DA-Assignment-I

Visualisations:

- Bar Chart
- Pie Chart
- Stacked Bar Chart
- Line Chart
- Bubble Chart

Dataset:Link

BAR CHART: Sales by product line and branch

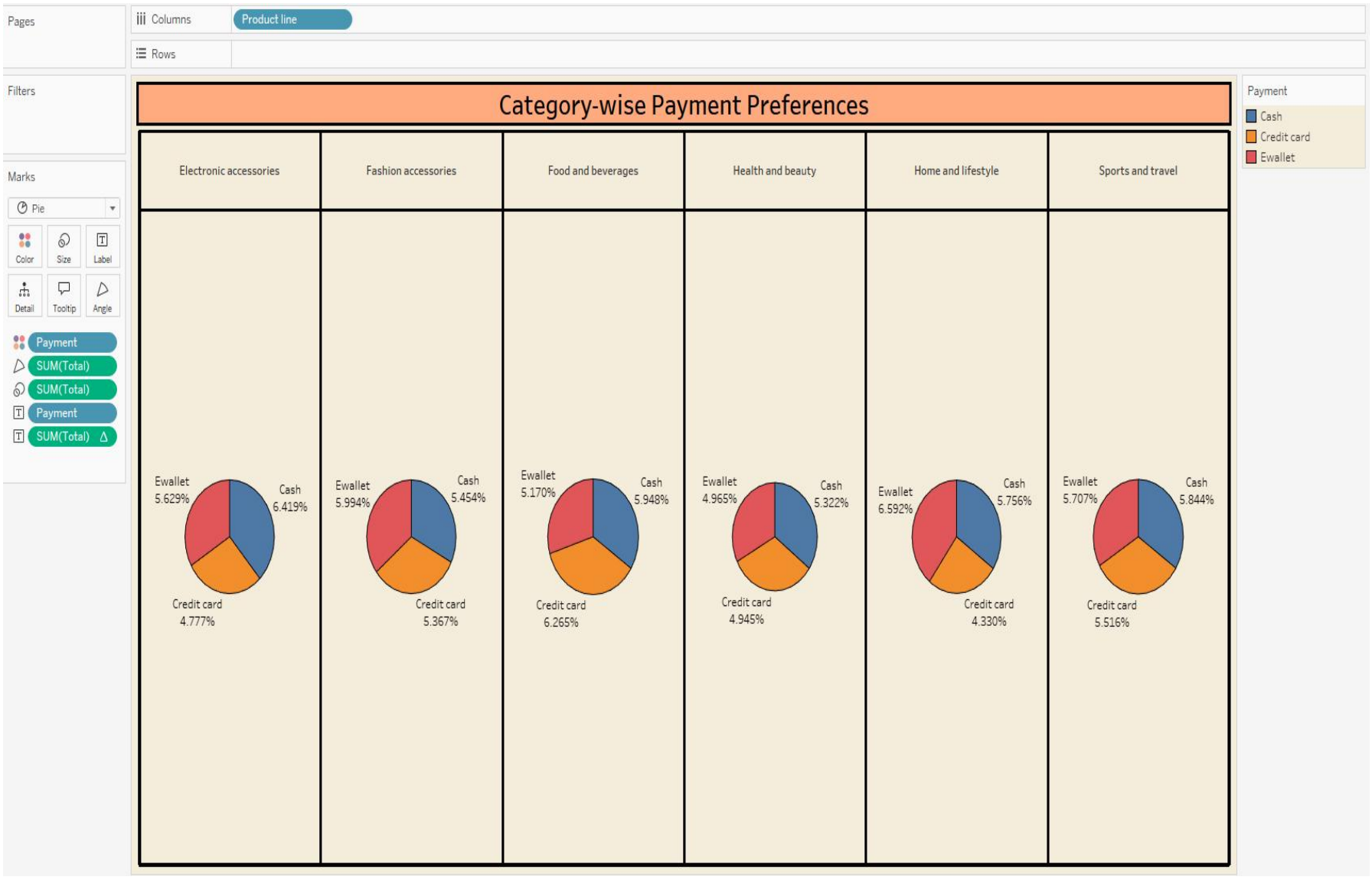
This stacked bar chart shows the **total sales** across different **product lines**, further **segmented by branch** (Yangon - A, Mandalay - B, and Naypyitaw - C). Each bar represents a product category, and each color block within the bar represents one branch's contribution.

