

Supermarket Sales vs Product Dashboard

This interactive dashboard provides a holistic view of sales performance across products, branches, and customer segments using a range of insightful visualizations. The goal is to analyze overall sales trends, product line performance, and profitability using both numerical and visual storytelling.

❑ 1. Donut Chart – Sales Distribution by Product Line

The **Donut Chart** gives a clear overview of how total sales are distributed across different product lines such as *Health and Beauty*, *Food and Beverages*, *Fashion Accessories*, etc. Each slice represents the share of each product line in total revenue, offering an at-a-glance understanding of top-performing categories.

❑ 2. Area Chart – Daily Sales Trend

The **Area Chart** highlights the fluctuation of total sales over time, plotted by day. This visualization helps identify seasonal patterns, peak shopping days, and any anomalies in revenue. It provides a temporal context to the sales data, making it easier to track growth or decline trends over the dataset period.

❑ 3. Text Table – Sales Breakdown by Branch and Gender

The **Text Table** offers a simple yet powerful view of sales segmented by **branch** and **customer gender**. This allows stakeholders to compare how different branches perform in terms of revenue generated by male and female customers, which could inform marketing or staffing strategies.

❑ 4. Highlighted Table – Sales Performance by Product Line and Payment Method

This **Highlighted Table** cross-tabulates **product lines** with **payment methods** (e.g., Cash, Ewallet, Credit Card). The intensity of the color highlights areas of strong performance, enabling quick identification of popular combinations like high sales of electronics via e-wallets.

☛ 5. Word Cloud – Product Line Popularity

The **Word Cloud** visually represents the popularity of product lines based on either frequency of purchases or total revenue. Larger, bolder words indicate more popular or higher-revenue-generating categories. This informal yet effective visualization provides a fast visual cue of what's trending in customer purchases.

☐ 6. Funnel Chart – Sales Pipeline by Product Line

The **Funnel Chart** illustrates a descending view of total sales by product line, from highest to lowest. This format helps identify the "conversion-like" drop-off between top and low-performing product categories. It's especially useful for understanding where to focus marketing or inventory adjustments.

☐ 7. Waterfall Chart – Gross Income Contribution by Product Line

The **Waterfall Chart** visualizes the **step-by-step impact** of each product line on overall **gross income**. Positive and negative contributions are color-coded to show which product lines are increasing or dragging down total profitability. This helps in understanding product-level profitability beyond just sales volume.

Conclusion:

The **Sales vs Product Dashboard** leverages diverse visual techniques to explore multiple dimensions of supermarket performance. From temporal trends and categorical comparisons to profit insights and customer behavior, this dashboard supports **data-driven decision-making** for sales optimization, inventory management, and strategic planning.

