
DA Assignment – 3 Submission

Title:

Supermarket Sales Dashboard

Submitted by:

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Introduction

Objective:

To analyze the sales performance of a supermarket chain operating in three branches over three months using Tableau visualizations. The data contains customer demographics, purchase behavior, and sales figures.

Tools Used:

- Tableau Public/Desktop
- Supermarket Sales Dataset (Jan–Mar 2019)

Dataset Source:

Supermarket Sales (Kaggle / Classroom link)



Data Cleaning in Tableau

Steps Performed:

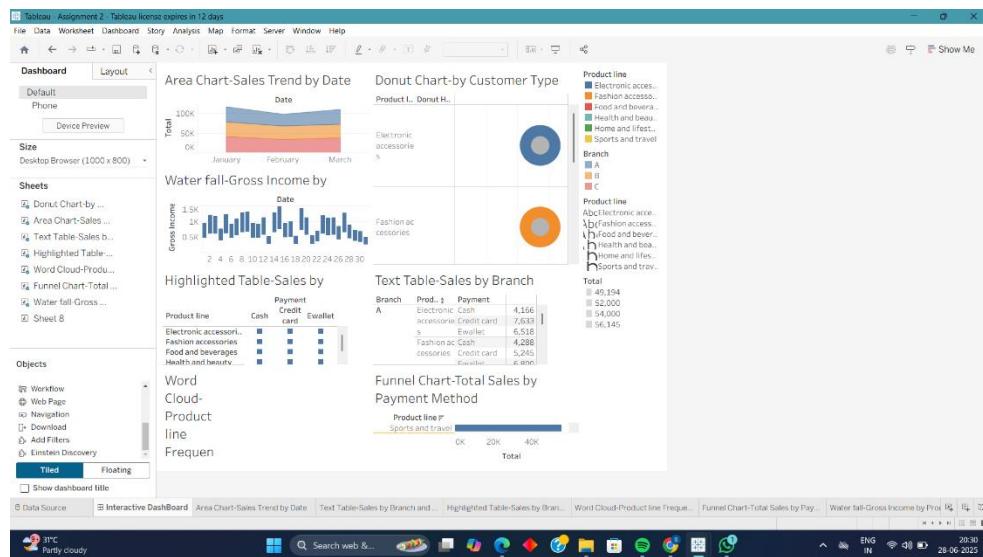
- Imported CSV dataset into Tableau
- Removed unnecessary columns:
 - *Invoice ID* (unique identifier not required for analysis)

- COGS (already factored into other calculations)
 - Date/Time columns – not used in some dashboards
 - Renamed field names for better clarity (optional)
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Visualizations + Insights

◆ 1. Interactive Dashboard :

Screenshot:



Purpose: Combine multiple visualizations into a single view to let users explore data with filters, highlights, and actions — enhancing understanding and user engagement.

📌 Example:

Dashboard Title:

"Supermarket Sales Overview Dashboard"

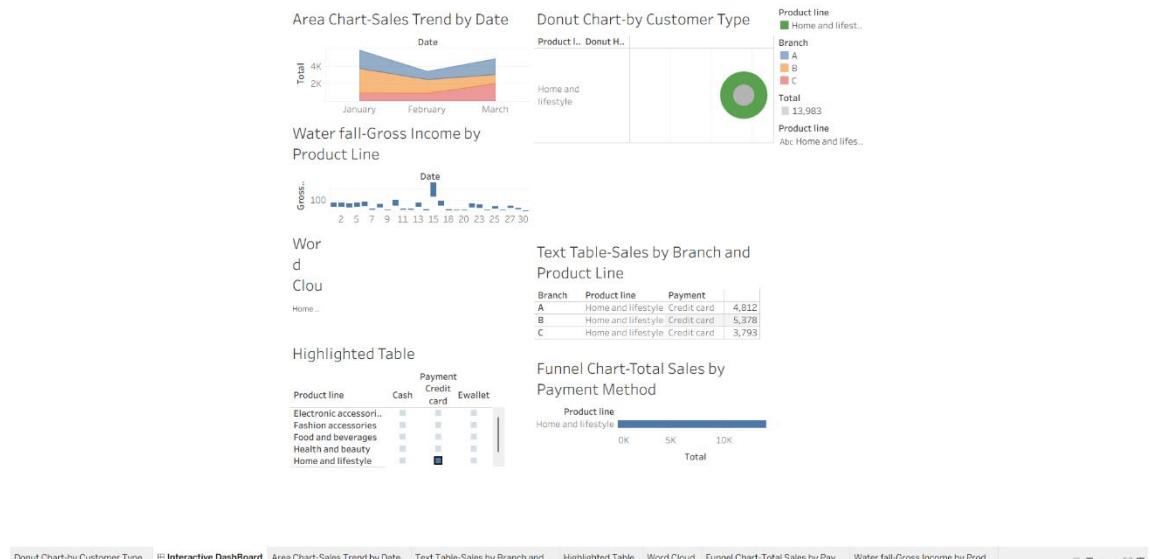
Components (Sheets/Charts):

1.  **Donut Chart** – Total Sales by Branch
2.  **Area Chart** – Monthly Sales Trend
3.  **Highlight Table** – Gross Income by Product Line and Branch
4.  **Word Cloud** – Sales Volume by Product Line

Interactivity Features:

- **Dropdown Filters**
 - Add filters like Branch, Product Line, Customer Type
 - Drag to the dashboard → Click dropdown → “**Apply to all using this data source**”
- **Use as Filter**
 - Right-click on a chart (like Donut or Word Cloud) → **Use as Filter**
 - Clicking a segment will filter all charts
- **Highlight Actions**
 - Dashboard → Actions → Add → Highlight
 - Highlight related values across sheets on hover
- **Date Range Slider (optional)**
 - Drag Invoice Date to Filter → Select range → Show filter

Screenshot:



Conclusion

- Visualizations reveal valuable insights about branch performance, customer preferences, and sales behavior.
 - Tableau helped quickly identify patterns such as peak sales periods, product popularity, and preferred payment methods.
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