

Data Analytics Assignment – 1

Supermarket Sales Analysis using Tableau

Team Id: LTVIP2026TMIDS75407

Project Title: Strategic Product Placement Analysis: Unveiling Sales

Impact with Tableau Visualization

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Tool Used: Tableau

Dataset used: Supermarket Sales Dataset (Jan–Mar 2019)

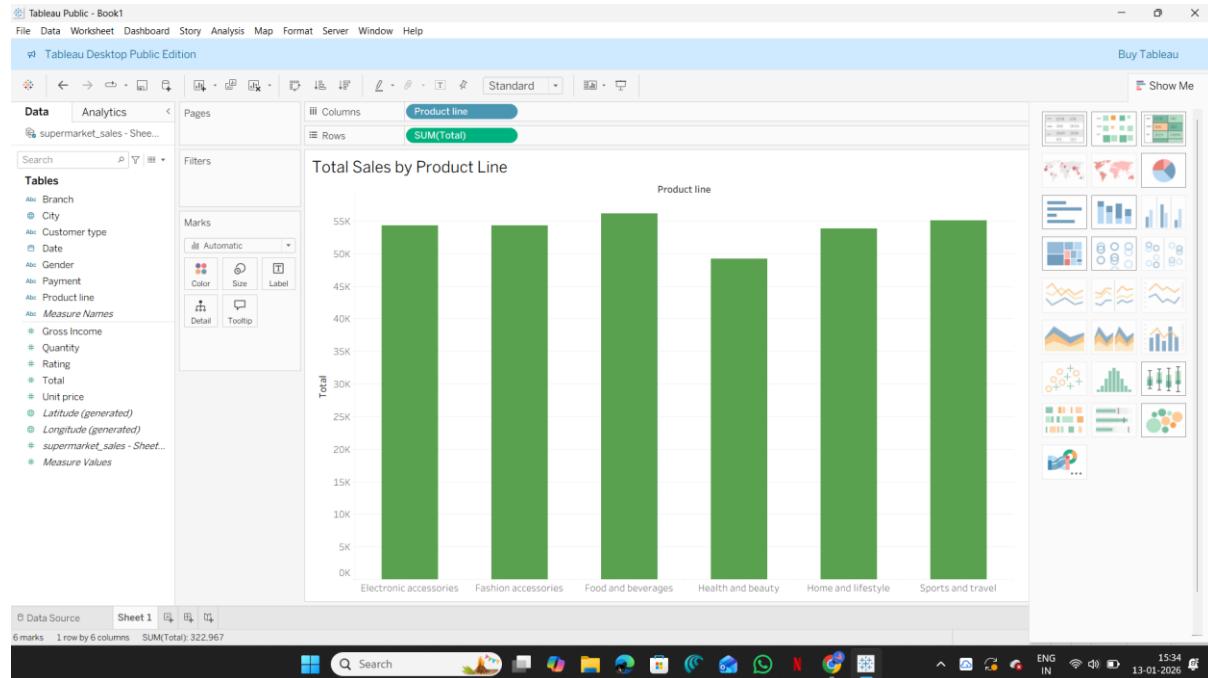
Dataset Overview

➤ The dataset contains historical sales records of a supermarket company operating across three branches (A, B, and C). The data covers transactions from January 2019 to March 2019 and includes information such as product category, sales amount, payment method, customer type, and ratings.

➤ The objective of this analysis is to explore sales trends, branch performance, and customer behaviour using Tableau visualizations.