City-Branch A
City-Branch B
City-Branch C

PIE CHART: Category-wise payment preference

This visualization presents a breakdown of **payment method preferences across various product lines** in the supermarket dataset. Each pie chart represents a **product category** and is segmented by three payment methods:

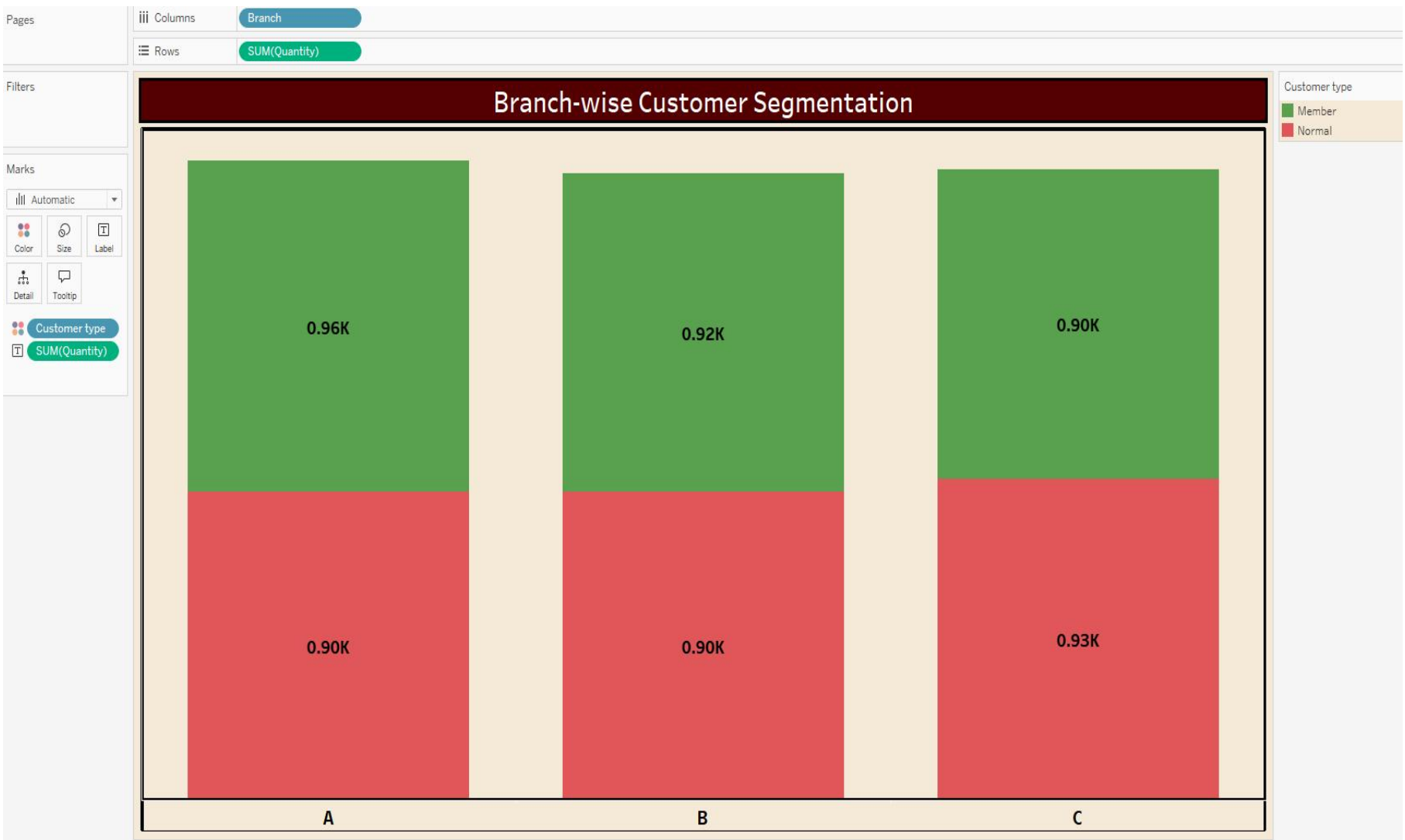
- **Cash** (Blue)
- **Credit Card** (Orange)
- **Ewallet** (Red)



STACKED BAR CHART: Branch-wise Customer Segmentation

This stacked bar chart visualizes the **distribution of customer types (Member vs Normal)** across the three different **store branches (A, B, and C)**. Each bar represents the **total quantity of purchases** made in a branch, segmented by customer type using distinct colors.

