

# Data Analytics Assignment – 1

## Supermarket Sales Analysis using Tableau

**Team Id:** LTVIP2026TMIDS75097

**Project Title:** Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

**Name:** D. varthika

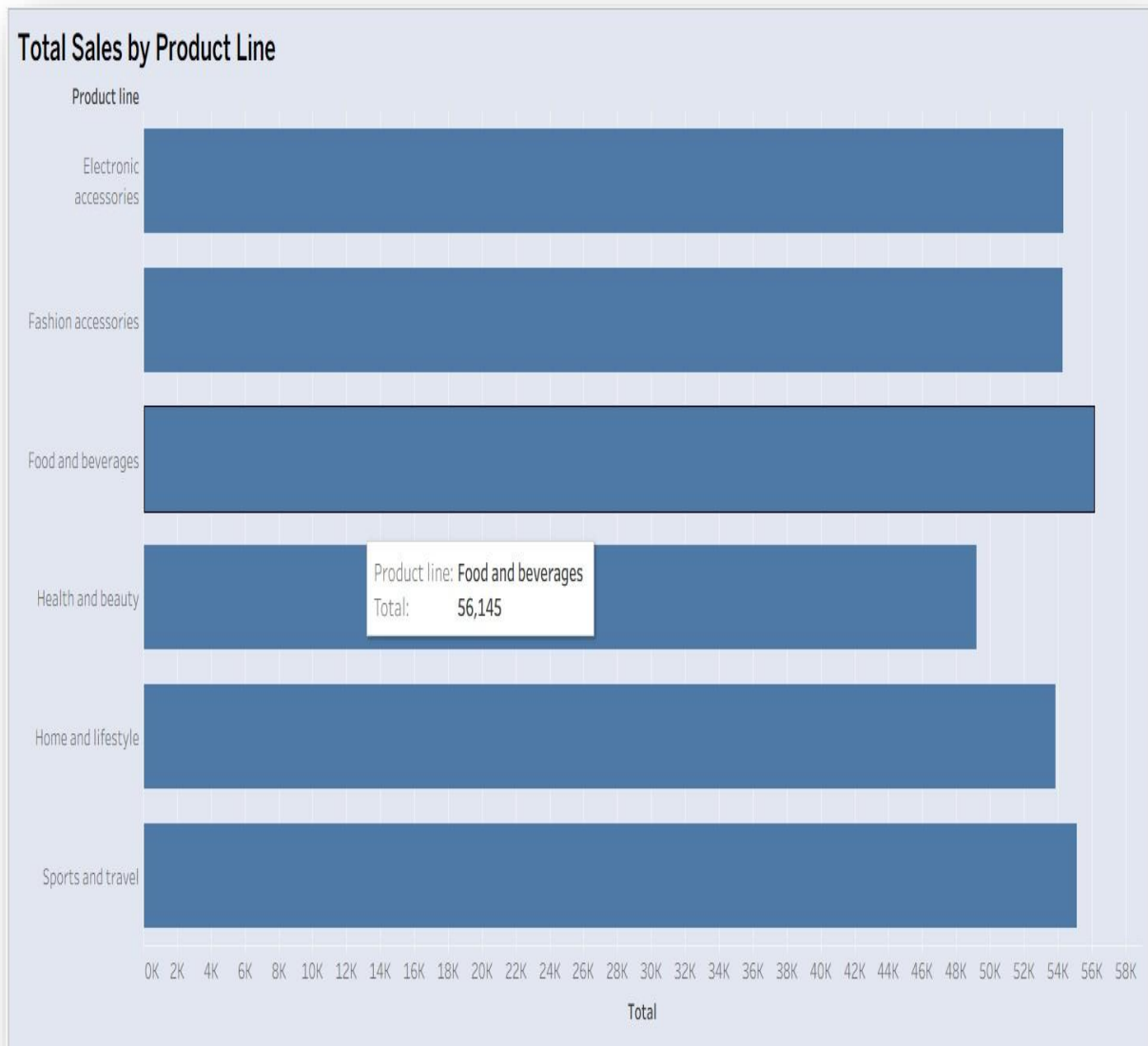
**Tool Used:** Tableau

**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.

