

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](#)

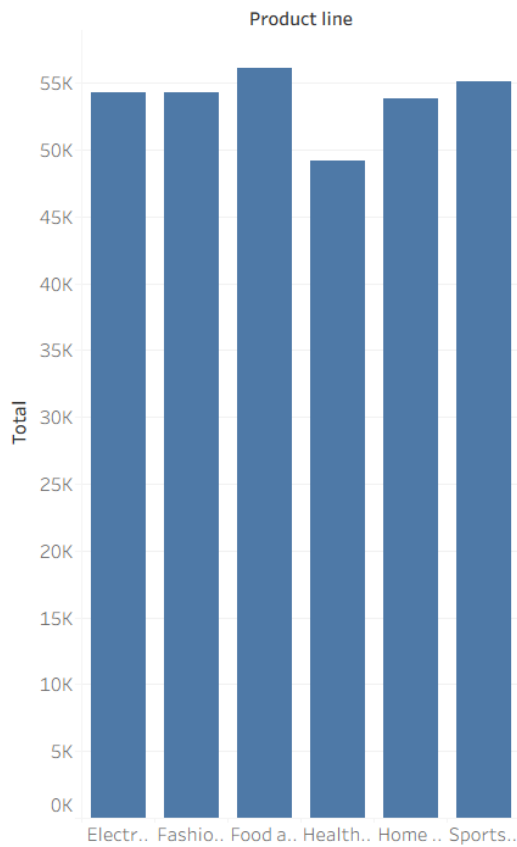
➤ Dataset Overview

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. Each transaction record provides detailed insights including invoice ID, city, gender, unit price, quantity purchased, tax amount, total sales, cost of goods sold (COGS), gross income, and gross margin percentage. This structured data enables a comprehensive understanding of business performance at multiple levels.

Through visualizations such as bar charts, pie charts, line charts, stacked bar charts, and bubble charts, the dataset allows comparison of revenue contribution by product category, branch, and payment type. This helps in identifying profitable segments and areas that require improvement.

1. Bar Chart – Sales by Product Line

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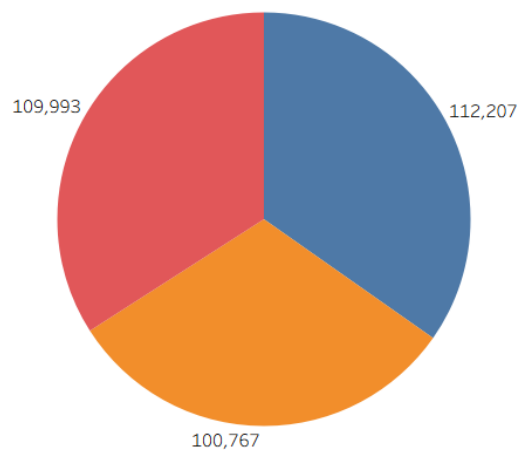


Insight:

Food and Beverages has the highest total sales (around 56K). This indicates strong customer demand for daily consumable products.

