

Supermarket Sales Analysis Using Tableau

DA Assignment – 1

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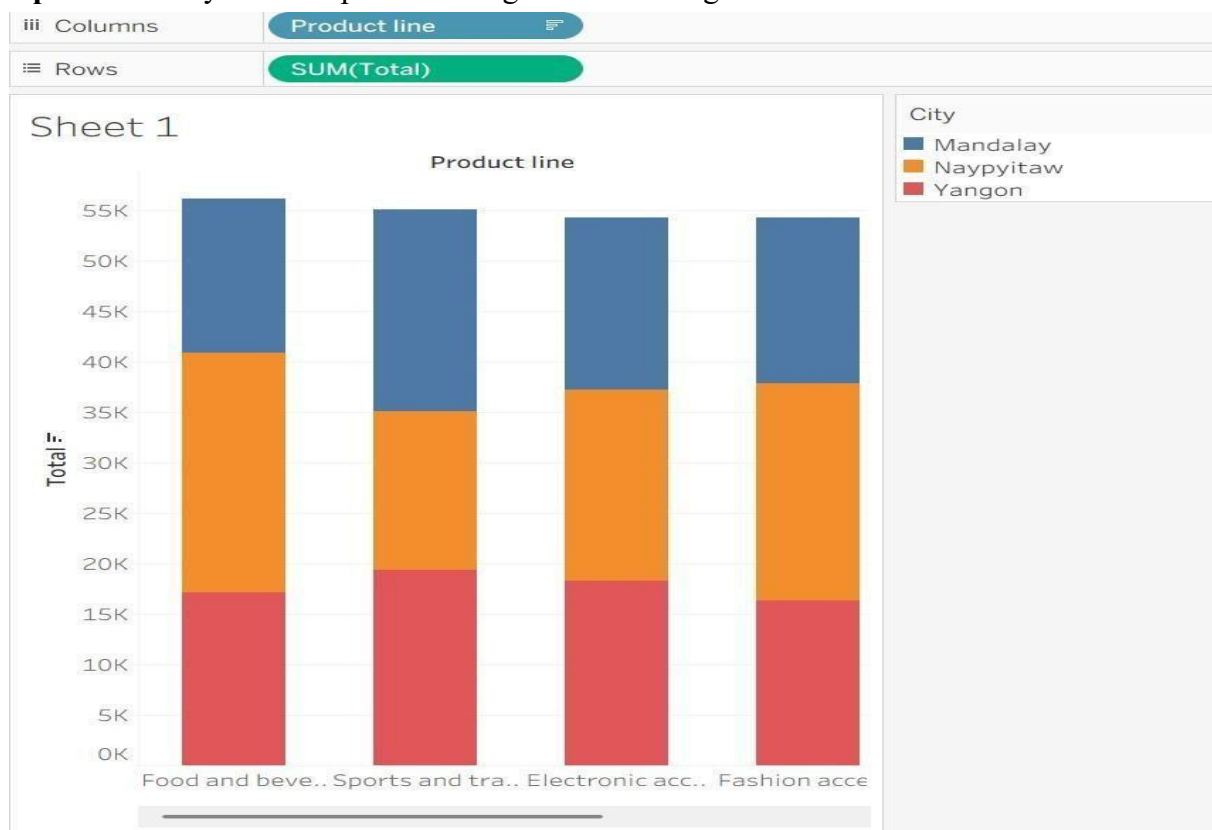
INSTITUTION: Seshadri Rao Gudlavalleru Engineering College

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.

