

Supermarket Sales Analysis Using Tableau

DA Assignment – 2

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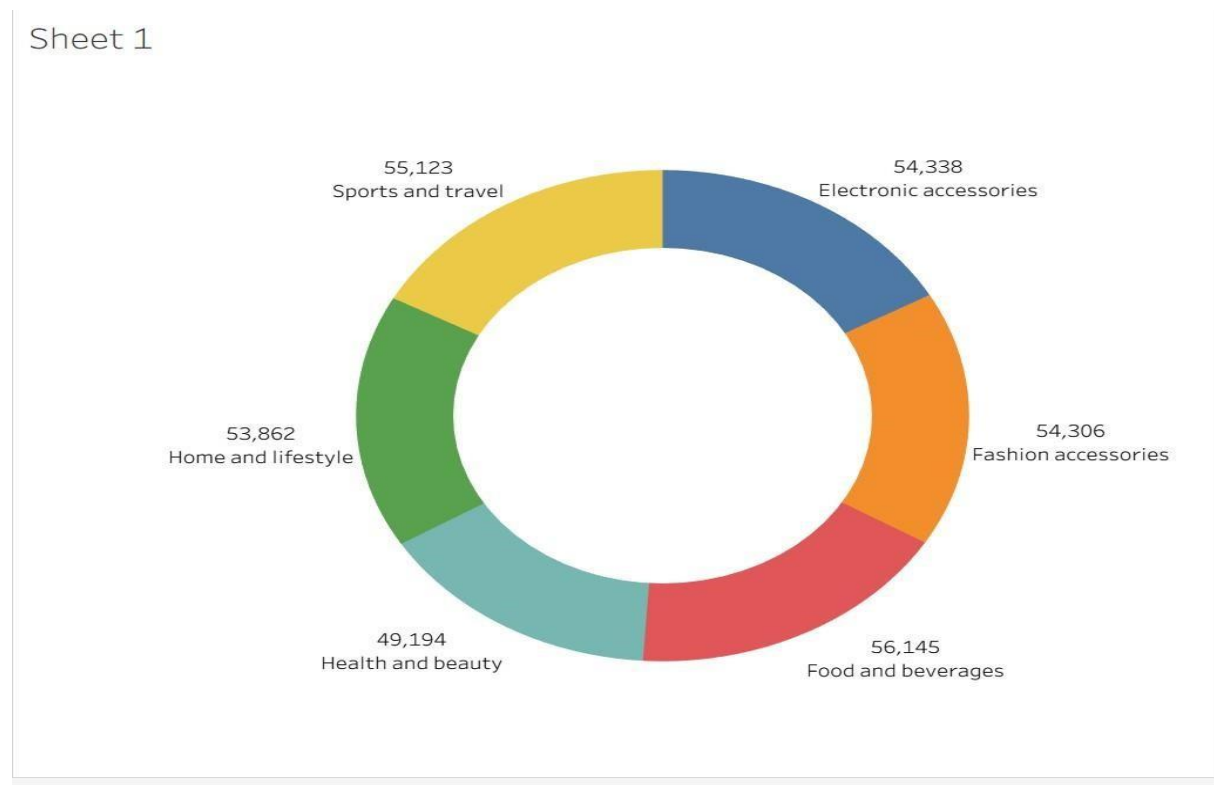
INSTITUTION: Seshadri Rao Gudlavalleru Engineering College

Project Title: Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

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.

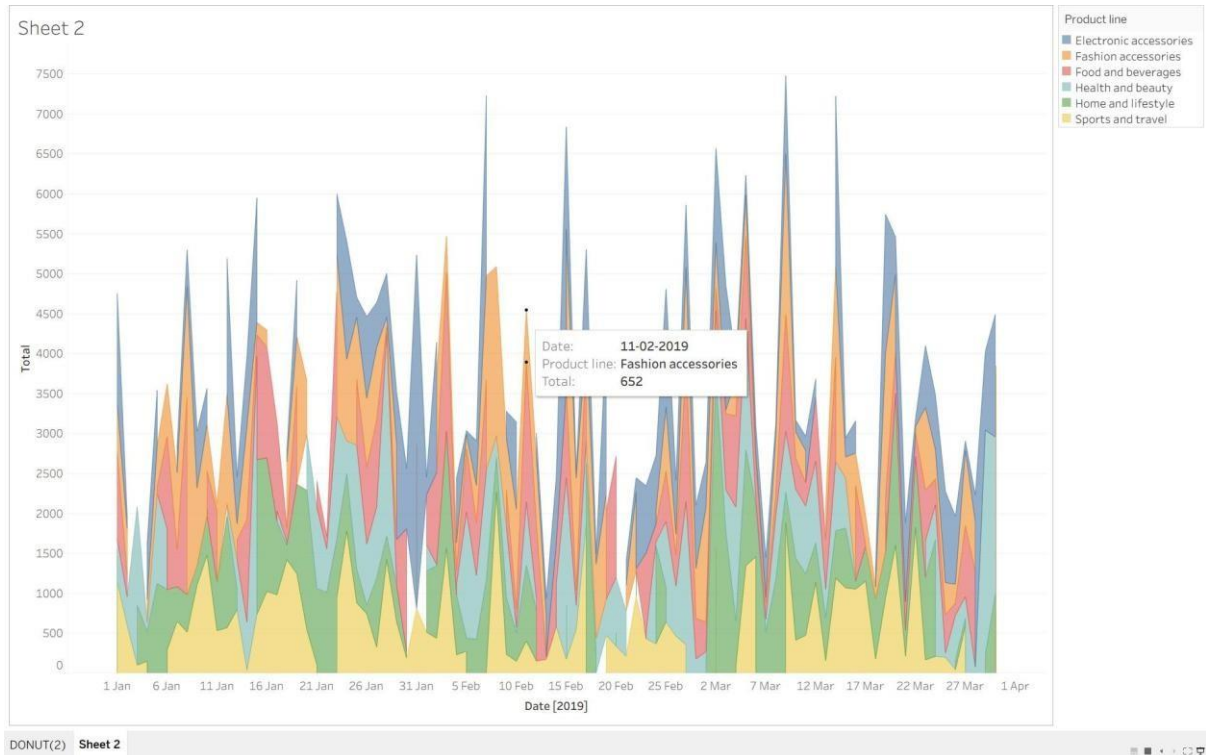
1. Donut Chart – Total Sales by Product Line