2. Pie Chart – Payment Method Distribution

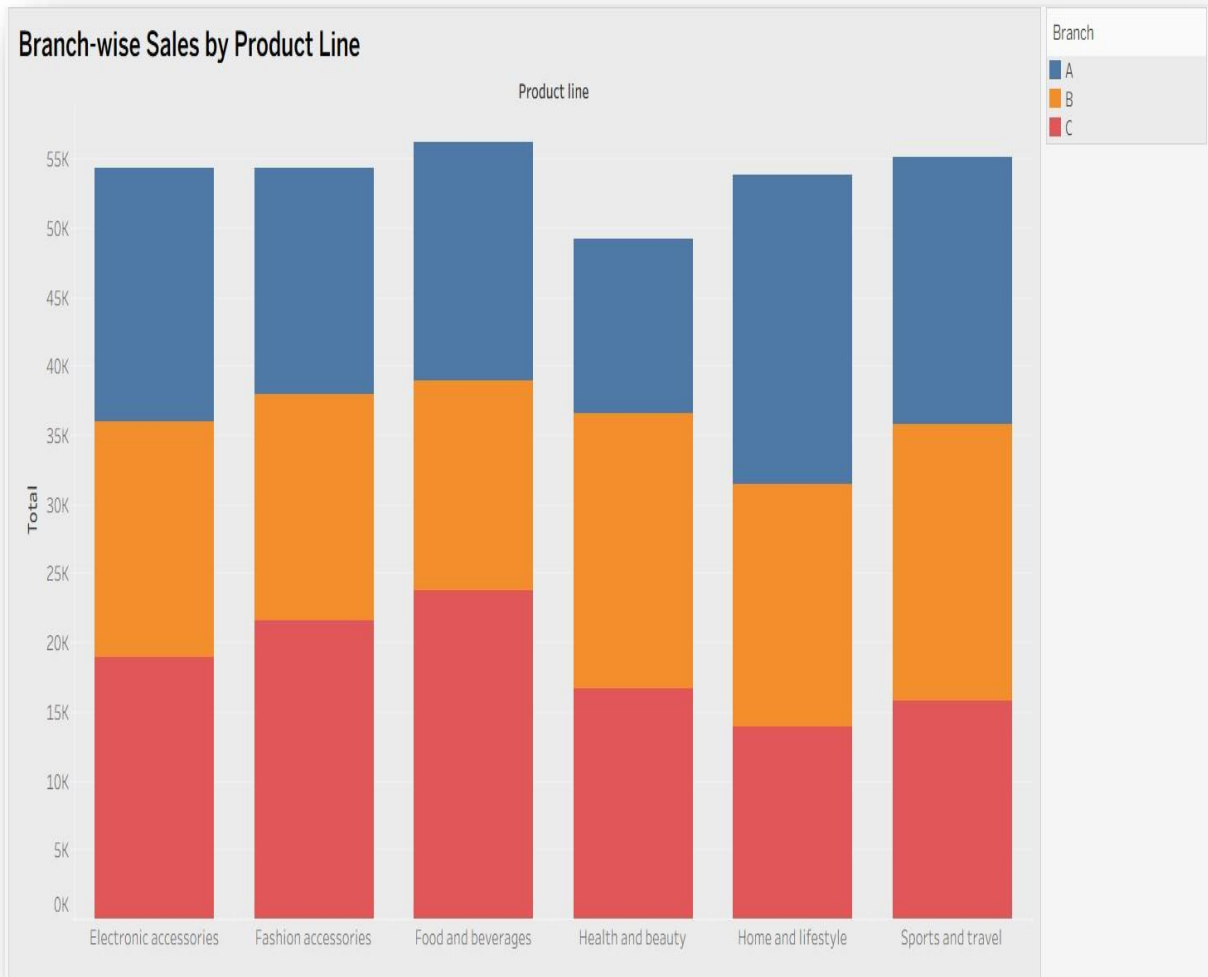
2. Pie Chart – Payment Method Distribution



Insight:

Credit Card has the highest total payments (112,207). Customers prefer digital/card payments over other methods. **Cash** payments total 109,993. Cash is still widely used and nearly equal to credit card transactions. **E-Wallet** has the lowest total (100,767) Although slightly lower, usage is still significant.

