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Course : Data Analytics with Tableau

Assignment : Assignment 3

Supermarket Sales Dashboard

Objective:

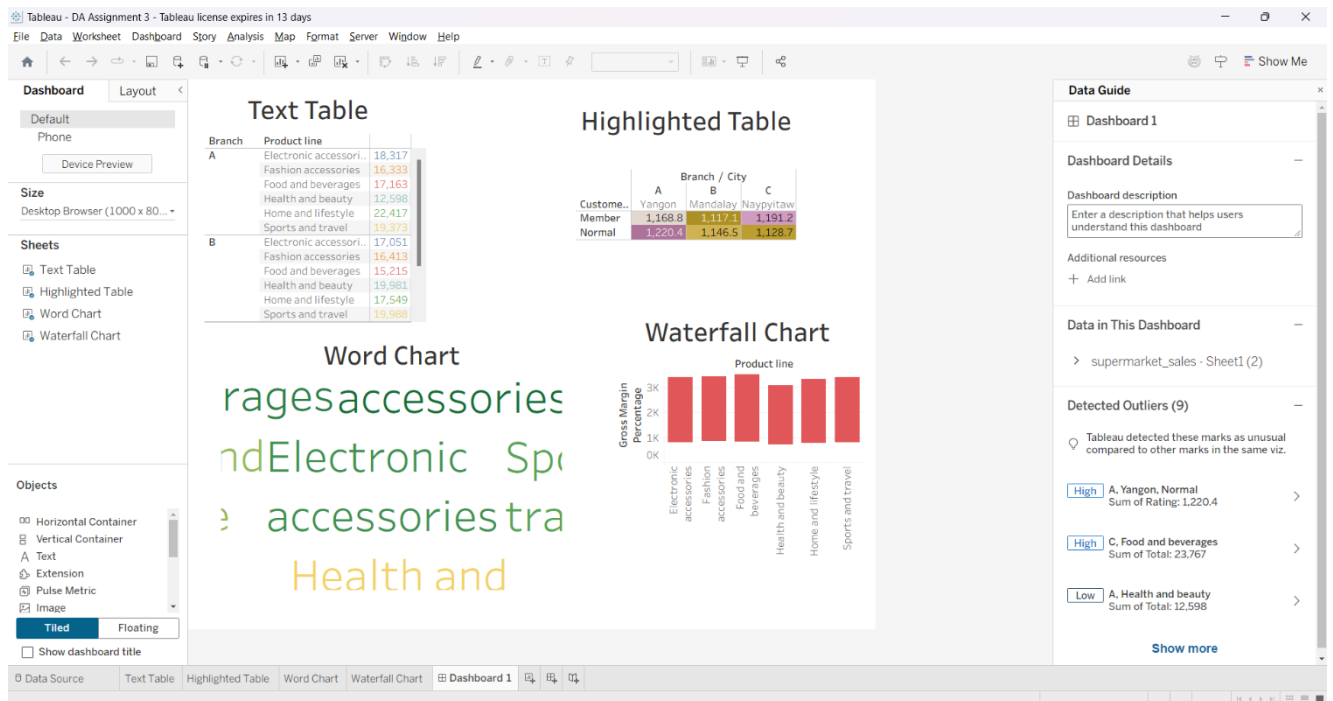
This assignment aims to explore and analyze supermarket sales data collected from three distinct branches over a period of three months. The primary focus of the analysis is to examine sales distribution, identify trends over time, and understand payment methods. These insights will support more informed and effective decision-making in a competitive market environment.

Process Followed:

1. Imported the provided supermarket sales dataset into Tableau.
2. Removed unnecessary columns that were not useful for the analysis.
3. Created four individual charts :
 - Sales per Branch: Comparison of total sales among branches A, B, and C.
 - Sales by Product Line: Sales distribution across different product categories
 - Sales Trend Over Time: Monthly sales trends over the three-month period.
 - Payment Distribution; Sales split by payment methods like Cash, Credit Card, and E-wallet.

4. Combined all charts into a single interactive dashboard using containers for proper layout.

Dashboard :



The dashboard provides a clear overview of:

- Which branch performs best.
- Which product lines generate higher sales.
- The trend of sales over the selected period.

- Preferred customer payment methods.

Conclusion :

In conclusion, the analysis of supermarket sales data across three branches over a three-month period has provided valuable insights into customer purchasing behavior, sales distribution, and payment preferences. By identifying trends and patterns in the data, the dashboard supports data-driven decision-making, helping businesses enhance their strategies, optimize operations, and stay competitive in the market. This project demonstrates the power of data visualization tools like Tableau in transforming raw data into meaningful and actionable insights.