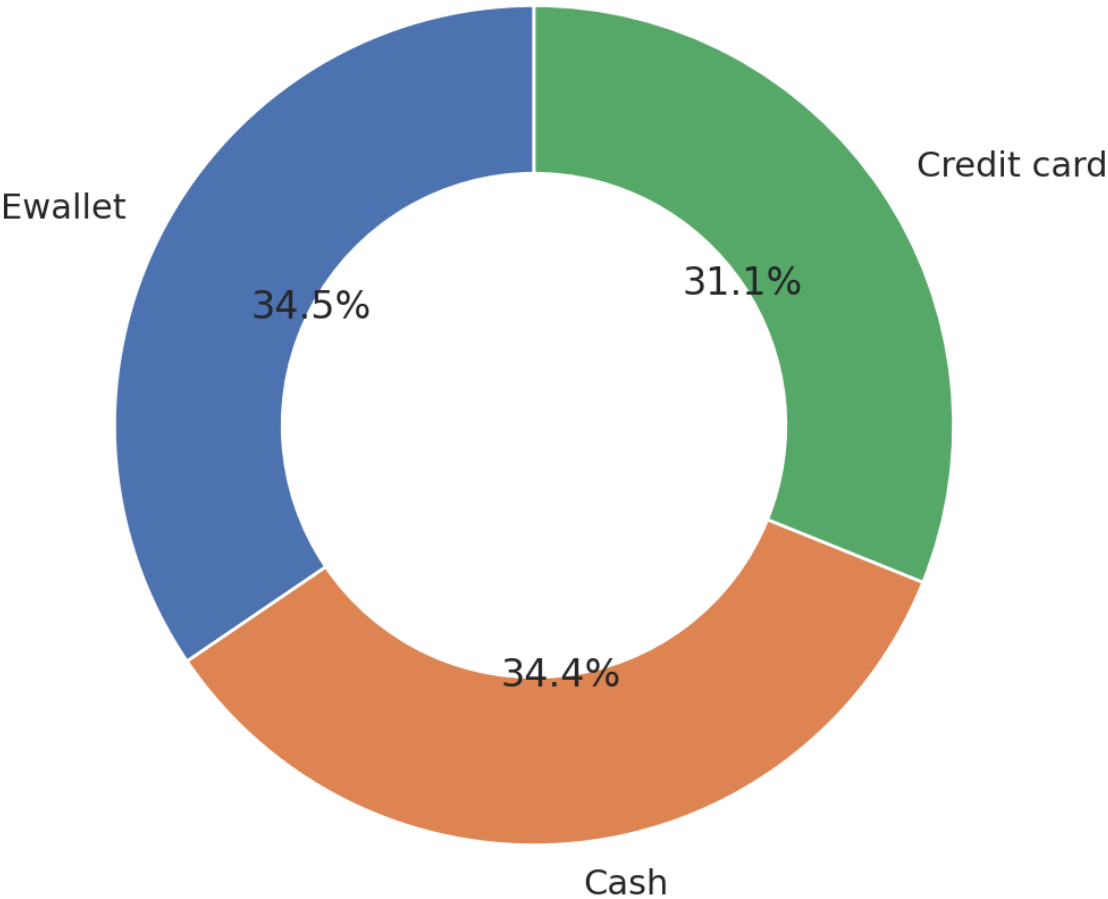
Customer satisfaction rating (1 to 10)

Task Instructions:

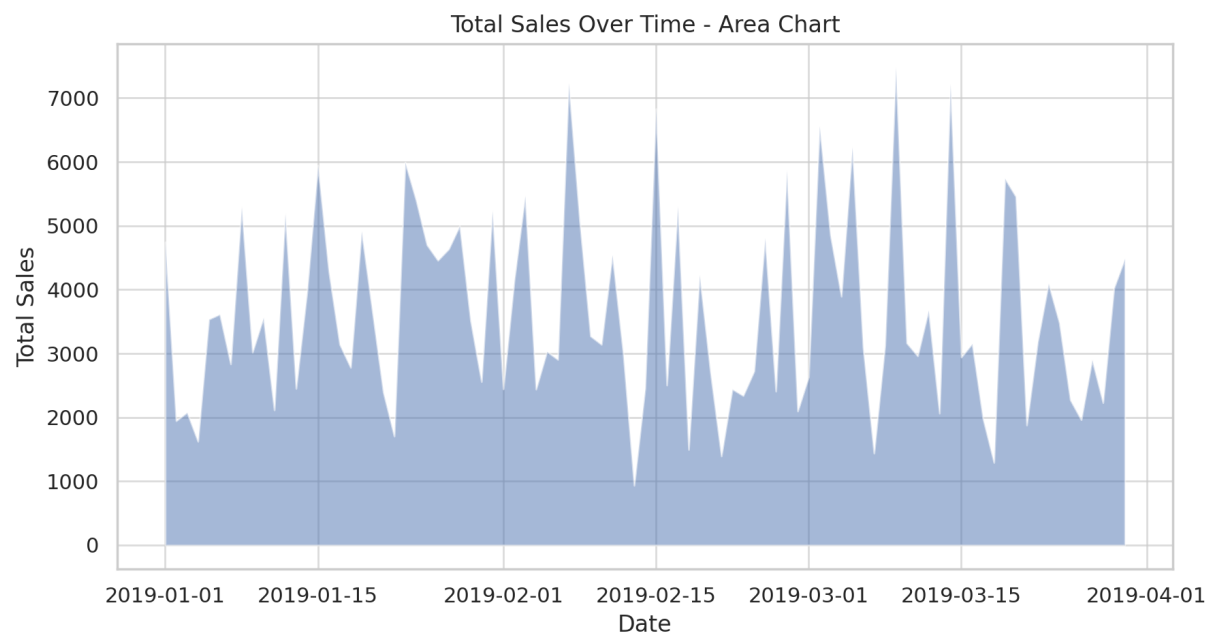
1. Upload dataset to Tableau
2. Delete unnecessary columns
3. Create the following visualizations:
 - Donut Chart
 - Area Chart
 - Text Table
 - Highlighted Table
 - WordCloud
 - Funnel Chart
 - Waterfall Chart
4. Paste the screenshots below

Donut Chart - Payment Method Distribution

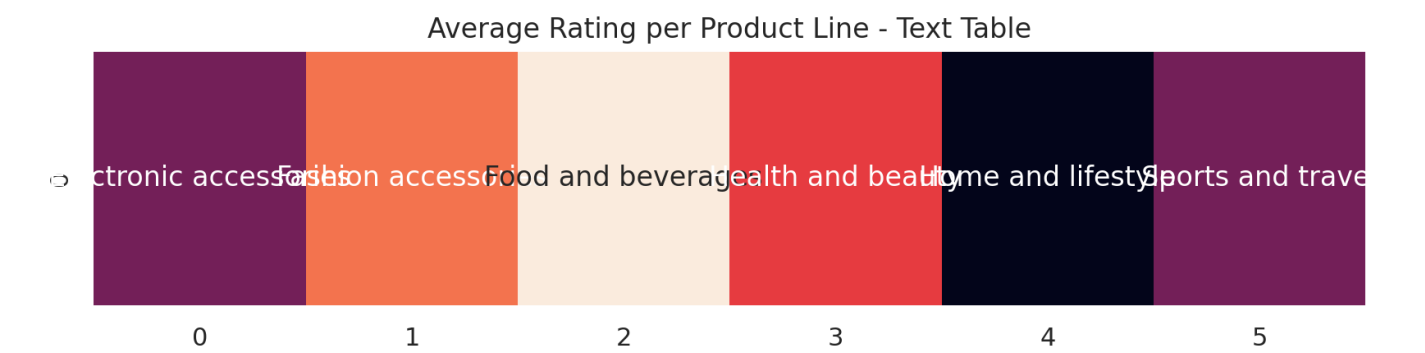
Payment Method Distribution - Donut Chart



