

Supermarket Sales Analysis Using Tableau

DA Assignment – 2

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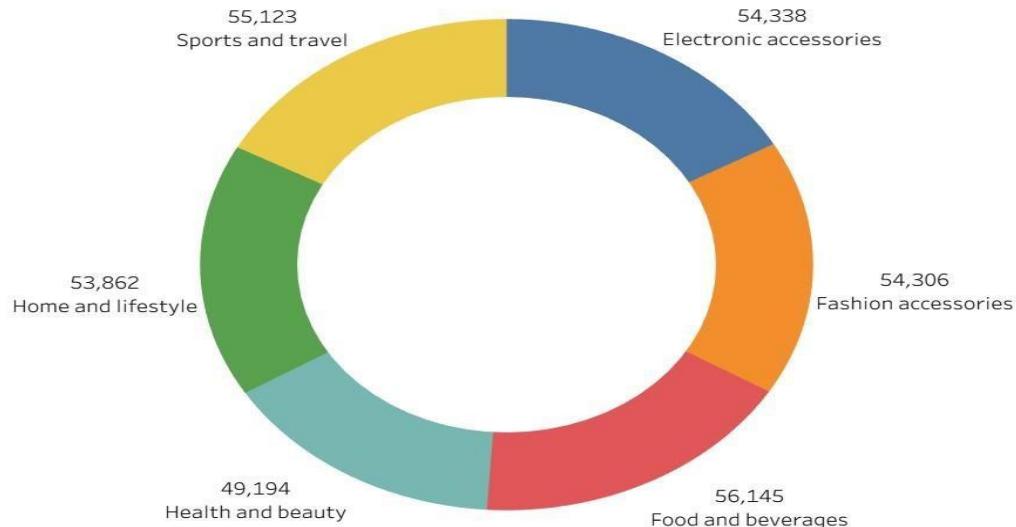
Project Title: Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

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

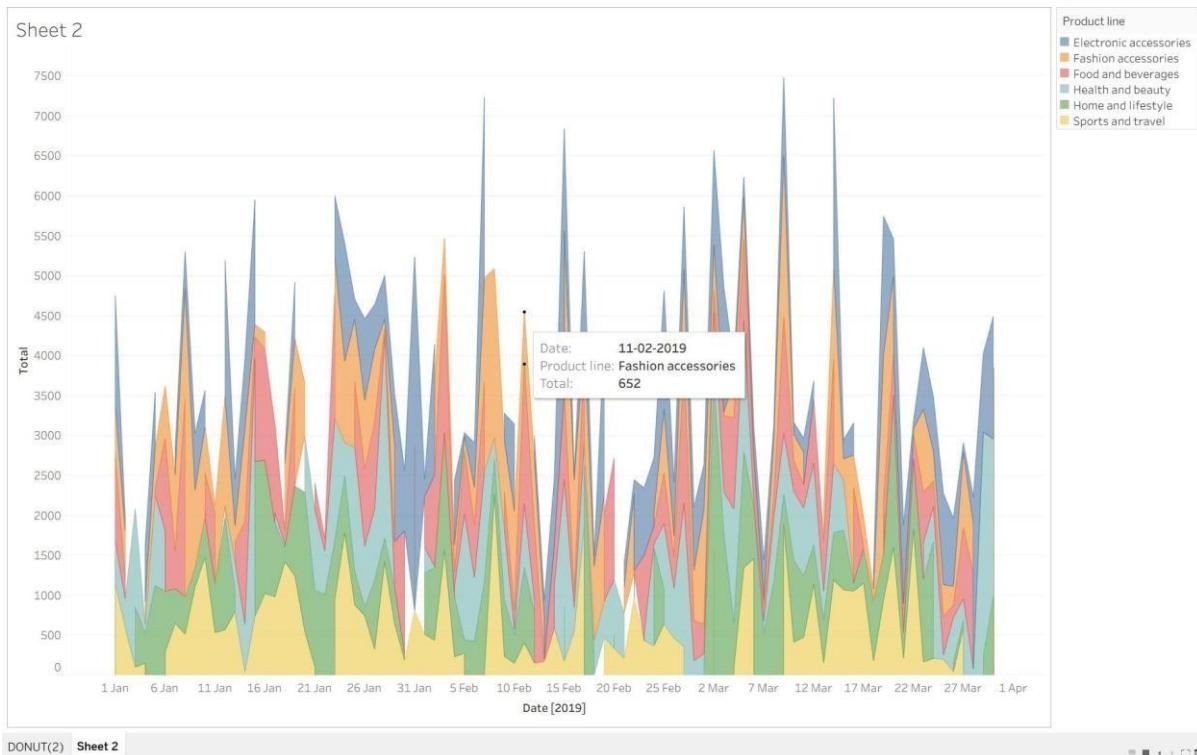
Purpose: To visualize the proportion of total sales contributed by each product line. The donut shape helps highlight the category distribution in a more engaging format

Sheet 1



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

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

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.