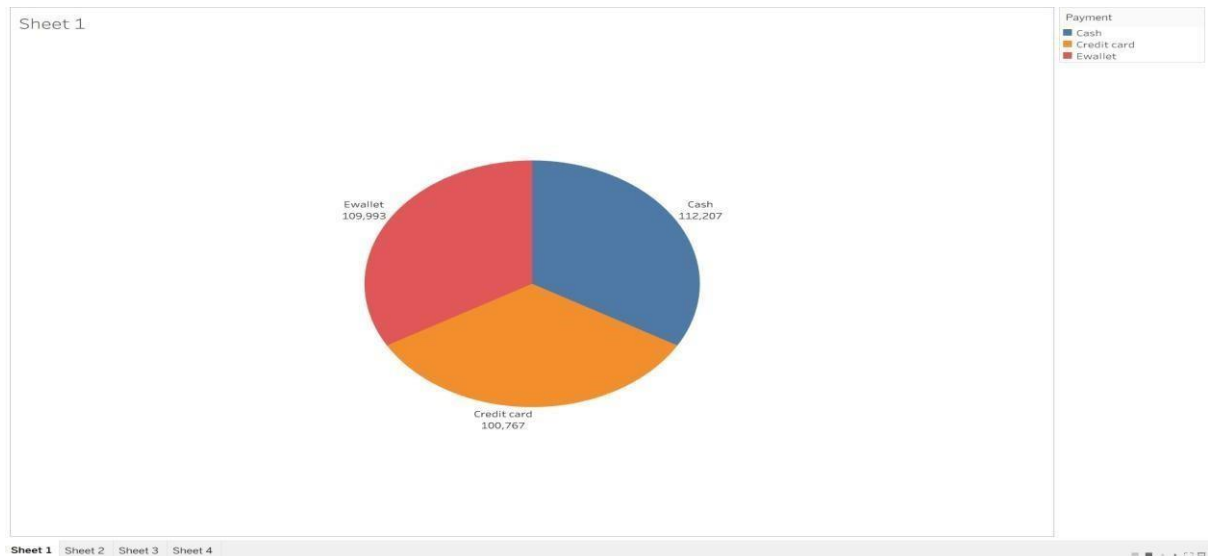
1. Bar Chart – Total Sales by Product Line

Purpose: To analyse which product line generates the highest revenue.



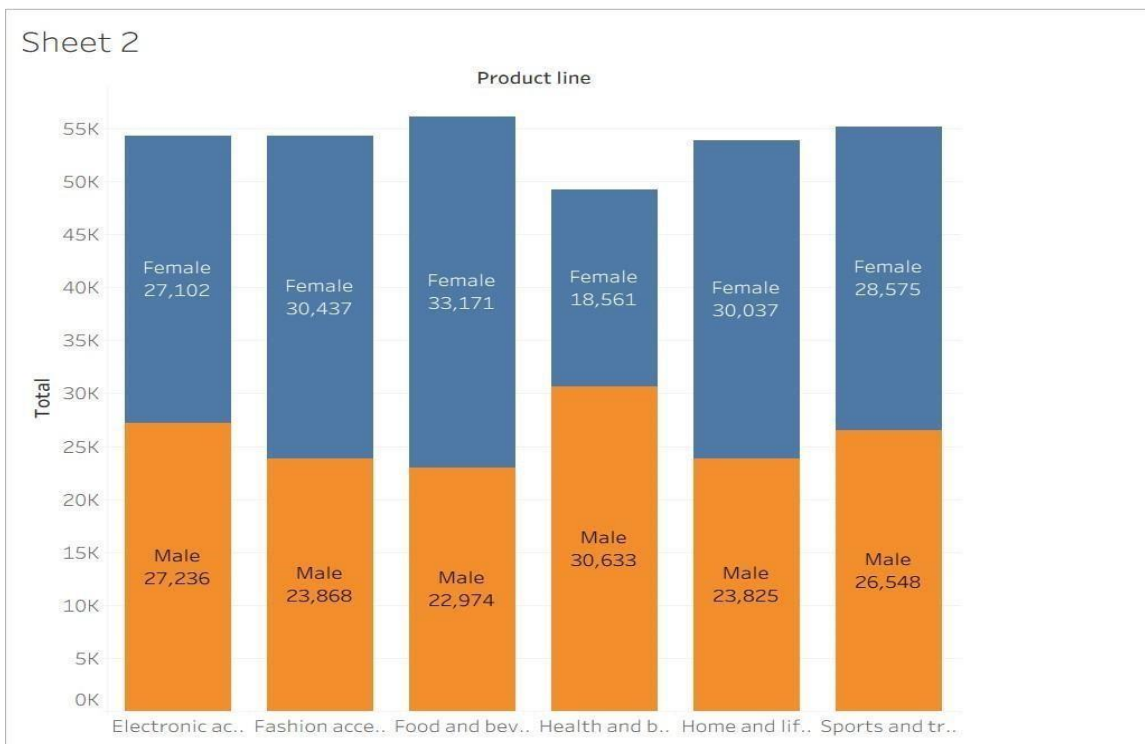
2. Pie Chart – Payment Method Distribution

Purpose: To understand customer preference in payment modes.



3. Stacked Bar Chart – Product Line by Gender

Purpose: See gender-based buying behaviour for each product line.



4. Line Chart – Sales Over Time

Purpose: Track total sales performance over the 3 months



5. Bubble Chart – Rating vs Gross Income

Purpose: Explore the relation between customer satisfaction and gross income.

Sheet 4