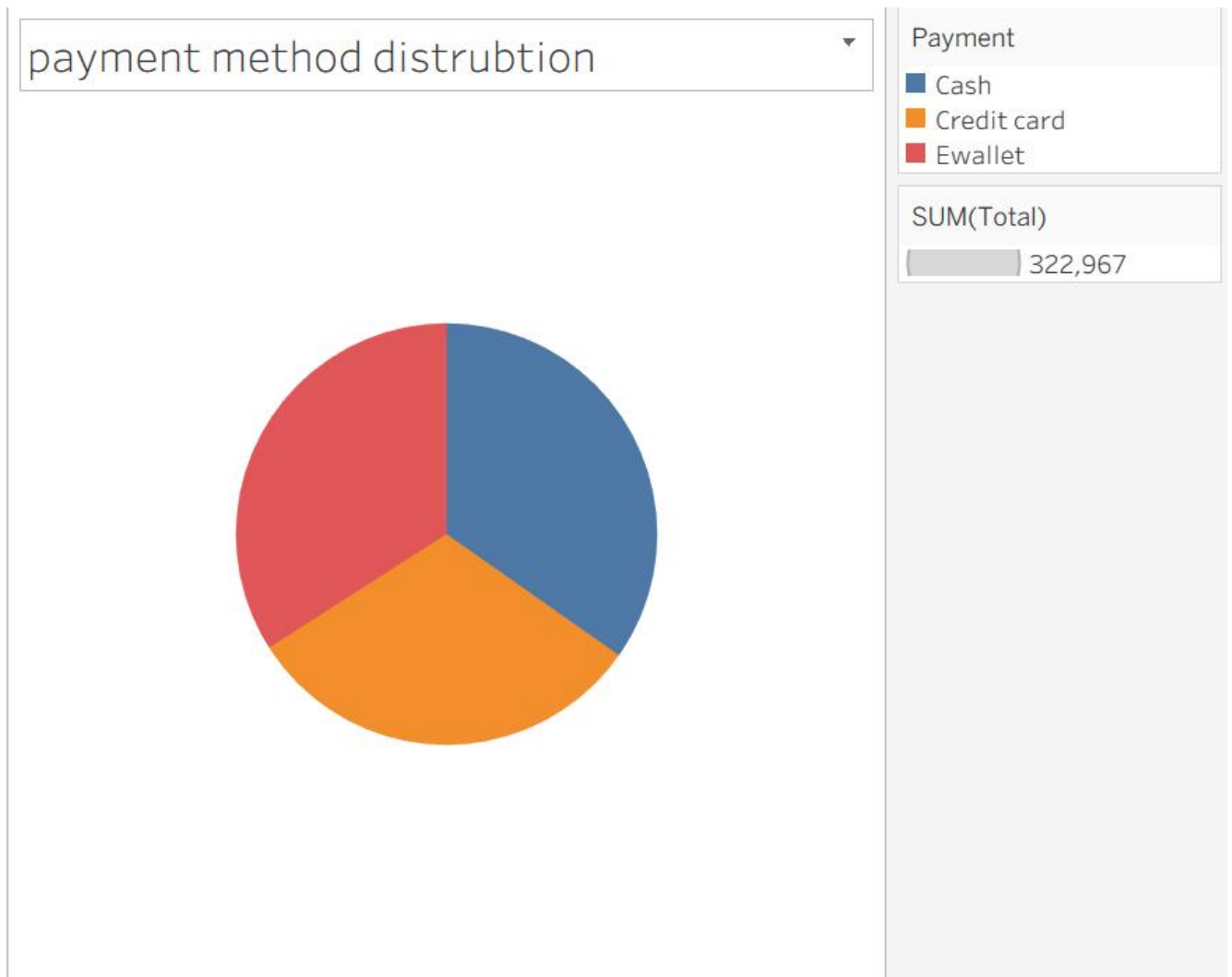
## 1. Bar Chart – Sales by Product Line



### **Insight:**

Food and Beverages generate the highest total sales among all product categories, indicating that essential goods significantly contribute to overall supermarket revenue.