Purpose: To visualize the proportion of total sales contributed by each product line. The donut shape helps highlight the category distribution in a more engaging format



2. Area Chart – Sales Trend Over Time by Branch

Purpose: To track how sales change over time for each branch over the 3-month period



3. Text Table – Quantity Sold by Product Line and Gender

Purpose: To show the number of items sold per product line, segmented by customer gender in a table format

Sheet 3

| Gender | Electronic accessories | Fashion accessories | Food and beverages | Health and beauty | Home and lifestyle | Sports and travel |
|--------|------------------------|---------------------|--------------------|-------------------|--------------------|-------------------|
| Female | 488 | 530 | 514 | 343 | 498 | 496 |
| Male | 483 | 372 | 438 | 511 | 413 | 424 |

DONUT(2) AREASHEET(2) Sheet 3

4. Highlighted Table – Gross Income by Branch and Payment Type

Purpose: To highlight the gross income performance across branches and payment methods using a color-coded table.

Highlighted Table(2)

| Branch | Cash | Payment Credit card | Ewallet |
|--------|---------|------------------------|---------|
| A | 1,608.6 | 1,575.9 | 1,872.6 |
| B | 1,682.8 | 1,778.3 | 1,595.9 |
| C | 2,051.7 | 1,444.2 | 1,769.3 |

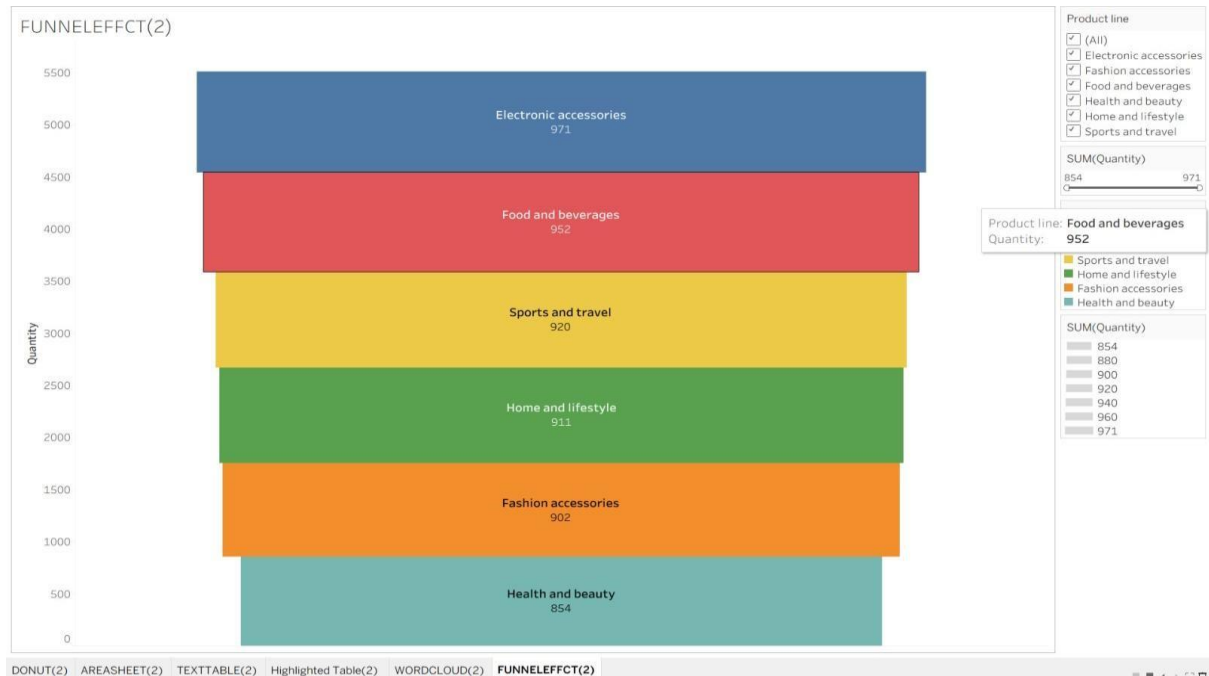
5. Word Cloud – Most Frequent Product Lines Purchased

Purpose: To visually display which product lines are most purchased based on quantity.



6. Funnel Chart – Quantity Sold per Product Line

Purpose: To represent product performance in a funnel shape, useful for analysing sales drop-off across categories.



7. Waterfall Chart – Gross Income Breakdown by Product Line

Purpose: To understand cumulative gross income change across each product line.

