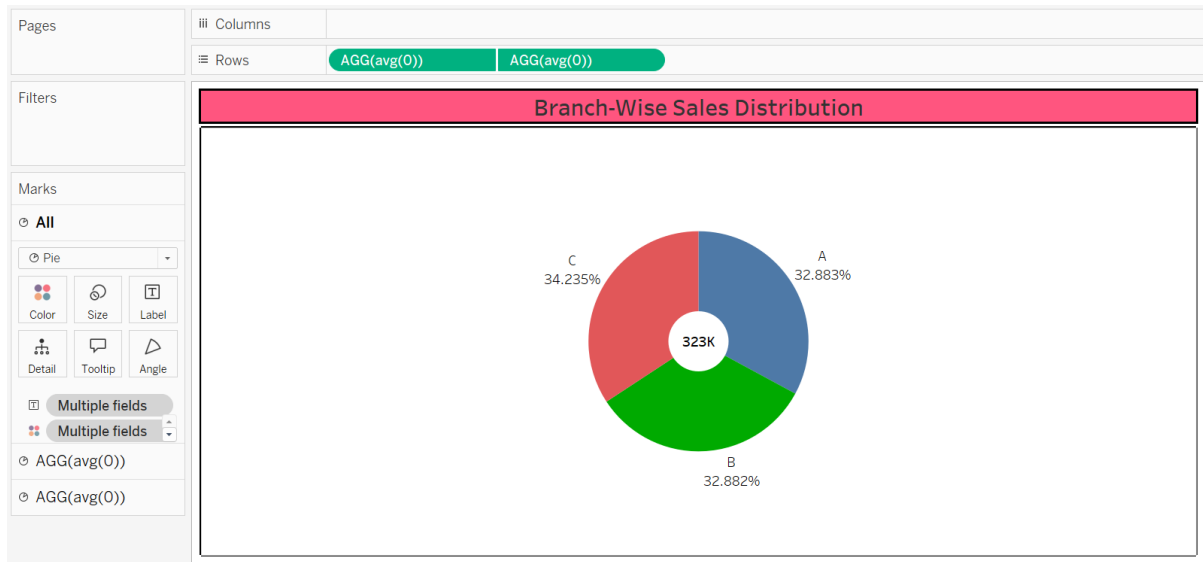


Assignment-2

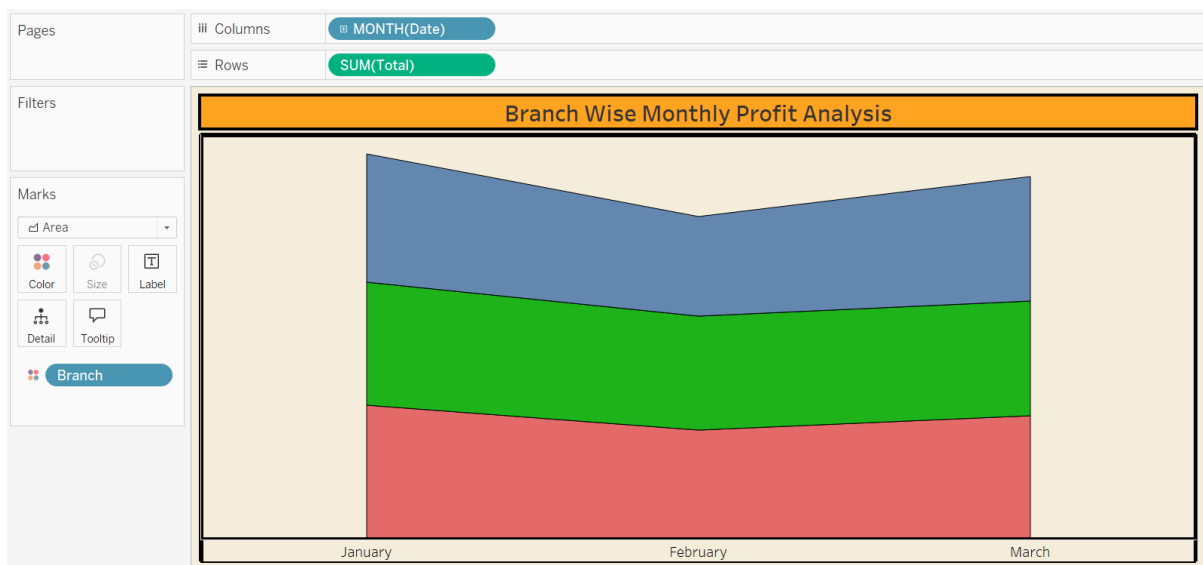
1. Donut Chart

- Shows profit distribution across Branch A, B, and C.
- Helps compare which branch earned the highest profit.
- Quick view of branch-wise contribution to total profit.



2. Area Chart

- Displays the profit trend from January to March 2019.
- Helps understand how profit increased or decreased over time.
- Useful for identifying peak or low-performing months.



Assignment-2

3. Text Table

- Shows exact profit values for each branch and product line month-wise.
- Easy to read detailed numerical data.
- Useful for accurate reporting and analysis.

