Data Analytics Assignment – 1

Supermarket Sales Analysis using Tableau

Team Id: LTVIP2026TMIDS75097

Project Title: Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
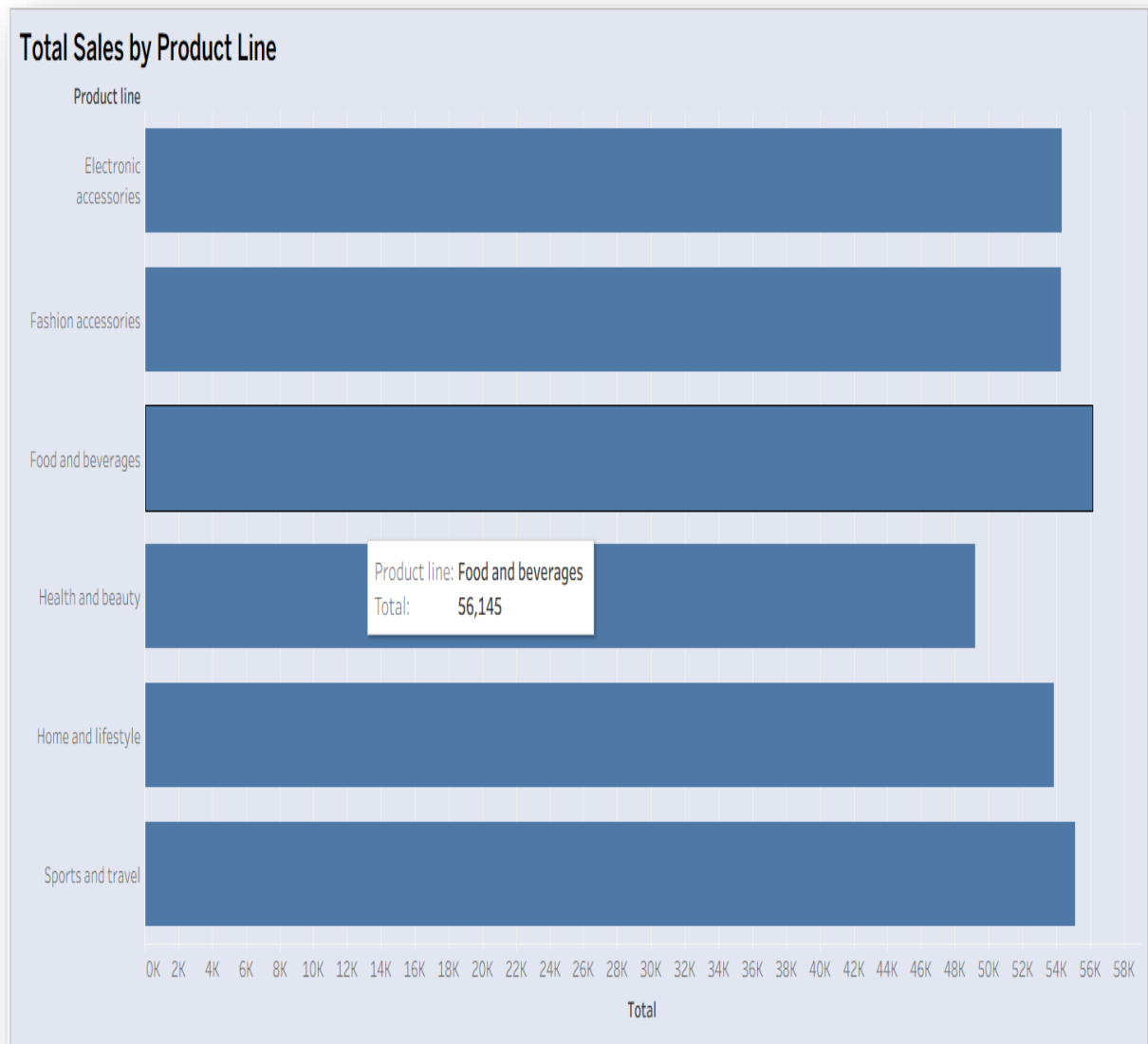
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Tool Used: Tableau
Dataset used: Supermarket Sales Dataset (Jan–Mar 2019) [Link](#)

