Data Analytics Assignment – 2

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) <u>Link</u>
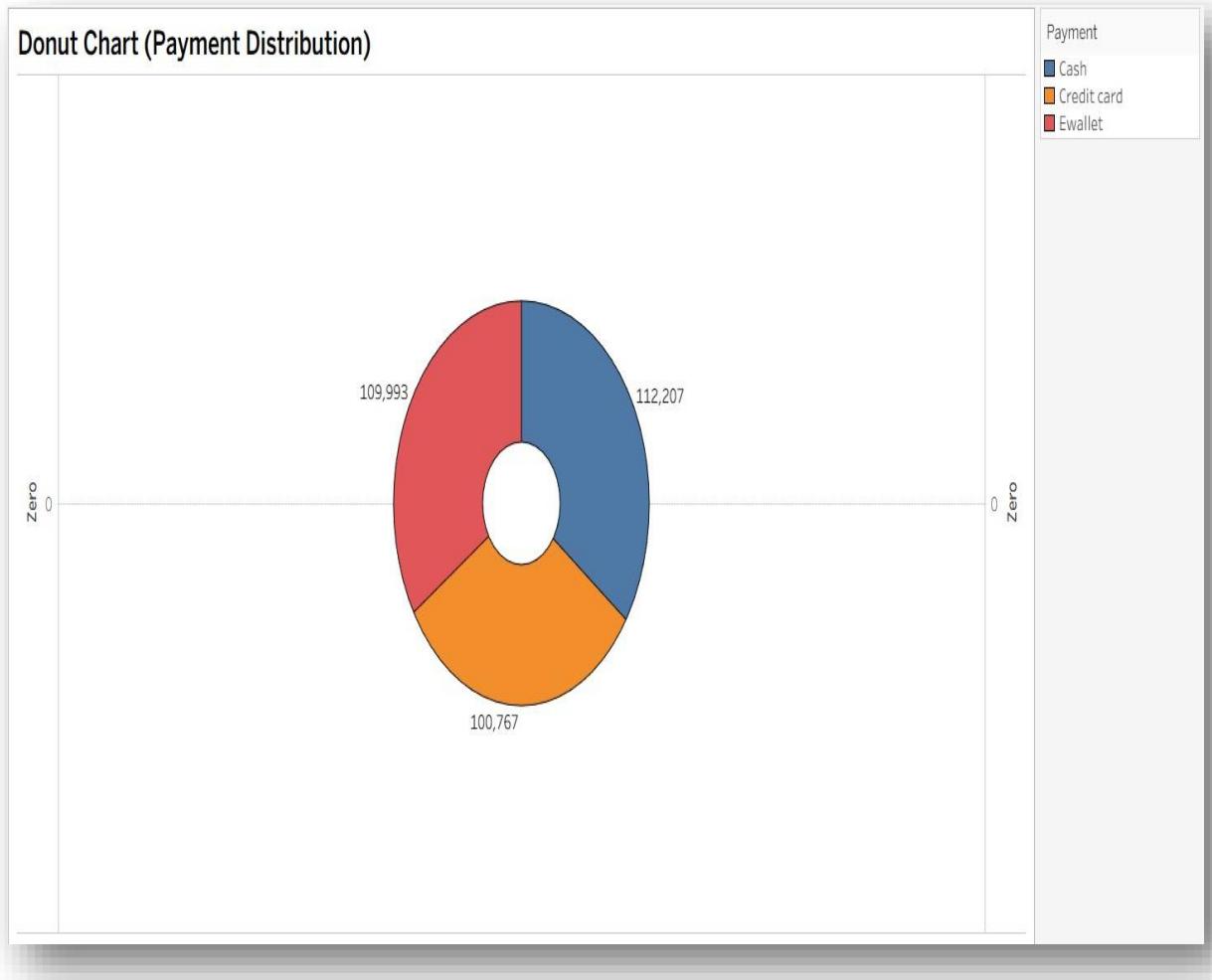
Dataset Overview

- 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. Donut Chart – Payment Distribution

Donut Chart (Payment Distribution)

