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- Course: Data Analytics with Tableau . Assignment: Assignment 1

Assignment 1: Data Analytics with Tableau
## Title:

Supermarket Sales Data Visualization and Analysis

Introduction:

This project involves the analysis of supermarket sales data gathered from three branches over a span of three months. Using Tableau, a range of visualizations has been developed to explore sales patterns, customer demographics, and product performance. These visual insights aim to support the supermarket in enhancing strategic decisions, refining marketing approaches, and delivering a better customer experience.
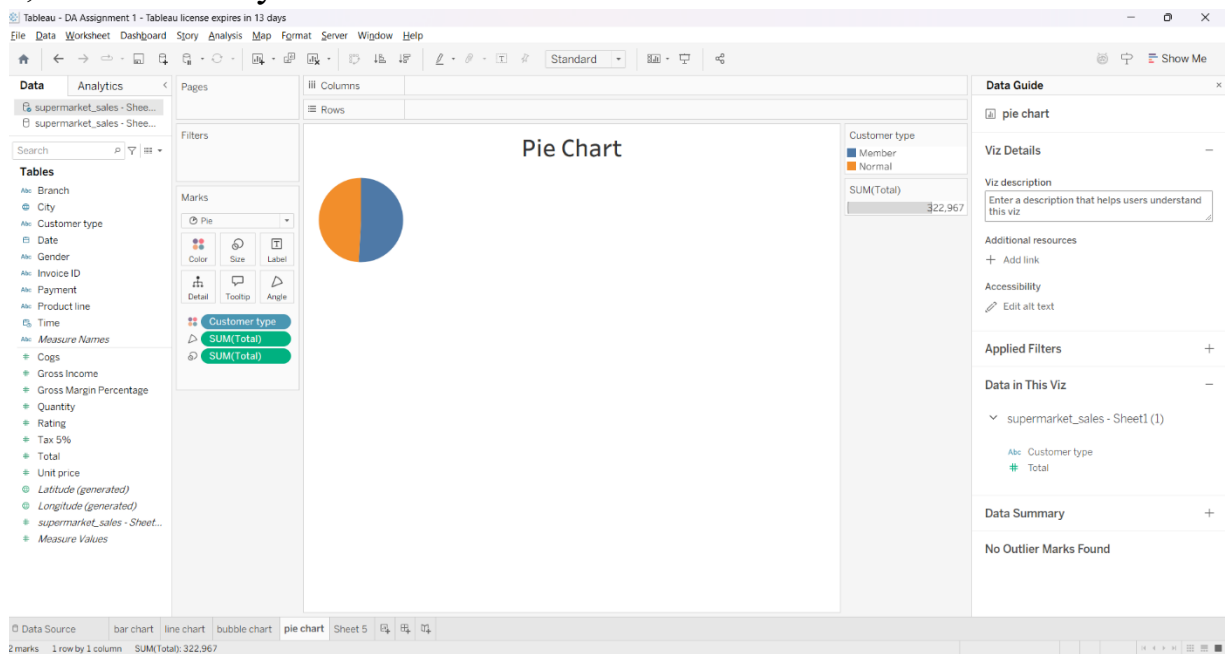

Visualizations;