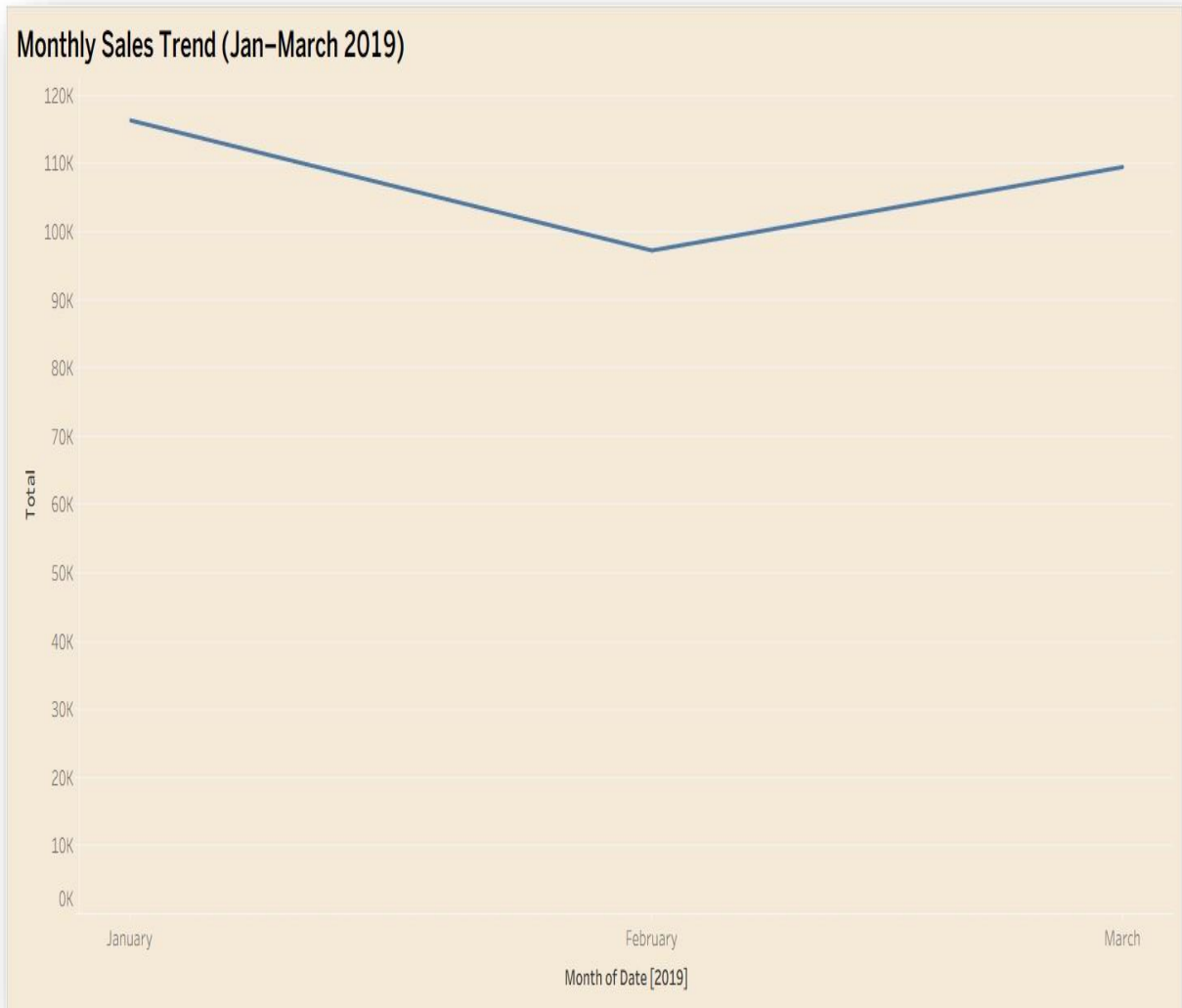
3. Stacked Bar Chart – Branch-wise Sales by Product Line



Insight:

Branch C contributes higher overall sales compared to other branches, indicating that it is the top-performing branch during the observed period (January to March 2019). This strong performance suggests that Branch C may have higher customer footfall, better product availability, or more effective sales strategies compared to Branch A and Branch B.