Payment
- Cash
- Credit card
- Ewallet

109,993   112,207

100,767
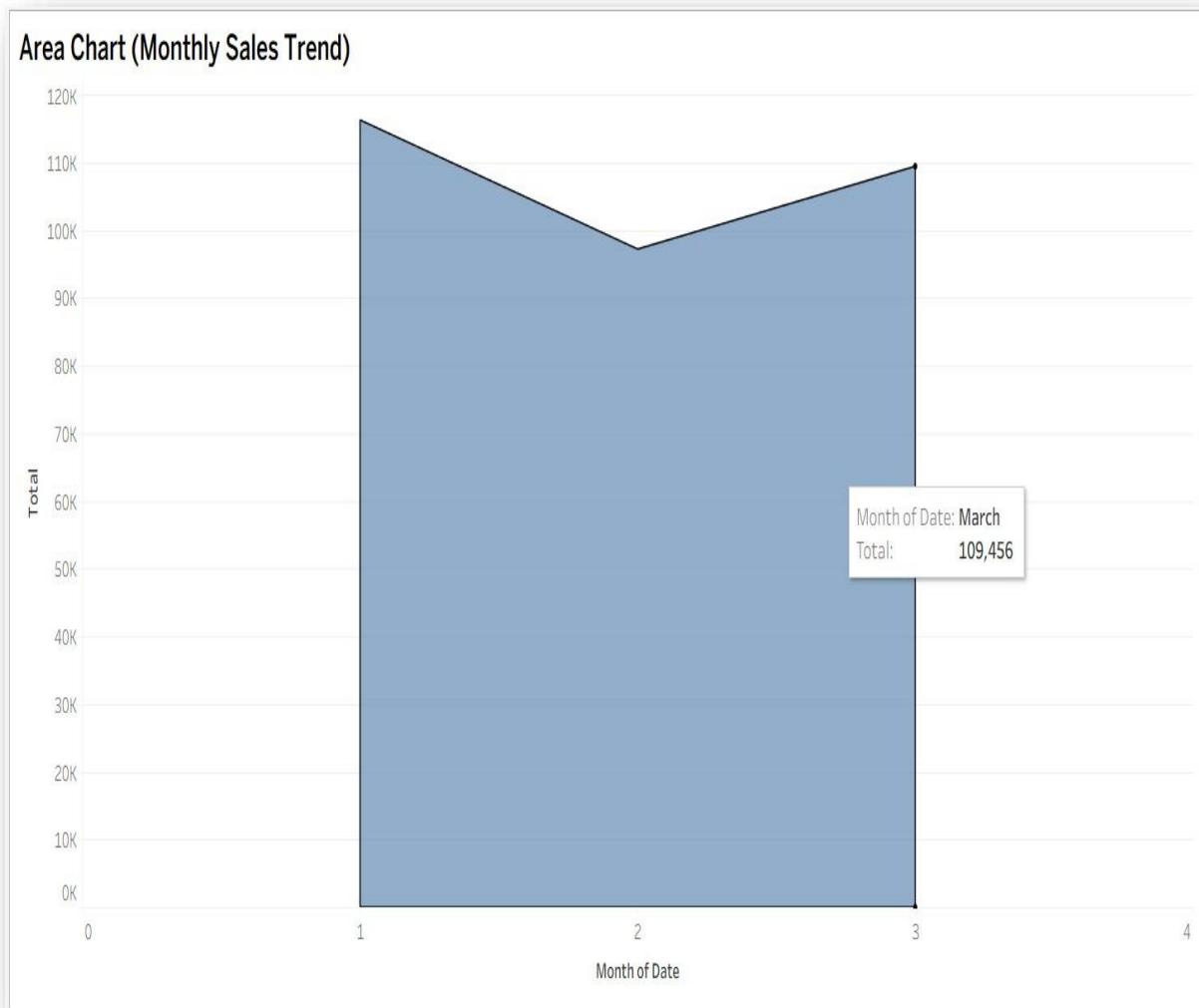
Insight:

E-wallet and Cash payments account for a major share of total sales, indicating increasing customer preference toward digital transactions.

2. Area Chart – Monthly Sales Trend

Insight:

Sales show variation across January to March, reflecting seasonal demand patterns and promotional effects.

3. Text Table – Branch-wise Total Sales

Text Table (Branch-wise Sales)

Branch	
A	106,200
B	106,198
C	110,569

Insight:

Branch C generates comparatively higher revenue, contributing significantly to overall business performance.