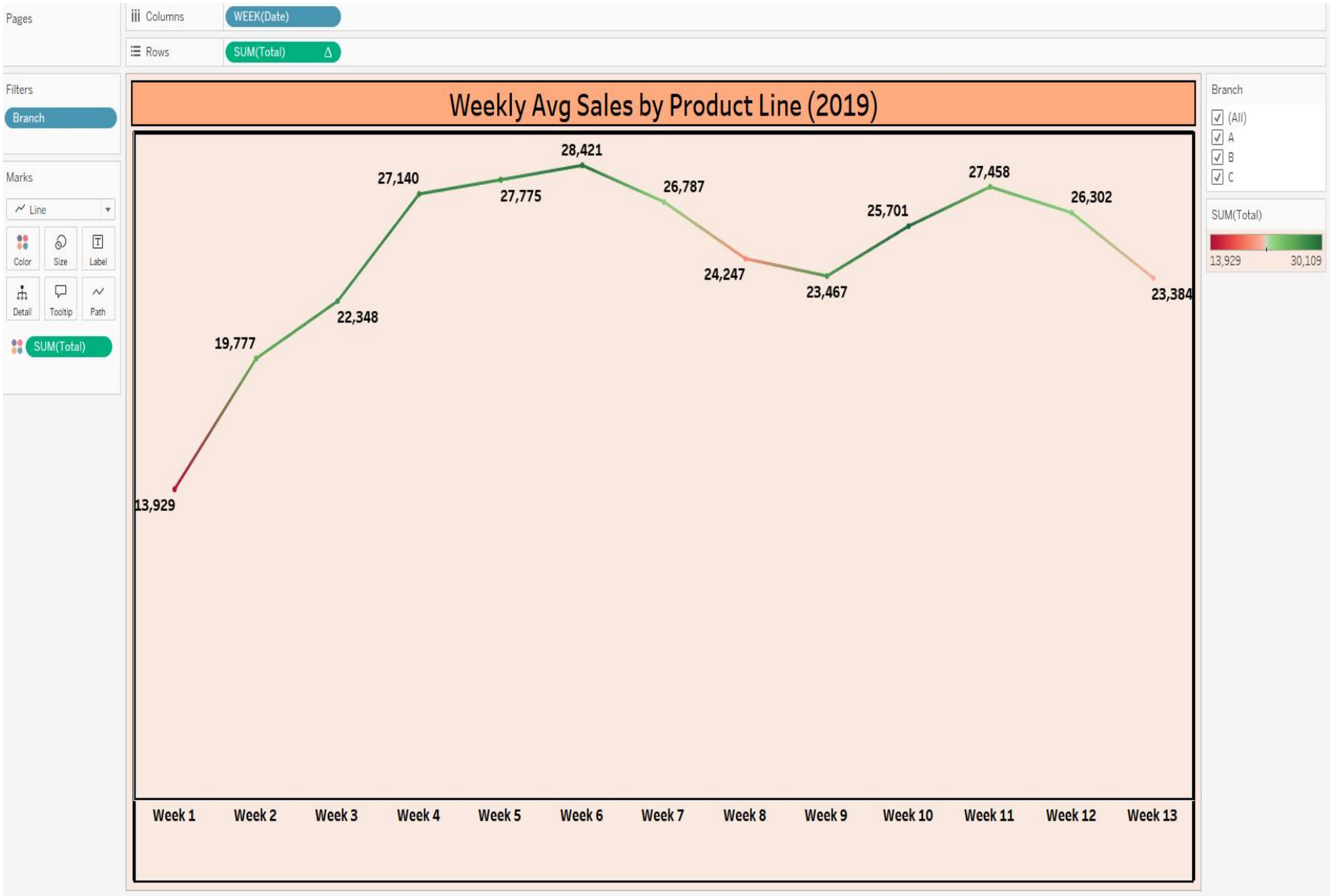
- **Orange** indicates purchases made by **Normal customers**,
- **Blue** indicates purchases made by **Member customers**.



LINE CHART: Weekly Avg Sales by Product Line (2019)

This line chart shows the **weekly moving average of total sales** for 2019. It highlights overall sales trends by smoothing daily fluctuations. Each point is labeled with the weekly average value.

A **Branch filter** allows users to view performance by location (A, B, or C). This helps identify peak sales periods and monitor weekly performance patterns.



BUBBLE CHART: Sales by Gender and Product Line

This bubble chart displays **sales performance by product line and gender**, offering a clear comparison of consumer behavior across male and female customers. Each bubble represents a unique **gender-product line combination**, with its **size proportional to total sales** volume and **color-coded by gender** for easy visual segmentation.