1. Bar Chart: Total Sales by Product Line
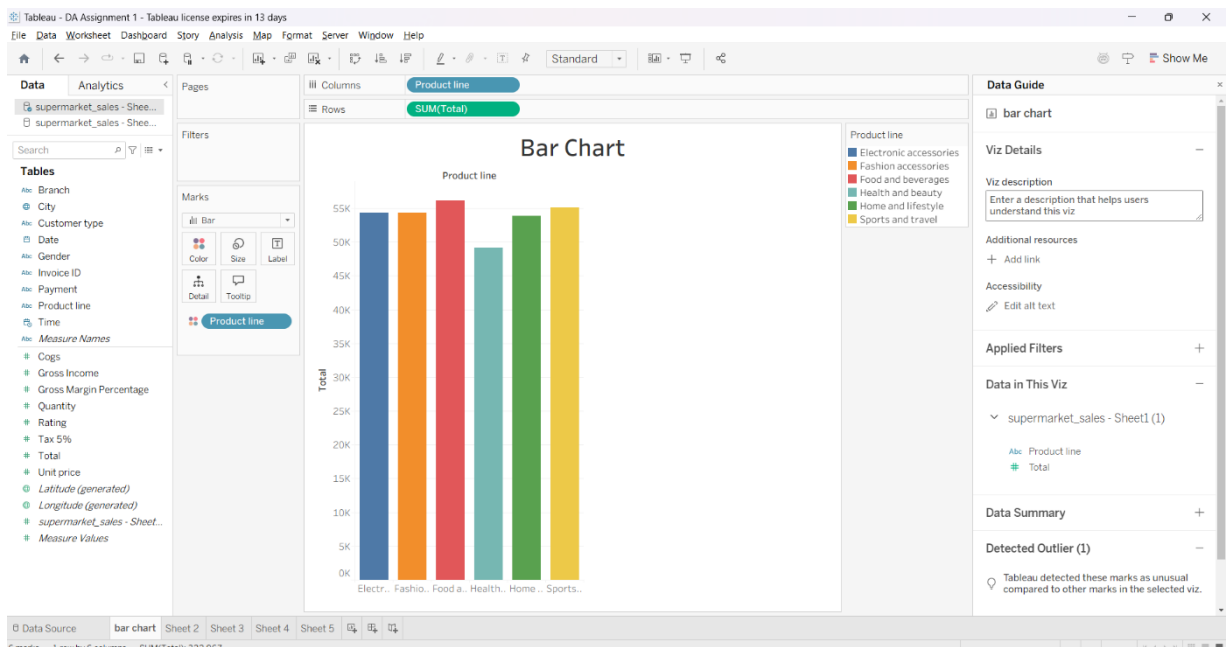
- Description : This bar chart shows the total sales for each product line. It helps identify which product lines are generating the most revenue.
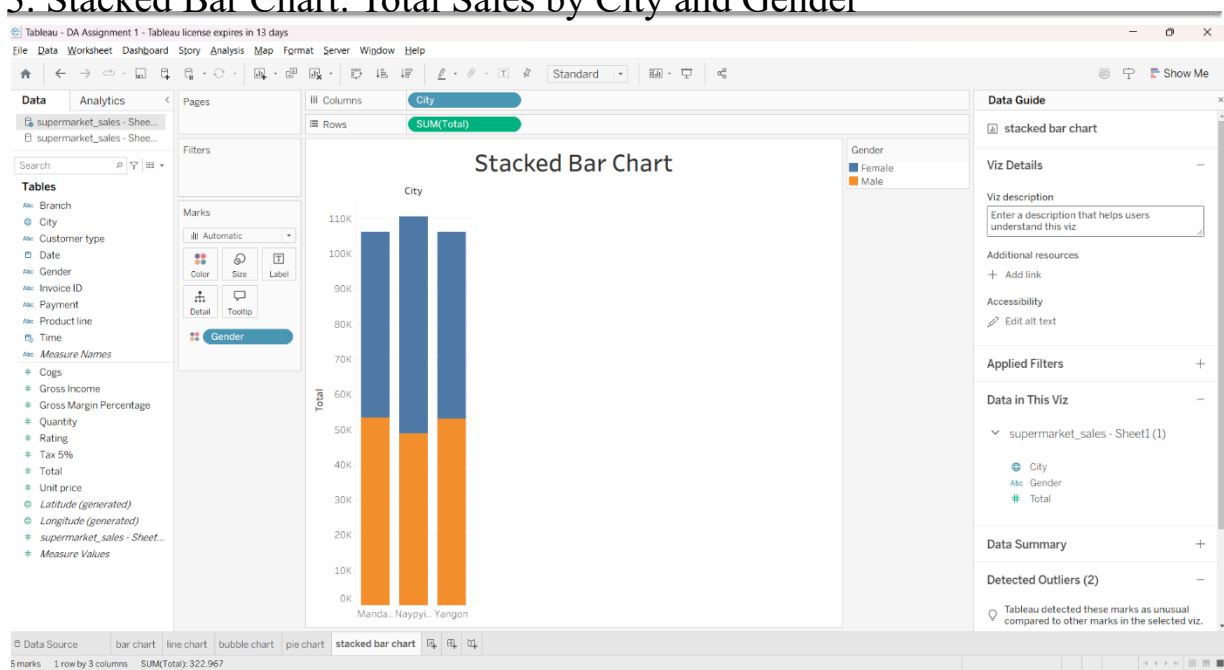
2, Pie Chart: Payment Method Distribution