4. Highlight Table – Branch vs Product Line

Highlighted Table (Branch vs Product Line)

Branch	Electronic accessories	Fashion accessories	Food and beverages	Health and beauty	Home and lifestyle	Sports and travel
A	18,317	16,333	17,163	12,598	22,417	19,373
B	17,051	16,413	15,215	19,981	17,549	19,988
C	18,969	21,560	23,767	16,615	13,896	15,762

SUM(Total)
12,598   23,767

Insight:

Food and Beverages category performs consistently well across all branches.

5. Word Cloud – Product Line Sales Impact
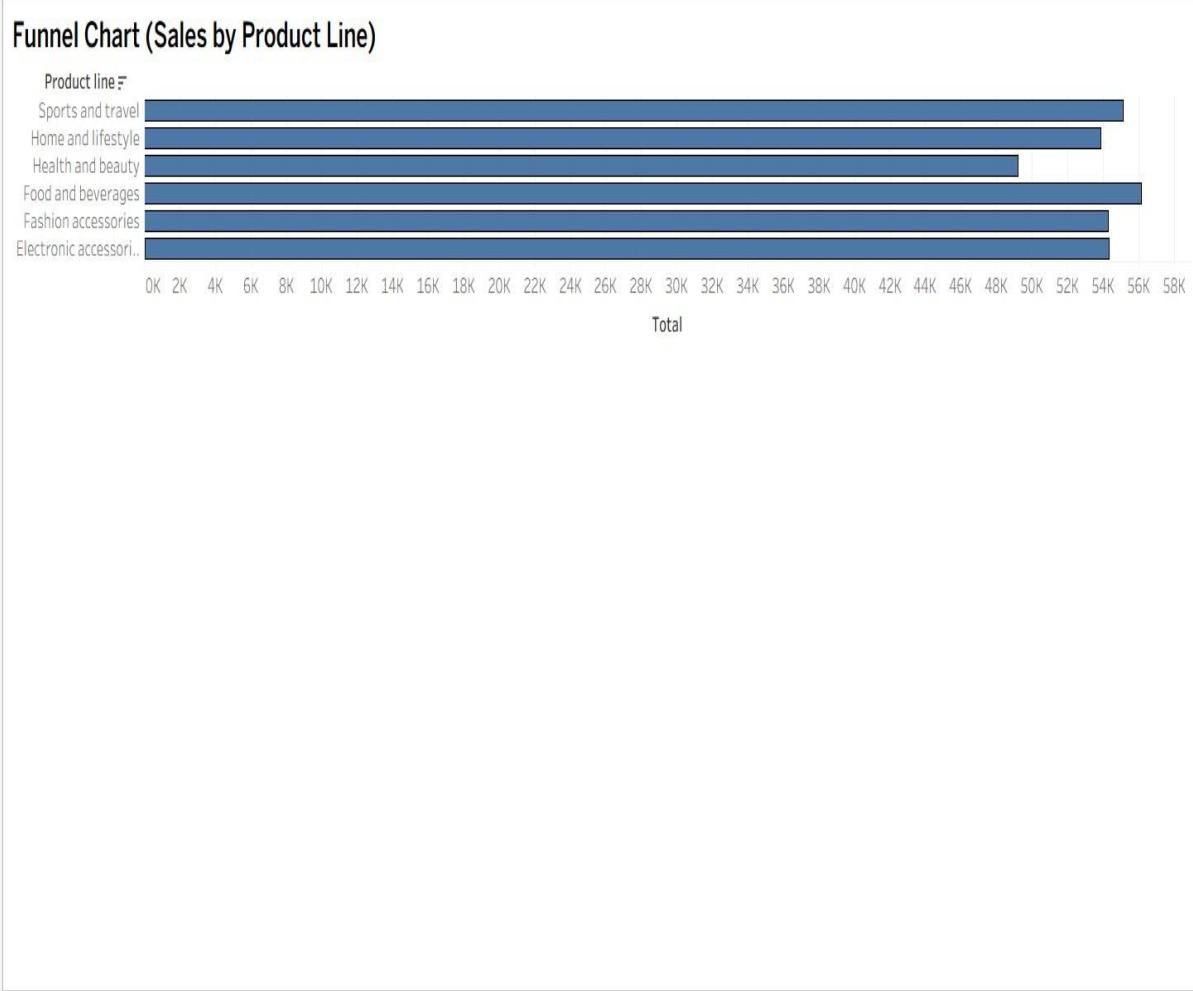
Word Cloud (Product Line Popularity)

Health and beauty
Home and lifestyle
Fashion accessories
Electronic accessories
Food and beverages
Sports and travel

Insight:
Larger product categories in the word cloud represent higher sales contribution, highlighting top-performing segments.