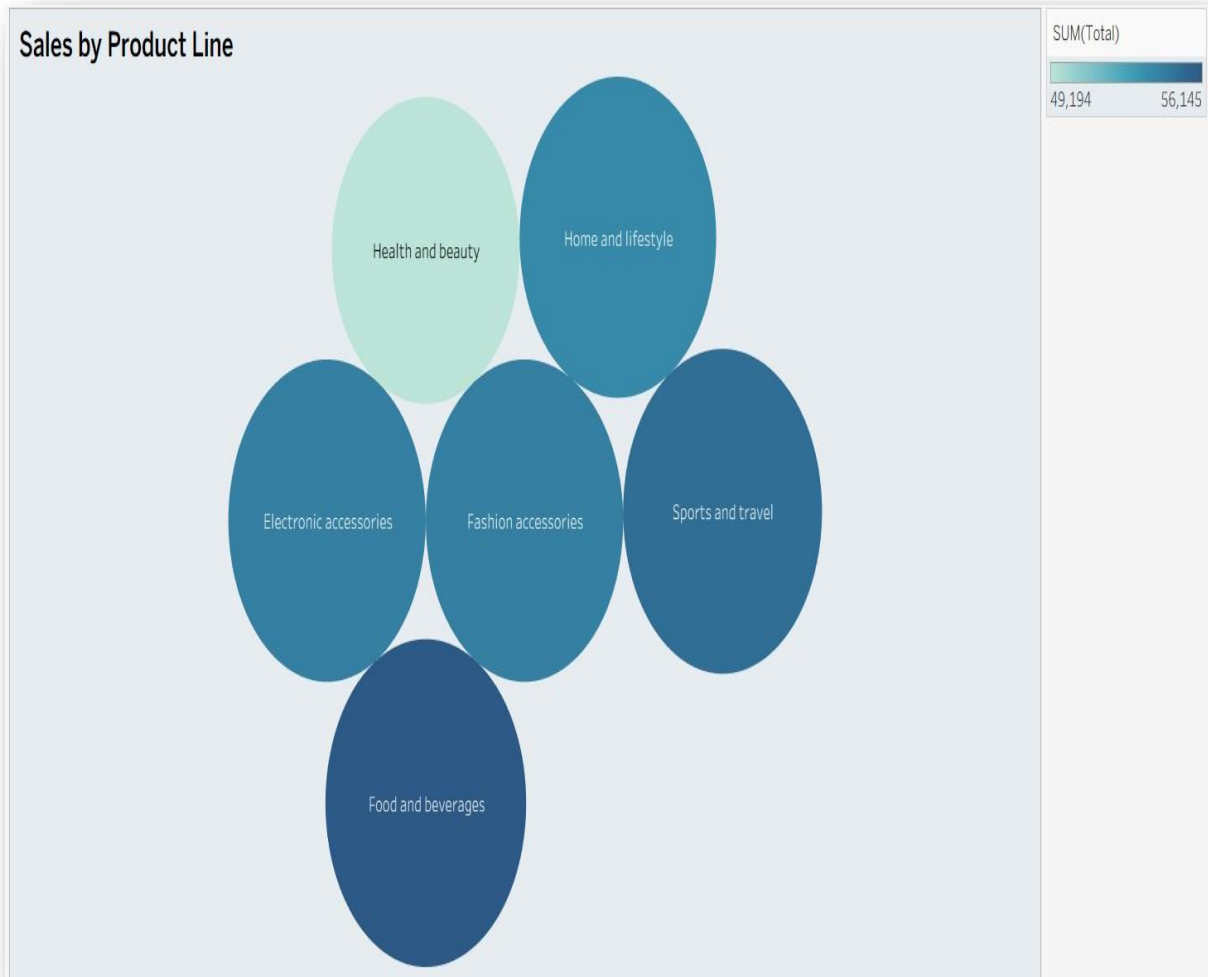
4. Line Chart – Monthly Sales Trend



Insight:

The line chart illustrates the variation in sales across the three months — January, February, and March — highlighting the overall business performance trend during the first quarter of 2019. By analyzing monthly sales patterns, we can identify periods of growth, stability, or decline.

5. Bubble Chart – Sales Distribution by Product Line



Insight:

In the bubble chart, **larger bubbles represent higher sales contribution**, which visually highlights the most profitable or revenue-generating product categories. The size of each bubble corresponds to the total sales value, making it easy to compare performance across categories at a glance.