Area Chart - Total Sales Over Time



Text Table - Avg Rating per Product Line



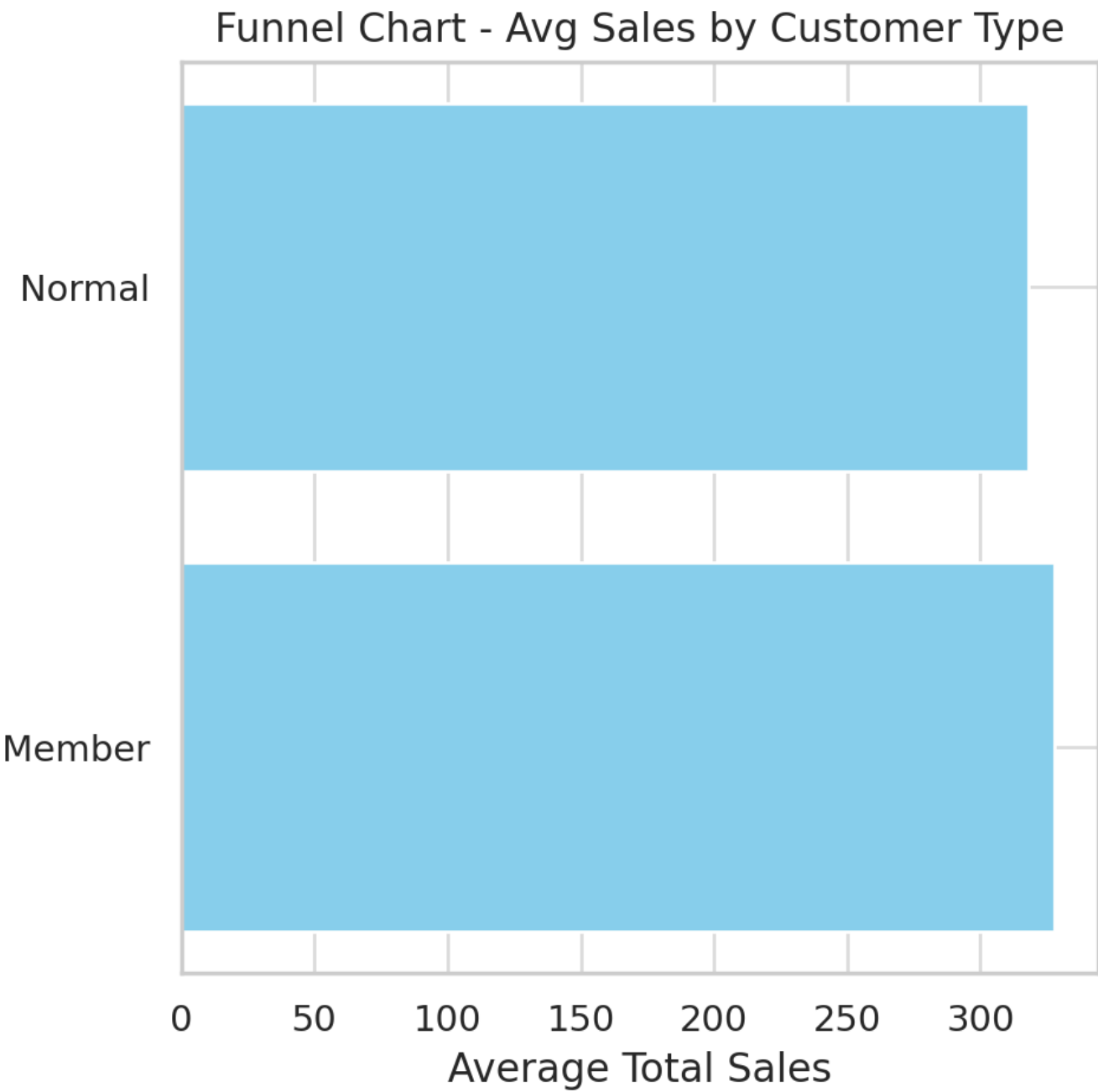
Highlighted Table - Gross Income by Branch

Gross Income by Branch - Highlighted Table			
Gross Income	5057.16	5057.03	5265.18
	A	B	C

WordCloud - Product Line Frequency



Funnel Chart - Avg Sales by Customer Type



Waterfall Chart - Gross Income by Product Line

