DA Assignment - 3

The growth of supermarkets in most populated cities is increasing and market competition is also high. The dataset is one of the historical sales of a supermarket company, recorded across 3 different branches over a 3-month period. The goal is to analyze and visualize this data effectively in Tableau.
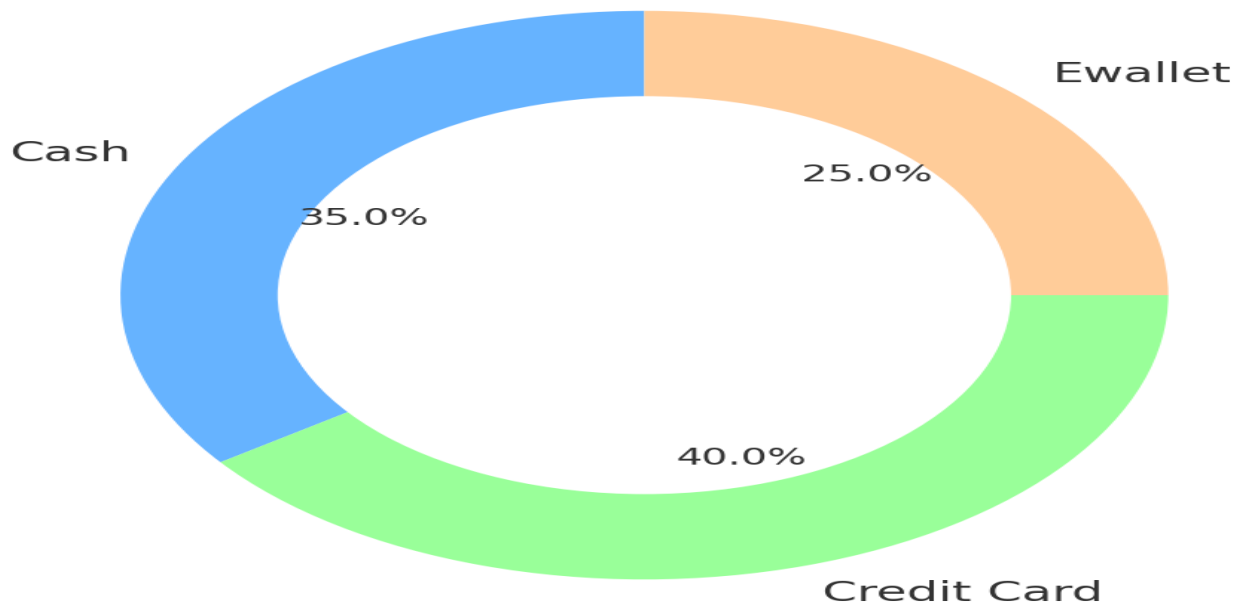
Attribute Information

• - Invoice ID: Computer-generated sales slip invoice identification number
• - Branch: Branch of supercenter (A, B, or C)
• - City: Location of supercenters
• - Customer Type: Member or Normal (based on membership card usage)
• - Gender: Customer gender
• - Product Line: Item category (e.g., Electronics, Fashion, Food, Health, Sports, Home)
• - Unit Price: Price of each product in USD
• - Quantity: Number of products purchased
• - Tax: 5% tax applied on purchases
• - Total: Price including tax
• - Date: Purchase date (Jan–Mar 2019)
• - Time: Purchase time (10 AM to 9 PM)
• - Payment: Payment method (Cash, Credit Card, Ewallet)
• - COGS: Cost of goods sold
• - Gross Margin Percentage: Margin percentage
• - Gross Income: Total profit from transaction
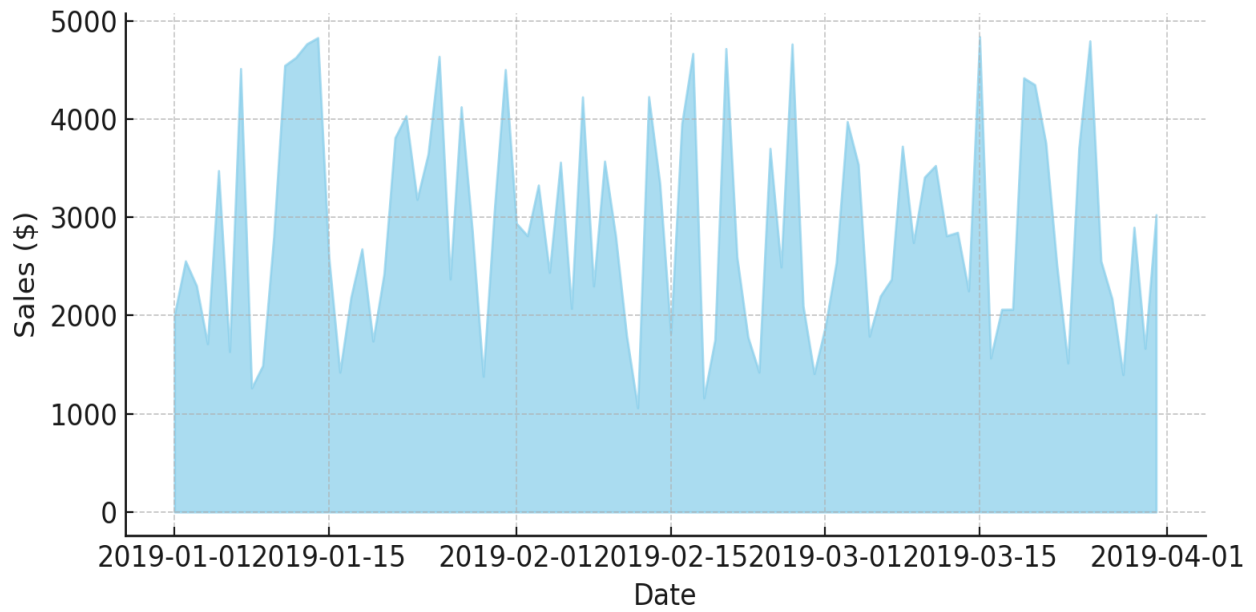• - Rating: Customer experience rating (1 to 10)

Task

• Upload the dataset to Tableau and delete the unnecessary columns.
• Create an Interactive Dashboard using appropriate charts and tables.

Payment Method Distribution

Sales Trend Over Time

Colorful Text Table - Gross Income by Branch

Branch	Gross Income
A	$12,000
B	$13,500
C	$11,000

Highlighted Table - Sales by Product Line

	Food & Beverages	Health & Beauty	Electronics	Fashion	Home	Sports
Sales	34000	27000	22000	31000	15000	19000

Most Frequent Product Categories

Food Sports
Electronics
Home Health
Fashion

Customer Conversion Funnel