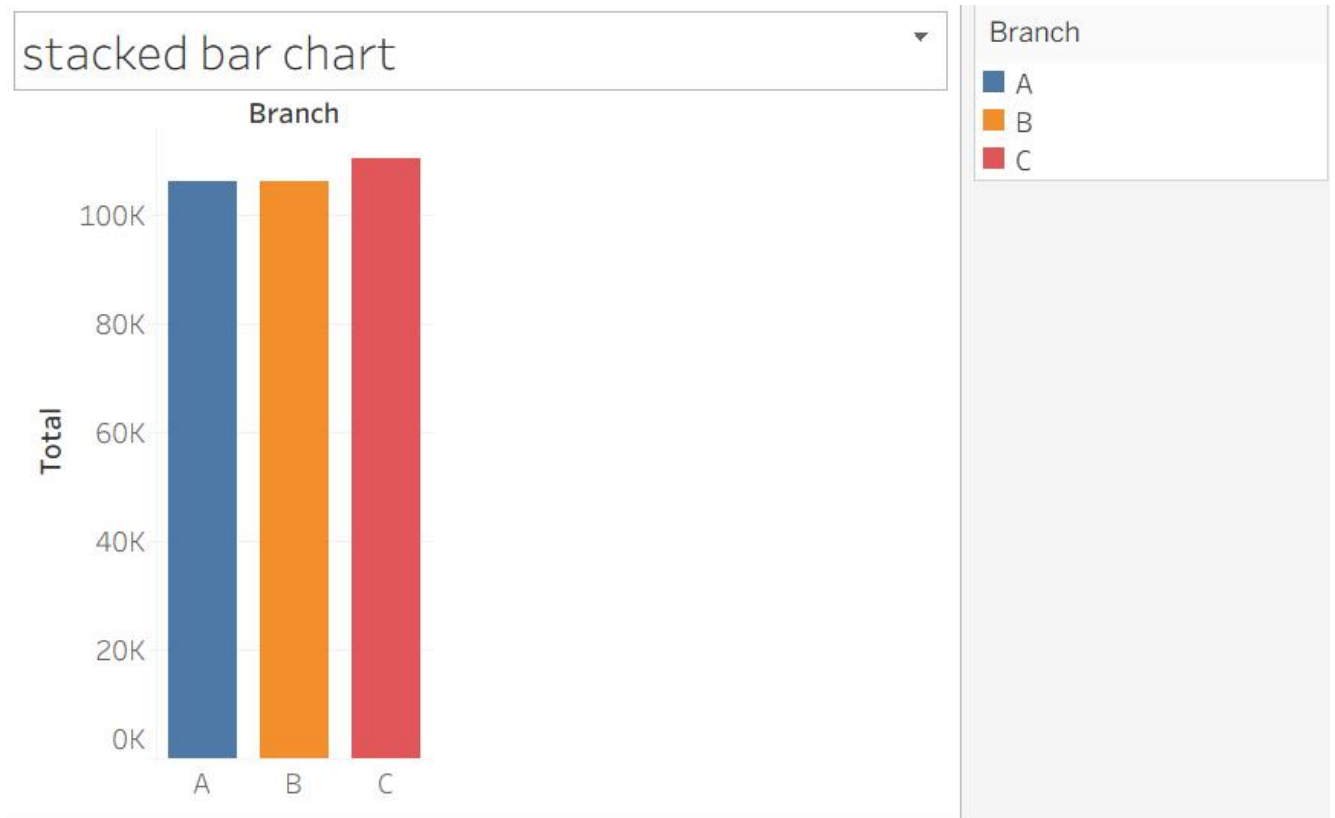
## 2. Pie Chart – Payment Method Distribution



### **Insight:**

E-wallet and Cash are the most preferred payment methods among customers, suggesting a growing adoption of digital payment systems.

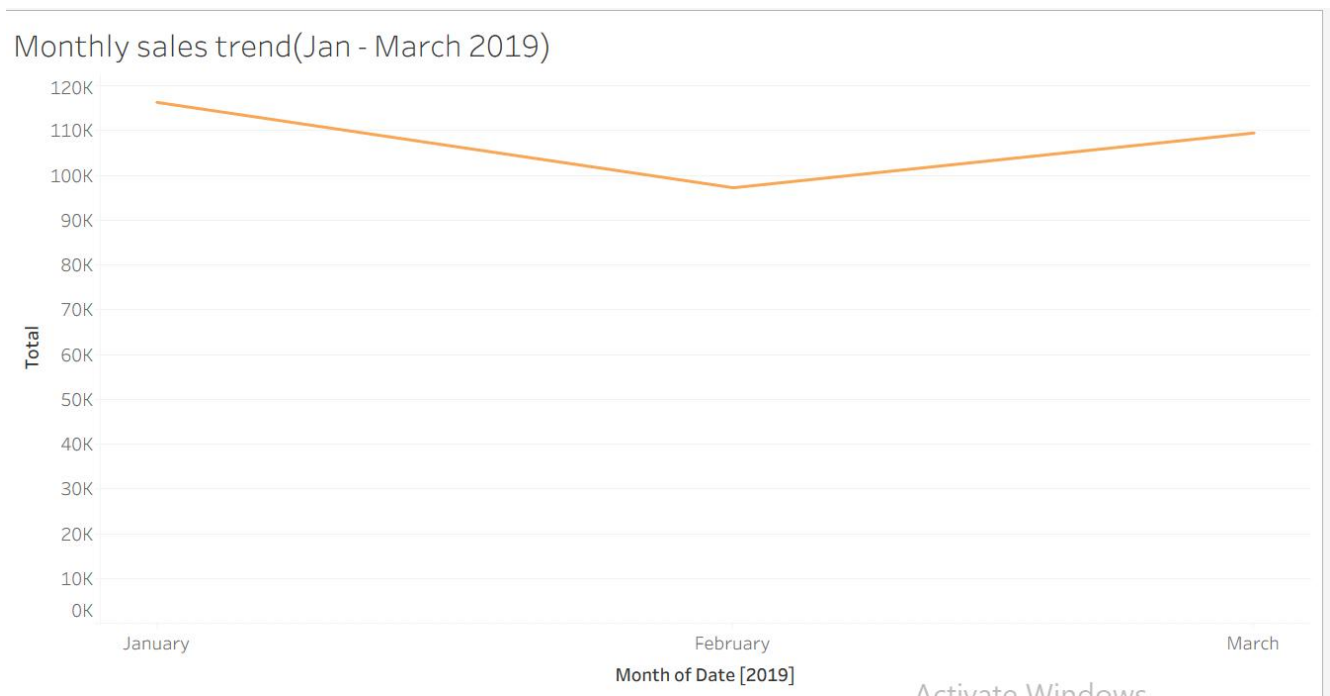
### 3. Stacked Bar Chart – Branch-wise Sales by Product Line