By using the **Branch** and **Customer Type** filters, users can explore how preferences vary:

- Across **different store locations (Branches A, B, C)**
- Between **Members** and **Normal customers**

Pages

Columns

Rows

Filters

Branch

Customer type

Marks

Circle

Color | Size | Label | Detail | Tooltip

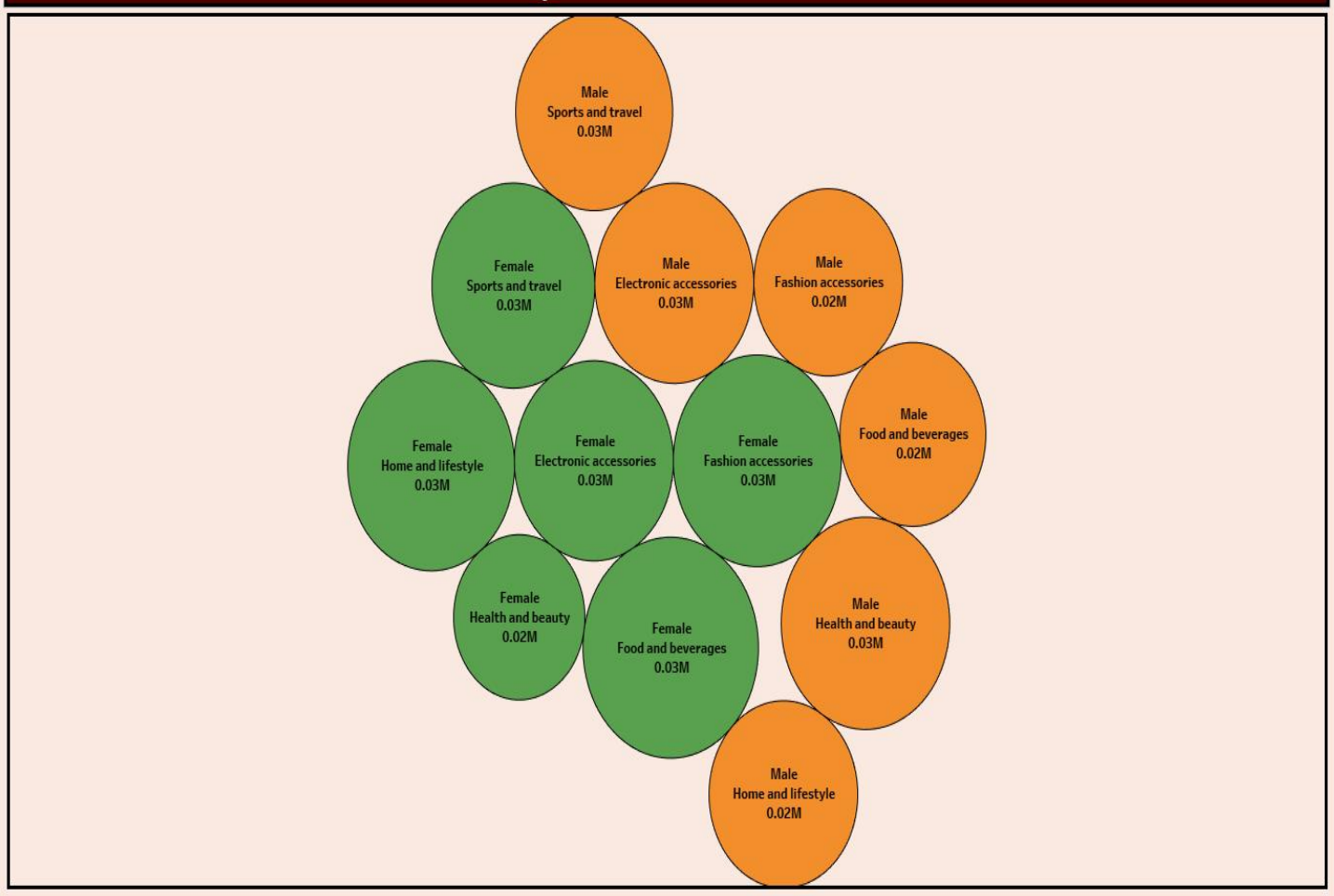
SUM(Total)

Gender

Product line

SUM(Total)

Gender



Customer type

(All)

Member

Normal

Branch

(All)

A

B

C

Gender

Female

Male