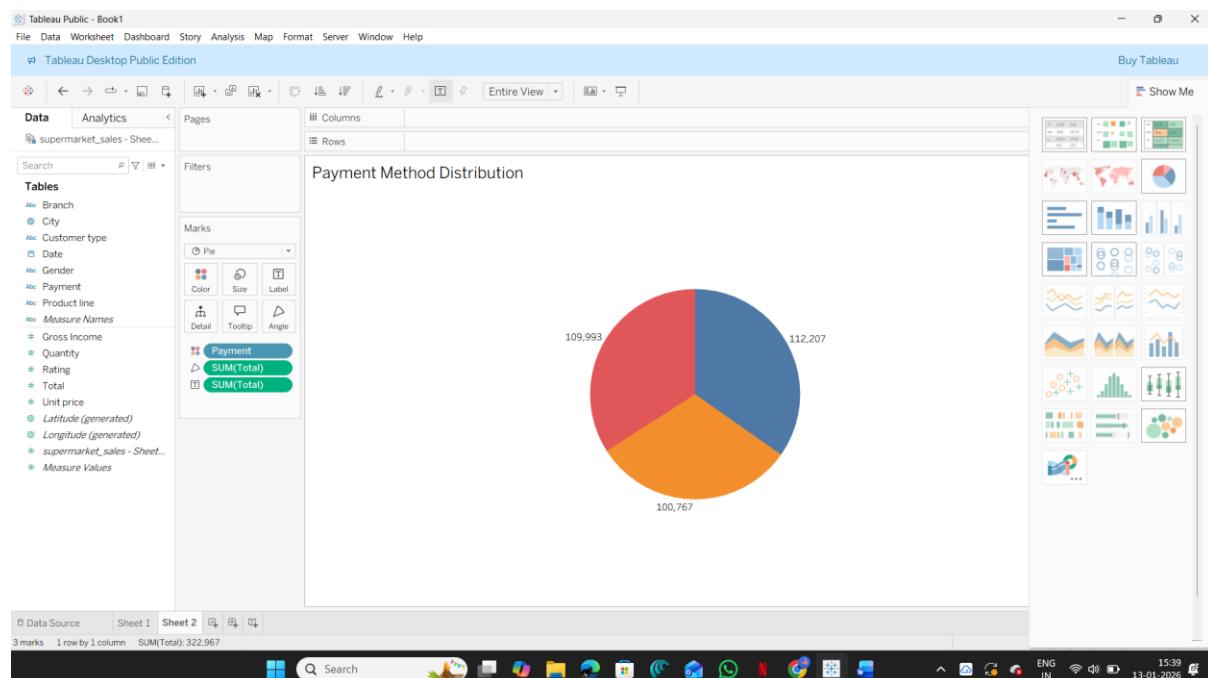
1. Bar Chart – Total Sales by Product Line

This bar chart shows the total sales generated by each product line. It helps in comparing which product categories perform better in terms of revenue. Product lines with taller bars indicate higher sales contribution.



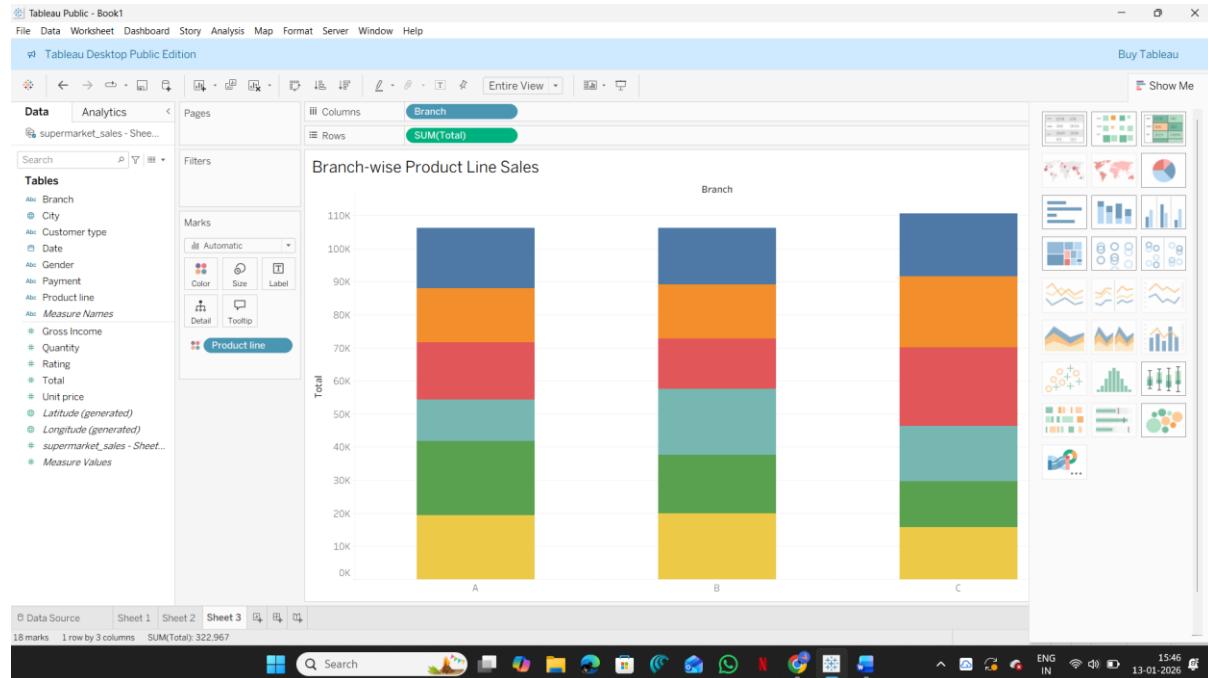
2. Pie Chart – Payment Method Distribution

