

Data Analytics - Assignment 3

Supermarket Sales Dashboard

Name : K.POOJITHA

Roll Number : 23481A05B4

Course : Data Analytics with Tableau

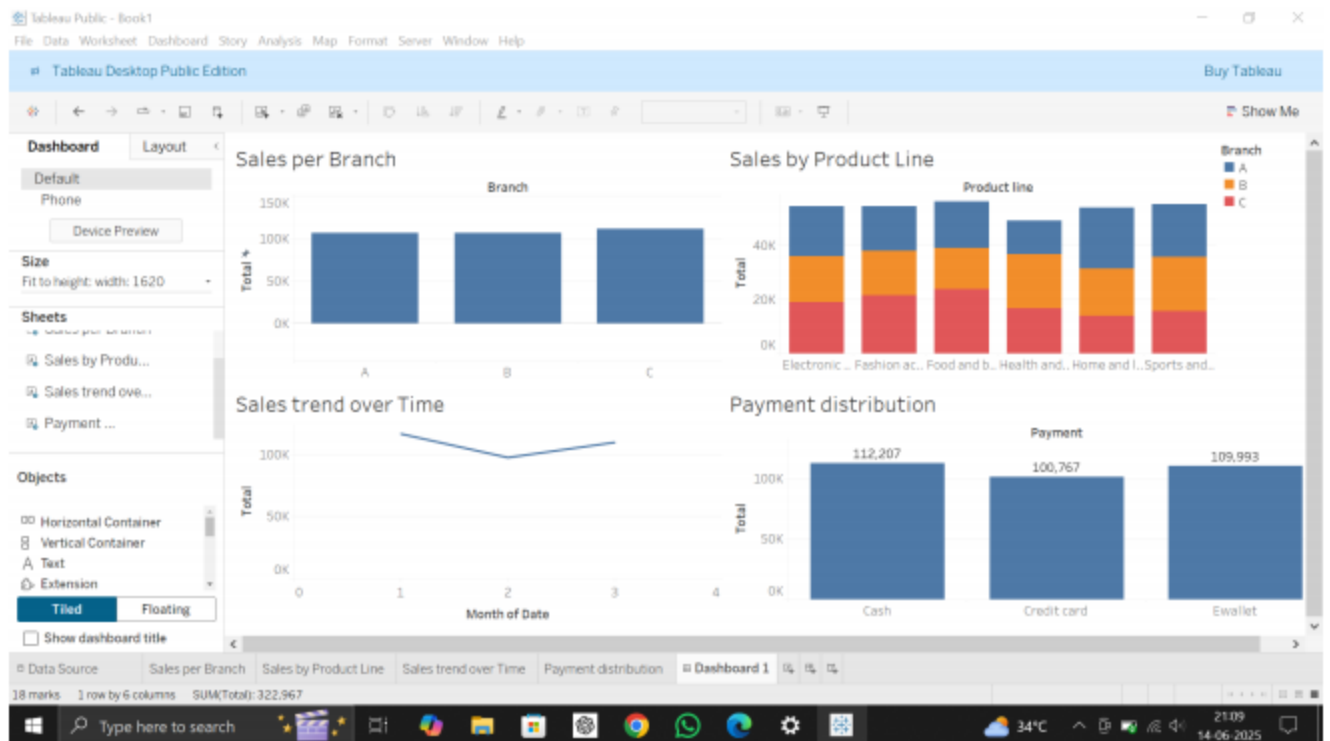
Objective:

The objective of this assignment is to analyze supermarket sales data collected from three different branches over a three-month period. The analysis focuses on understanding sales distribution, trends over time, and payment patterns to assist in better decision-making in a competitive market.

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:
 - o **Sales per Branch:** Comparison of total sales among branches A, B, and C.
 - o **Sales by Product Line:** Sales distribution across different product categories.
 - o **Sales Trend Over Time:** Monthly sales trends over the three-month period.
 - o **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.