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.
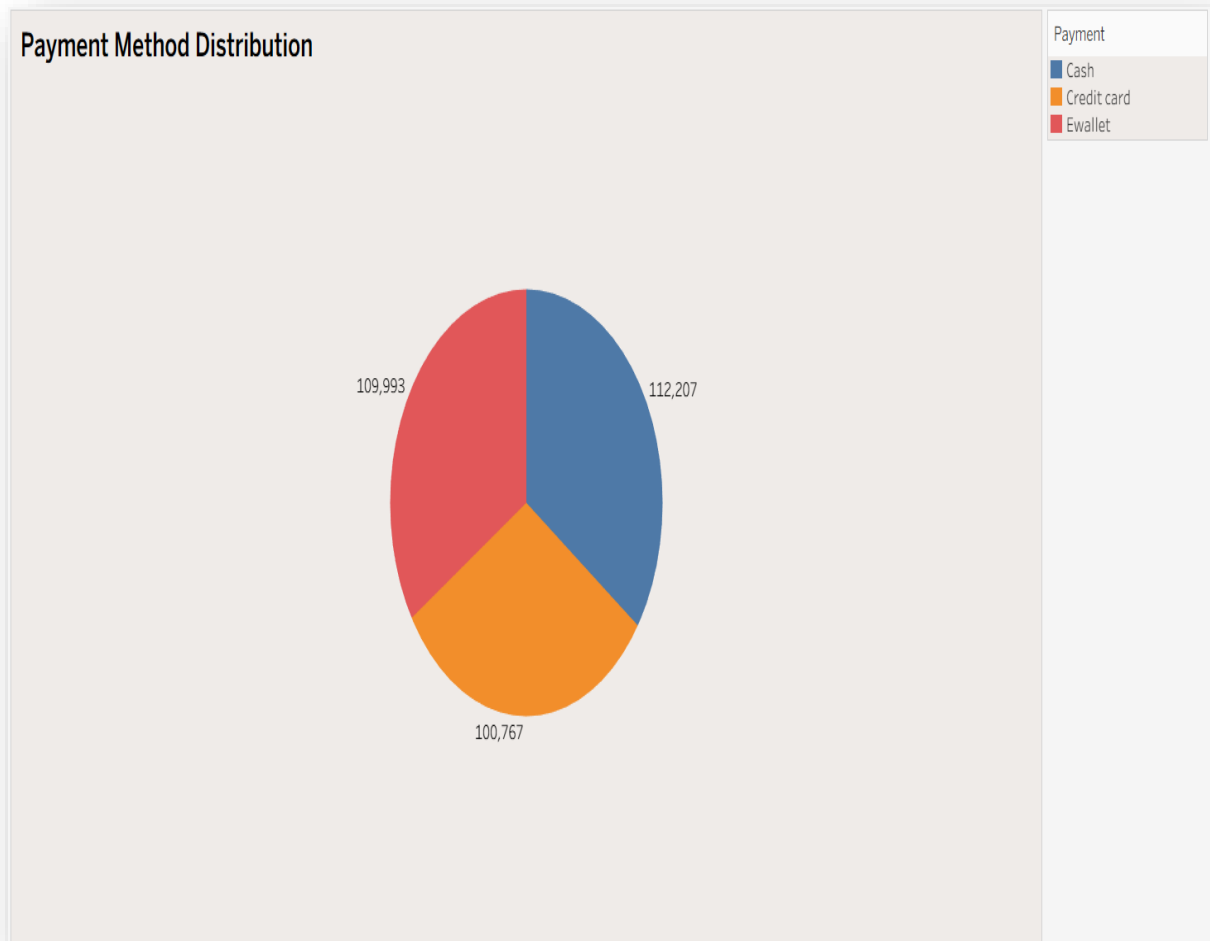
1. Bar Chart – Sales by Product Line

Total Sales by Product Line

Product line

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

Product line: **Food and beverages**
Total: 56,145

0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K 30K 32K 34K 36K 38K 40K 42K 44K 46K 48K 50K 52K 54K 56K 58K

Total

Insight:

Food and Beverages generate the highest total sales among all product categories, indicating that essential goods significantly contribute to overall supermarket revenue.
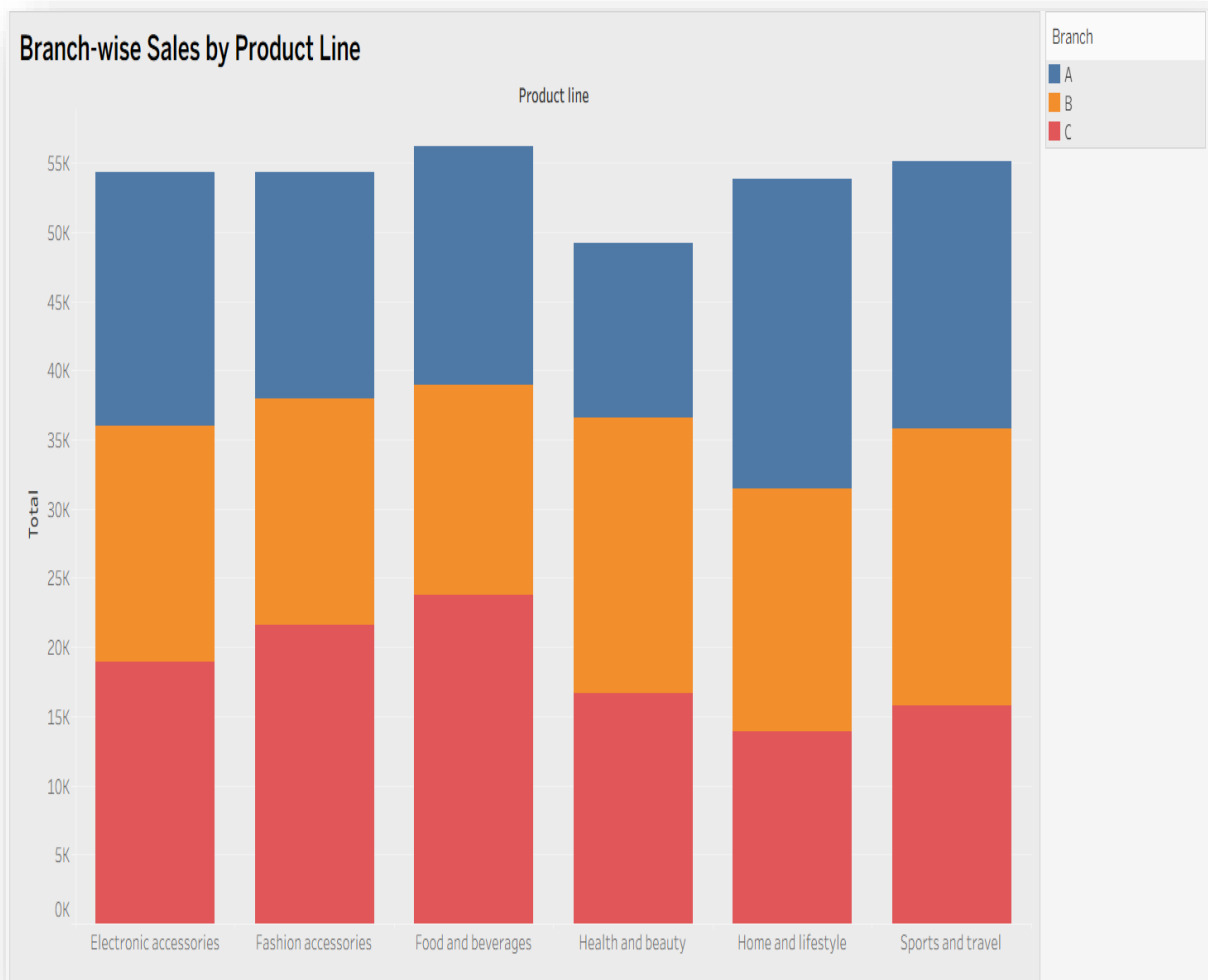
2. Pie Chart – Payment Method Distribution

Payment Method Distribution

Payment
- Cash
- Credit card
- Ewallet

109,993   112,207

100,767

Insight:

E-wallet and Cash are the most preferred payment methods among customers, suggesting a growing adoption of digital payment systems.
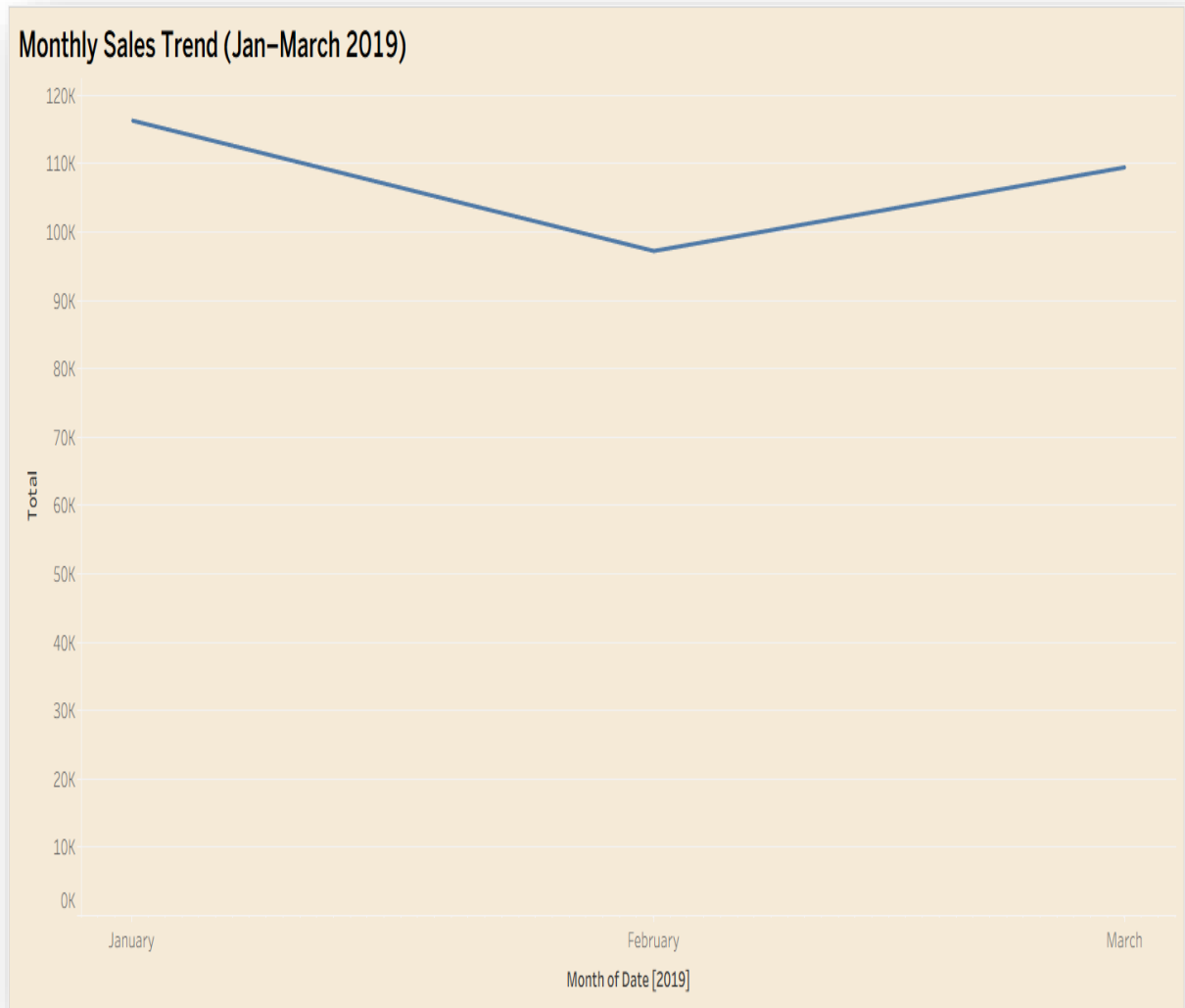
3. Stacked Bar Chart – Branch-wise Sales by Product Line

Insight:

Branch C contributes higher overall sales compared to other branches, with strong performance across multiple product categories.
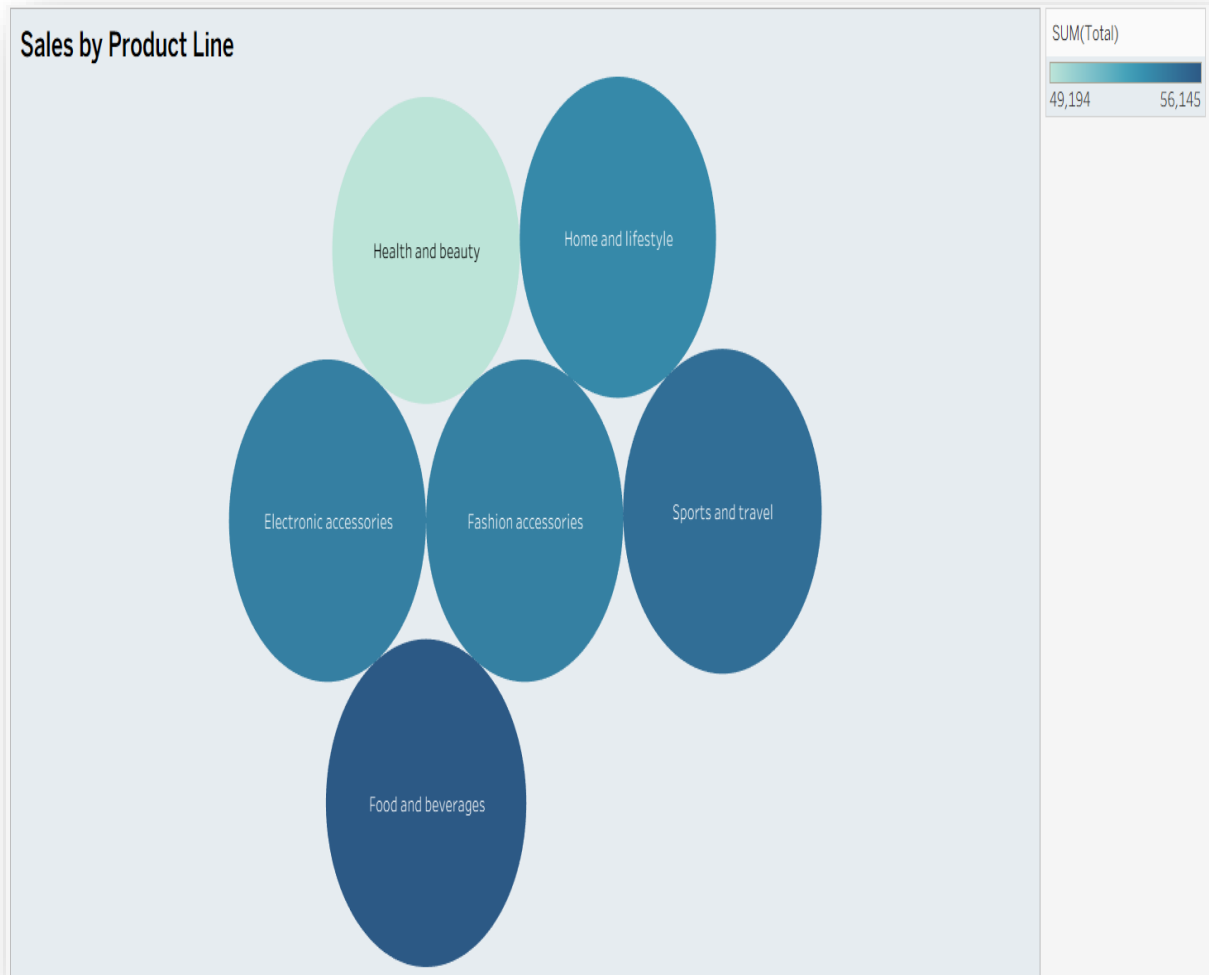
4. Line Chart – Monthly Sales Trend

Monthly Sales Trend (Jan–March 2019)

Insight:

The line chart shows variation in sales across January, February, and March, indicating business performance trends over time.

5. Bubble Chart – Sales Distribution by Product Line

Insight:

Larger bubbles represent higher sales contribution, highlighting the most profitable product categories.