The pie chart represents the proportion of different payment methods used by customers. It shows how sales are distributed among cash, credit card, and e-wallet payments. This helps understand customer payment preferences.



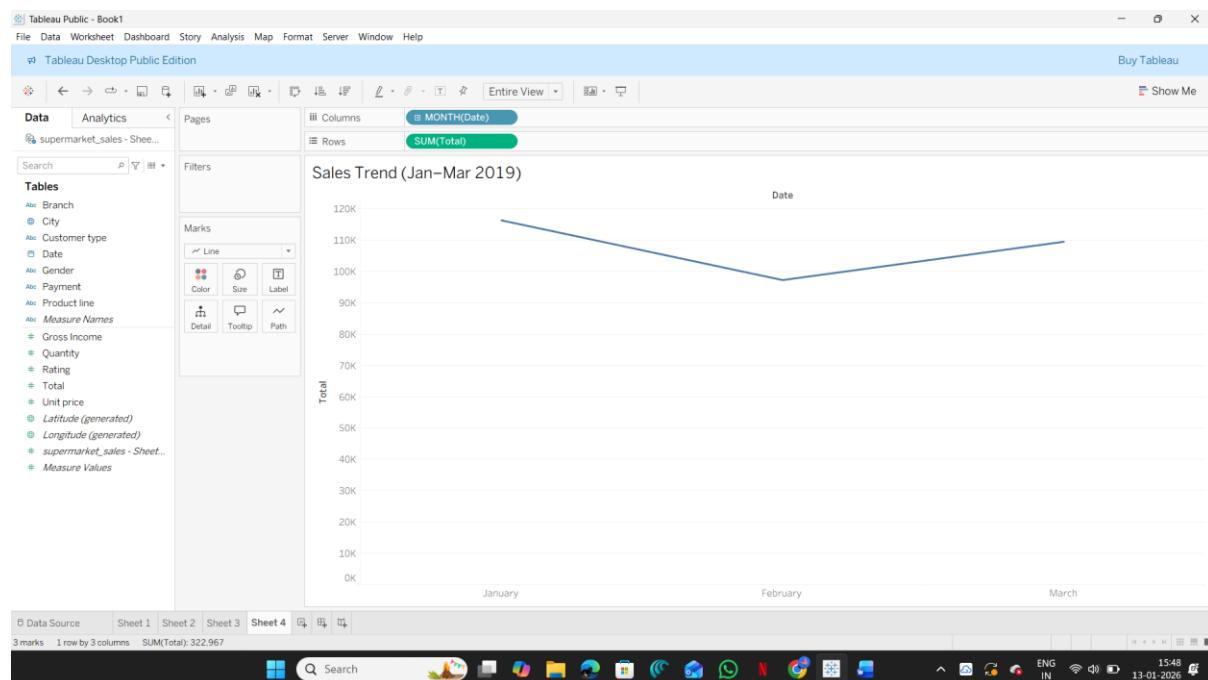
3. Stacked Bar Chart – Branch-wise Product Line Sales

This stacked bar chart displays total sales across different branches, segmented by product lines. It helps compare both branch performance and product line contribution within each branch. Each colour represents a different product category.



4. Line Chart – Sales Trend (Jan–Mar 2019)

The line chart shows the trend of total sales over the three-month period from January to March 2019. It helps identify changes in sales performance over time. Peaks and drops indicate variations in monthly sales.



5. Bubble Chart – Gross Income by Product Line

The bubble chart represents gross income generated by each product line. The size of each bubble indicates the amount of gross income, with larger bubbles representing higher profitability. This helps identify the most profitable product categories.

