DA Assignment - 2

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

Attribute information

Invoice id: Computer-generated sales slip invoice identification number

Branch: Branch of supercenter (3 branches are available identified by A, B and C).

City: Location of supercenters

Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.

Gender: Gender type of customer

Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel

Unit price: The price of each product in $

Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)

COGS: Cost of goods sold

Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their experience (scale of 1 to 10)
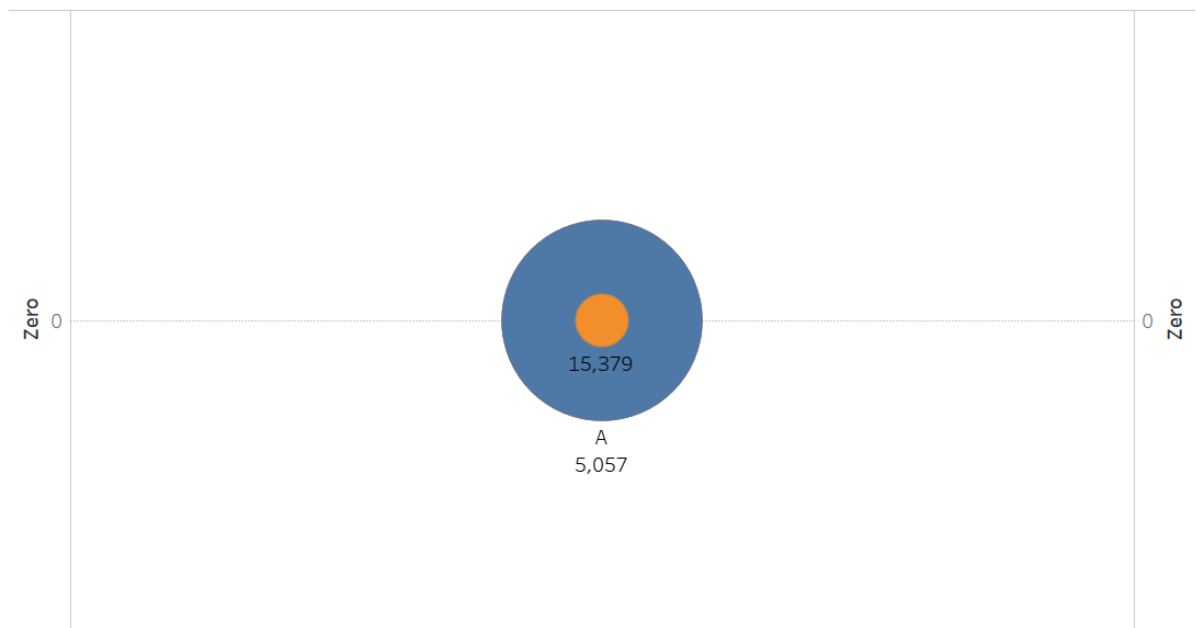
Dataset: Link

Task:

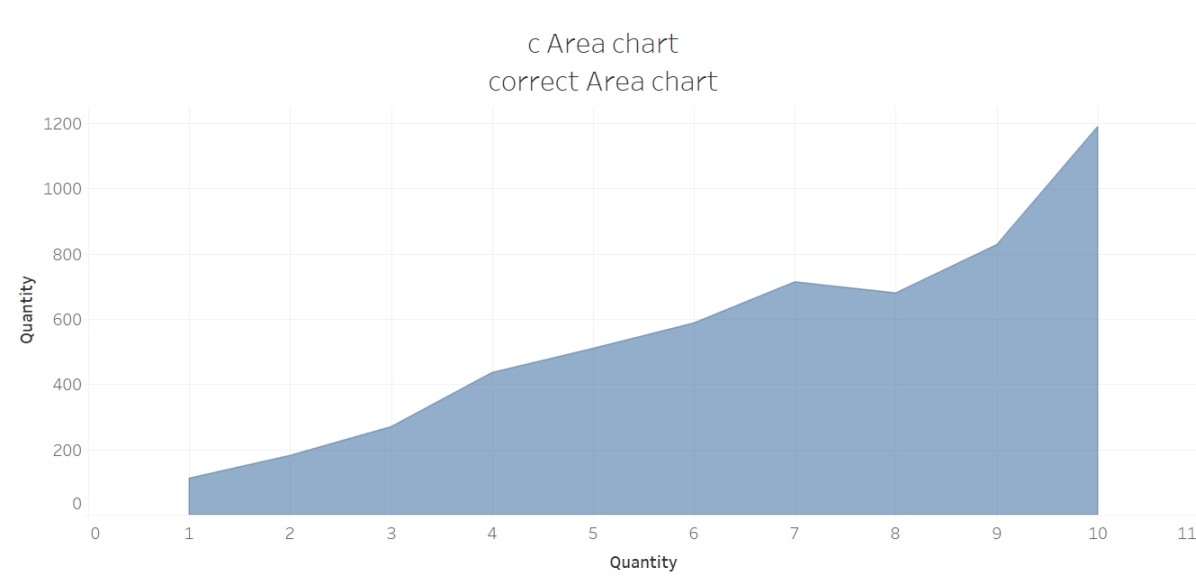Upload the dataset to Tableau, delete the unnecessary columns

Create below visualization:

● Donut Chart

Donut Chart

● Area Chart

c Area chart
correct Area chart

● Text table

table

Branch	City	Payment / Time — Gross Income											Cash Quantity								
		10	11	12	13	14	15	16	17	18	19	20	10	11	12	13	14	15	16	17	18
A	Yangon	222	177	108	174	89	220	90	219	84	149	77	74	65	37	68	27	85	34	83	
B	Mandal..	145	181	200	154	243	95	100	104	170	152	139	60	67	69	65	81	39	43	32	
C	Naypyi..	315	242	132	370	117	136	115	94	120	209	203	94	72	66	105	51	41	41	41	

● Highlighted table

Highlighted table

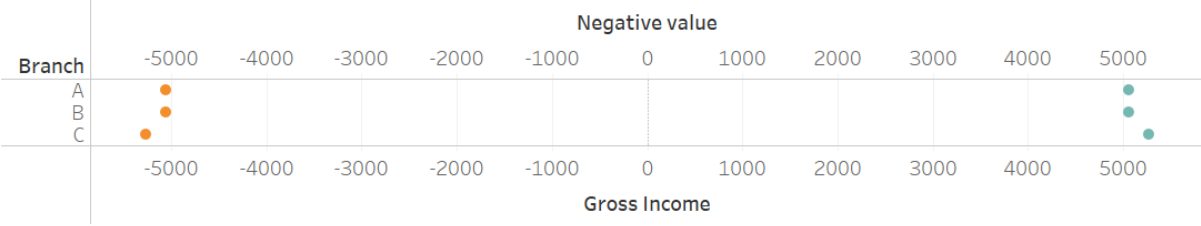| Payment	Time										
	10	11	12	13	14	15	16	17	18	19	20
Cash	228	204	172	238	159	165	118	156	149	167	140
Credit card	145	155	173	152	152	179	117	152	160	228	109
Ewallet	152	154	156	195	184	186	185	107	166	254	153

● WordCloud

WordCloud

● Funnel Chart

Funnel Chart

Negative value

Branch		
A		
B		
C		

Gross Income scale: -5000, -4000, -3000, -2000, -1000, 0, 1000, 2000, 3000, 4000, 5000

Gross Income

● Waterfall

Waterfall

Date / Product line / Customer type
2019

Electronic a..	Fashion acce..	Food and be..	Health and b..	Home and lif..	Sports and t..

Gross Income (y-axis): 0, 500, 1000, 1500, 2000, 2500, 3000

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