- Desc ription:
  The pie chart displays the proportion of different payment methods used by customers, such as Cash, Credit Card, and Ewallet.
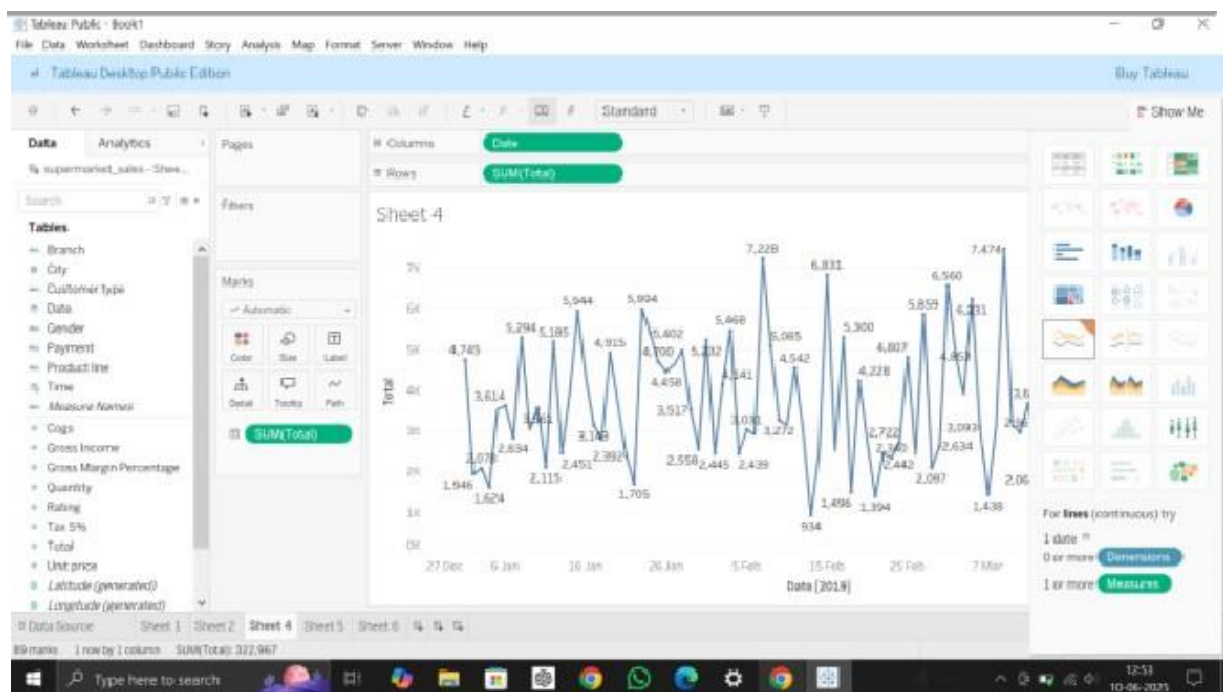
3. Stacked Bar Chart: Total Sales by City and Gender

- **Desc ription:**

    This stacked bar chart illustrates total gales across different cities, separated by customer gender. It provides a clear view of how gender contributes to sales in each city.
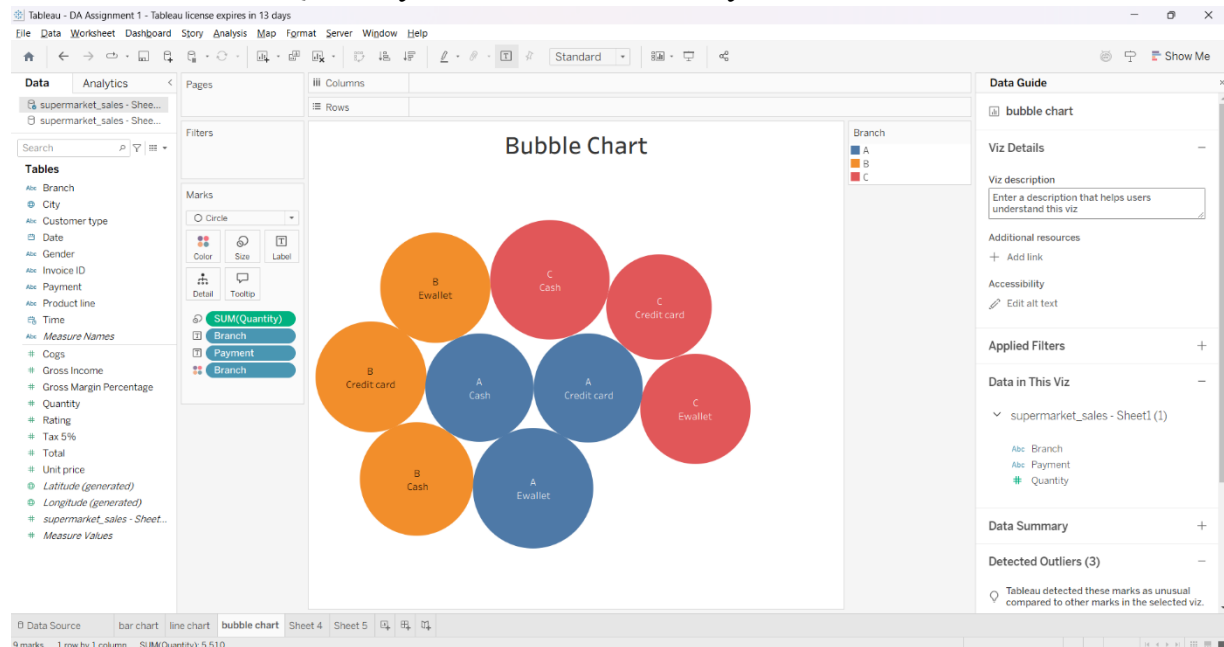
4. Line Chart: Daily Sales Trend

Description:

The line chart visualizes the daily sales trend over three months, helping to identify sales patterns and peaks.

5. Bubble Chart: Quantity vs Gross Income by Product Line

Description:

The bubble chart shows the relationship between quantity sold and gross income for each product line. The size of the bubble represents the total sales volume.

Conclusion:

This analysis revealed significant patterns in customer preferences, product performance, and payment behaviors. The visualizations offered meaningful insights that can drive strategic business decisions and improve customer satisfaction. By using Tableau's powerful visualization tools, we were able to clearly identify trends and effectively compare multiple factors across the dataset.