The screenshot shows a Tableau interface with a text table visualization. The Columns shelf contains 'MONTH(Date)' and the Rows shelf contains 'Branch' and 'Product line'. The Marks shelf is set to 'SUM(Total)'. The visualization displays a table with columns for Branch, Product line, March, January, February, and Grand Total. The data is organized by Branch (A, B, C) and Product line (Health and beauty, Fashion accessories, Food and beverages, Electronic accessories, Sports and travel, Home and lifestyle). The Grand Total row shows the sum of profits for each month and the overall total.

| Branch | Product line | March | January | February | Grand Total |
|-------------|------------------------|---------|---------|----------|-------------|
| A | Health and beauty | 5,720 | 3,963 | 2,915 | 12,598 |
| | Fashion accessories | 4,311 | 6,847 | 5,174 | 16,333 |
| | Food and beverages | 5,463 | 4,646 | 7,054 | 17,163 |
| | Electronic accessories | 6,713 | 6,401 | 5,203 | 18,317 |
| | Sports and travel | 8,120 | 6,510 | 4,742 | 19,373 |
| | Home and lifestyle | 7,332 | 10,314 | 4,772 | 22,417 |
| B | Food and beverages | 3,051 | 6,609 | 5,555 | 15,215 |
| | Fashion accessories | 4,164 | 6,113 | 6,137 | 16,413 |
| | Electronic accessories | 3,665 | 6,700 | 6,686 | 17,051 |
| | Home and lifestyle | 8,303 | 4,586 | 4,660 | 17,549 |
| | Health and beauty | 7,724 | 6,400 | 5,856 | 19,981 |
| | Sports and travel | 7,690 | 6,768 | 5,530 | 19,988 |
| C | Home and lifestyle | 5,298 | 5,595 | 3,003 | 13,896 |
| | Sports and travel | 3,836 | 8,389 | 3,537 | 15,762 |
| | Health and beauty | 4,764 | 6,021 | 5,830 | 16,615 |
| | Electronic accessories | 7,765 | 5,730 | 5,474 | 18,969 |
| | Fashion accessories | 7,476 | 6,385 | 7,699 | 21,560 |
| | Food and beverages | 8,061 | 8,315 | 7,391 | 23,767 |
| Grand Total | | 109,456 | 116,292 | 97,219 | 322,967 |

4. Highlighted Table

- Uses color shading to show high and low profits.
- Quickly identifies which product line performed better each month.
- Combines text with visual emphasis for better understanding.

The screenshot shows a Tableau interface with a highlighted table visualization. The Columns shelf contains 'MONTH(Date)' and the Rows shelf contains 'Product line'. The Marks shelf is set to 'SUM(Gross Inc...)'. The visualization displays a table with columns for Product line, January, February, and March. The data is organized by Product line (Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel). The table uses color shading to highlight high and low profits. The Grand Total row shows the sum of profits for each month and the overall total.

| Profit by Product Line | | | |
|------------------------|---------|----------|-------|
| Product line | January | February | March |
| Electronic accessories | 896.7 | 826.8 | 864.0 |
| Fashion accessories | 921.2 | 905.2 | 759.6 |
| Food and beverages | 931.9 | 952.4 | 789.2 |
| Health and beauty | 780.2 | 695.3 | 867.1 |
| Home and lifestyle | 975.9 | 592.1 | 996.8 |
| Sports and travel | 1,031.8 | 657.6 | 935.5 |

Assignment-2

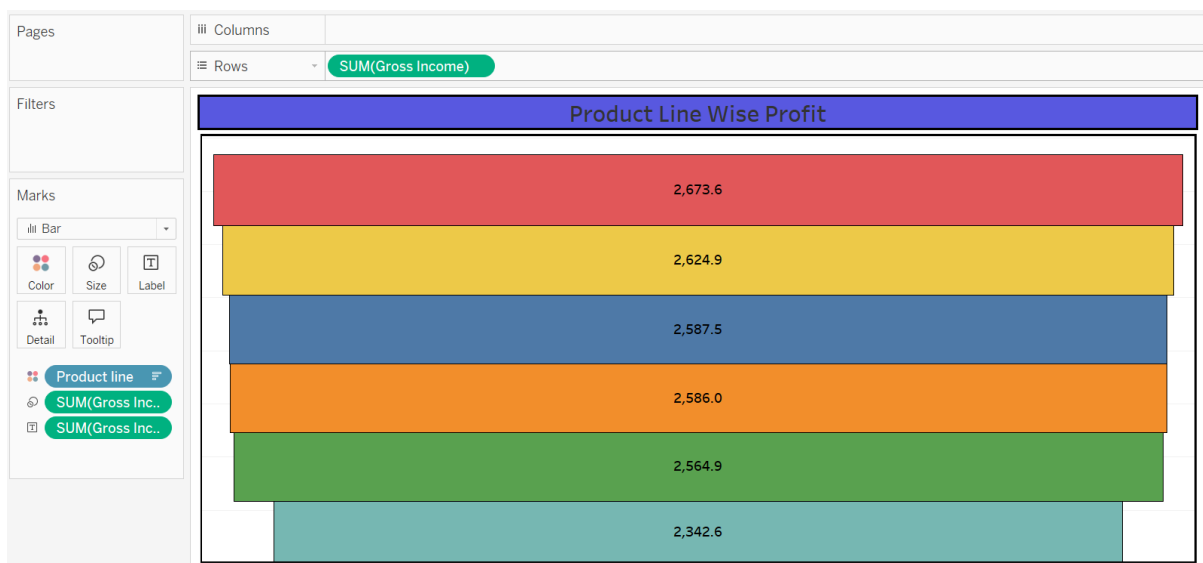
5. Word Cloud

- Represents profit by product line — bigger words mean higher profit.
- Visualizes which product line is most profitable.
- Simple way to spot top-performing categories.



6. Funnel Chart

- Shows profit from product lines in descending order.
- Wide at the top for highest profit, narrow at the bottom for lowest.
- Helps visualize contribution comparison among product lines.



Assignment-2

7. Waterfall Chart

- Displays how each product line adds up to total profit step by step.
- Helps understand cumulative growth in profit.
- Useful to track profit flow across different product lines.