#### **Insight:**

Branch C contributes higher overall sales compared to other branches, with strong performance across multiple product categories.

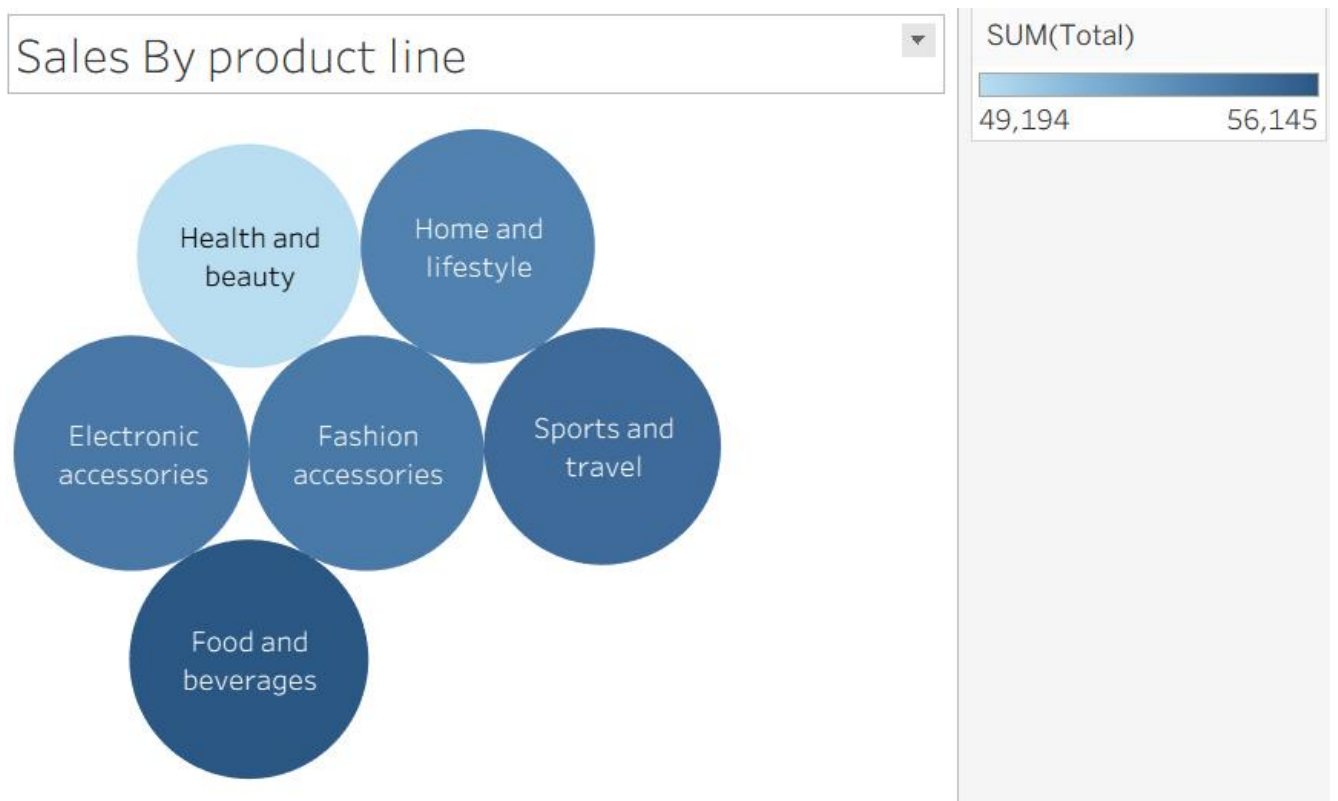
#### **4. Line Chart – Monthly Sales Trend**



#### **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.