Data Analytics Assignment 3

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Assignment Overview

This report presents two comprehensive, interactive dashboards created in Tableau. The objective of this assignment, as outlined in "DA Assignment - 3," was to analyse historical sales data from a supermarket company and consolidate the key findings into an interactive dashboard. The data spans a three-month period across three different branches. The following pages display screenshots of the dashboards, which integrate various charts to provide a multi-faceted view of sales performance, product line contributions, customer behaviour, and sales trends.

Public Tableau Link –

https://public.tableau.com/views/Assignment12and3YusufPipalrawanwala/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

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Supermarket Sales Performance Dashboard 2

Dashboard Analysis:

This dashboard provides a comprehensive overview of the supermarket's sales performance by combining six different visualizations on a single screen.

- **Contribution of Product Lines to Total Income:** A waterfall chart on the top-left shows how the total income of \₹322,967 is sequentially built from the sales of each product line.

- **Area - Sales Trend:** The area chart in the top-centre visualizes the fluctuations in daily sales from the end of December to March, highlighting peaks and troughs in revenue.

- **Sales by Branch:** The bar chart on the top-right compares the performance of the three branches, indicating that Branch C has the highest sales revenue (\₹110,569).

- **Branch vs Product Line:** The highlight table on the bottom-left gives a detailed breakdown of sales for each product line within each branch.

- **Sales Funnel by Payment Method:** This funnel chart shows the distribution of sales across the three payment methods: Cash, Ewallet, and Credit Card.

- **Word Cloud - Product Lines:** The word cloud on the bottom-right visually represents the sales volume of each product line, with the font size corresponding to the revenue generated.
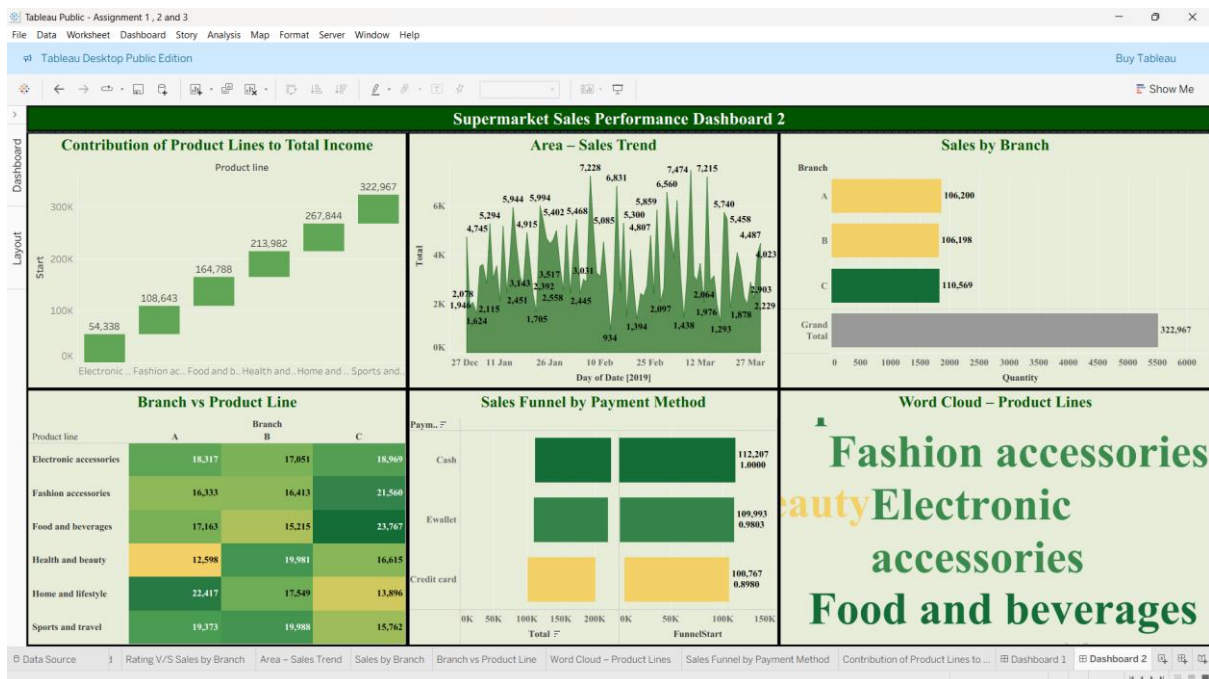
Supermarket Sales Performance Dashboard 1

Dashboard Analysis:

This second dashboard offers an alternative view of the supermarket's performance metrics, focusing on product lines, payment methods, and monthly trends.

- **Total Sales by Product Line:** The bar chart on the top-left ranks product lines by total sales, showing "Food and beverages" (\₹56,145) and "Sports and travel" (\₹55,133) as the top two categories.

- **Pie - Sales by Payment:** A pie chart in the top-centre illustrates the proportion of total sales contributed by each payment method, with Cash (\₹112,207) being the largest segment.

- **Rating V/S Sales by Branch:** This chart is designed to plot the average customer rating against total sales for each branch.

- **Monthly Sales by Branch & Gender:** This segmented bar chart on the bottom-left breaks down total sales for January, February, and March. Each monthly bar is further segmented to show the contribution of each branch and is color-coded by gender, providing a detailed view of sales demographics over time.

- **Daily Sales Trend:** The line chart on the bottom-right presents the daily sales trend, allowing for easy identification of high-revenue and low-revenue days throughout the quarter.