# 6. Funnel Chart – Sales by Product Line
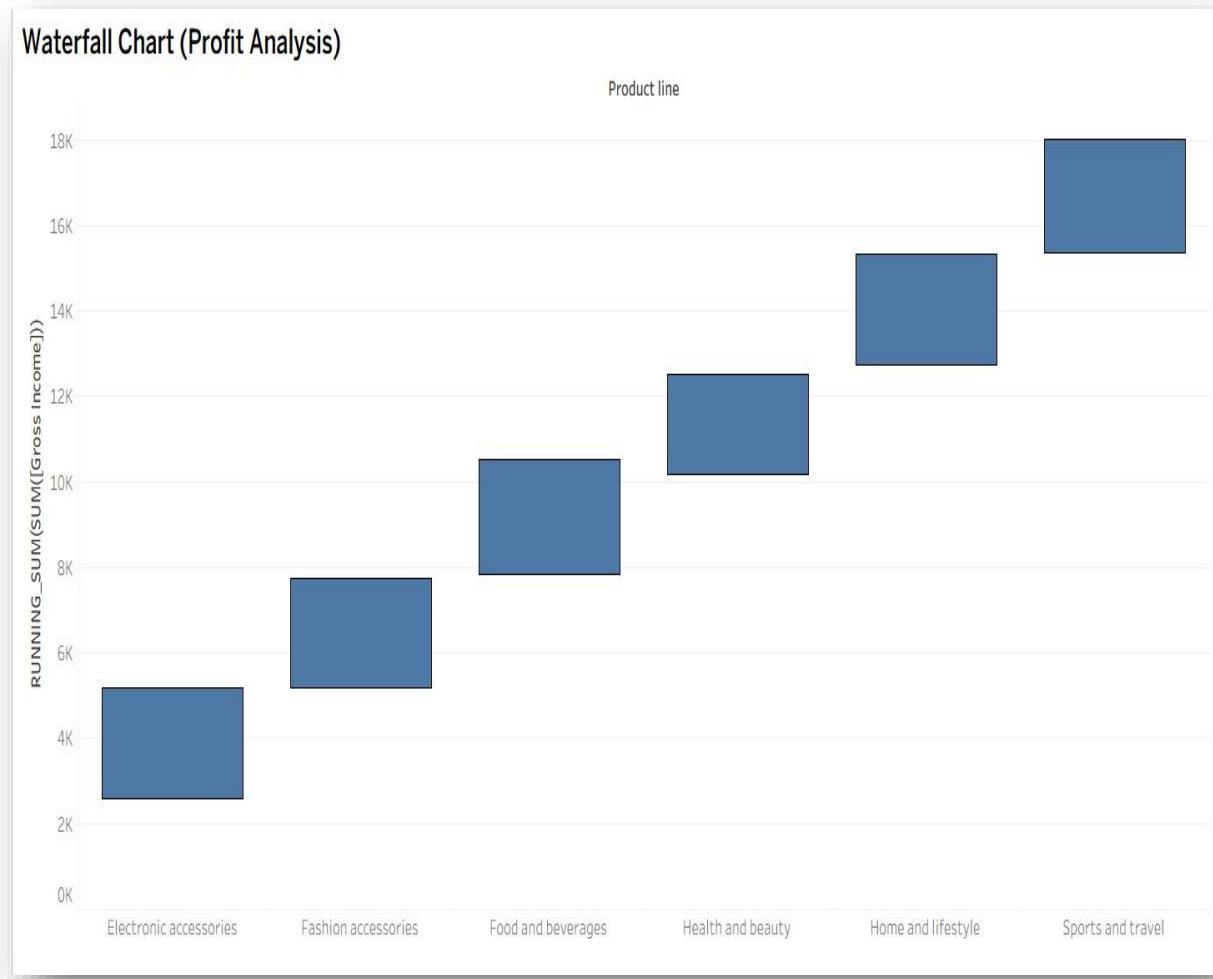
Funnel Chart (Sales by Product Line)

Insight:

The top two product categories contribute the majority of total revenue, showing sales concentration in specific segments.

7. Waterfall Chart – Gross Income Contribution

Waterfall Chart (Profit Analysis)

Insight:
The waterfall chart illustrates cumulative gross income contribution by product categories, showing overall profitability growth.