DA Assignment – 2
Supermarket Sales Analysis using Tableau

Name : Matla Yogeshwar

Roll No : 22BFA04280

Branch : Electronics and Communication Engineering

College : Sri Venkateswara College of Engineering (Autonomous), Tirupati.
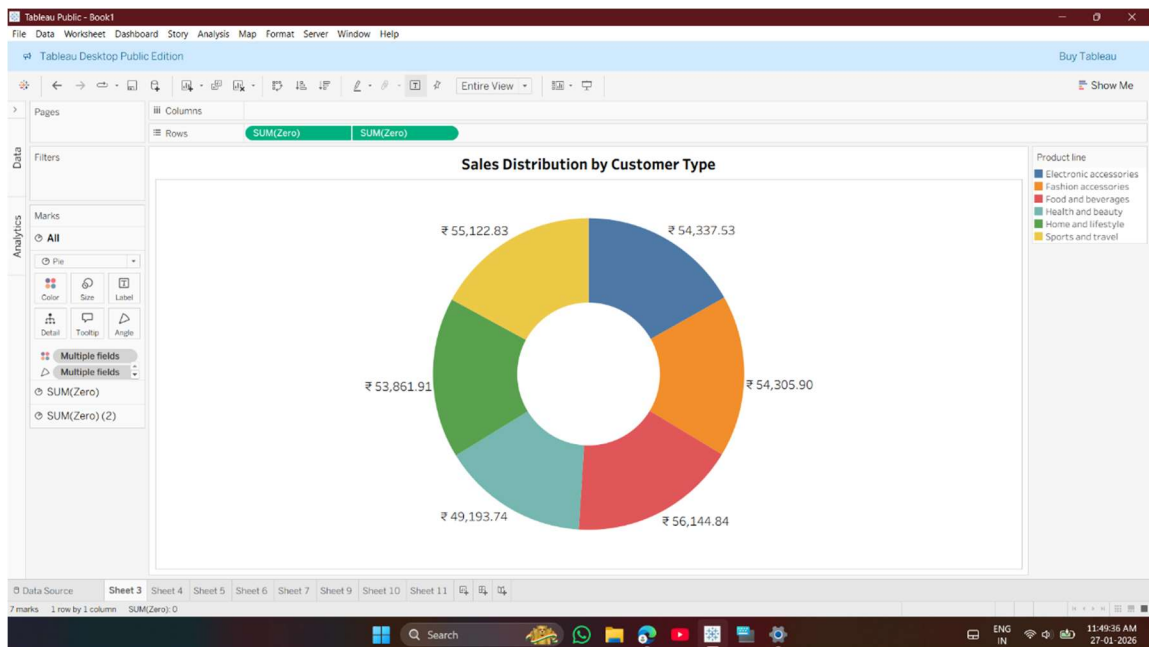
Email : matlayogeshwar@gmail.com

Dataset: Supermarket Sales Dataset

Description:

The dataset contains historical sales data of a supermarket company recorded across three branches (A, B, and C) for a period of three months (January 2019 to March 2019).

It includes information related to customers, product lines, sales, payment methods, and profitability.
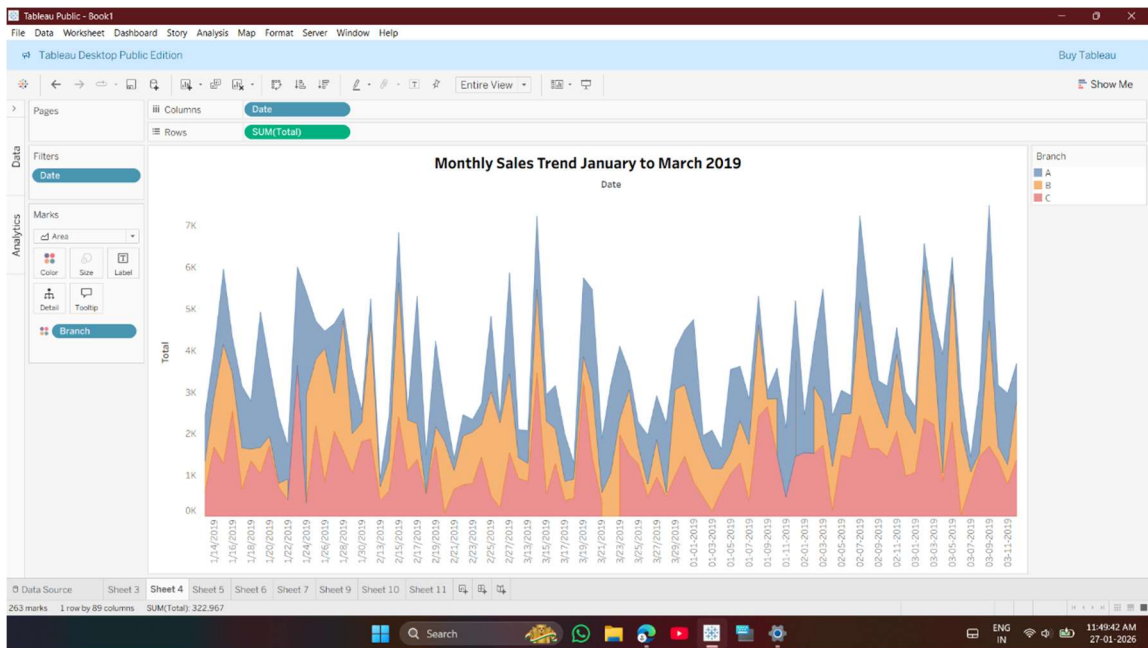
1. Donut Chart – Sales Distribution by Product Line

This donut chart shows the contribution of each product line to the total sales.

It helps in understanding which product categories generate higher revenue.

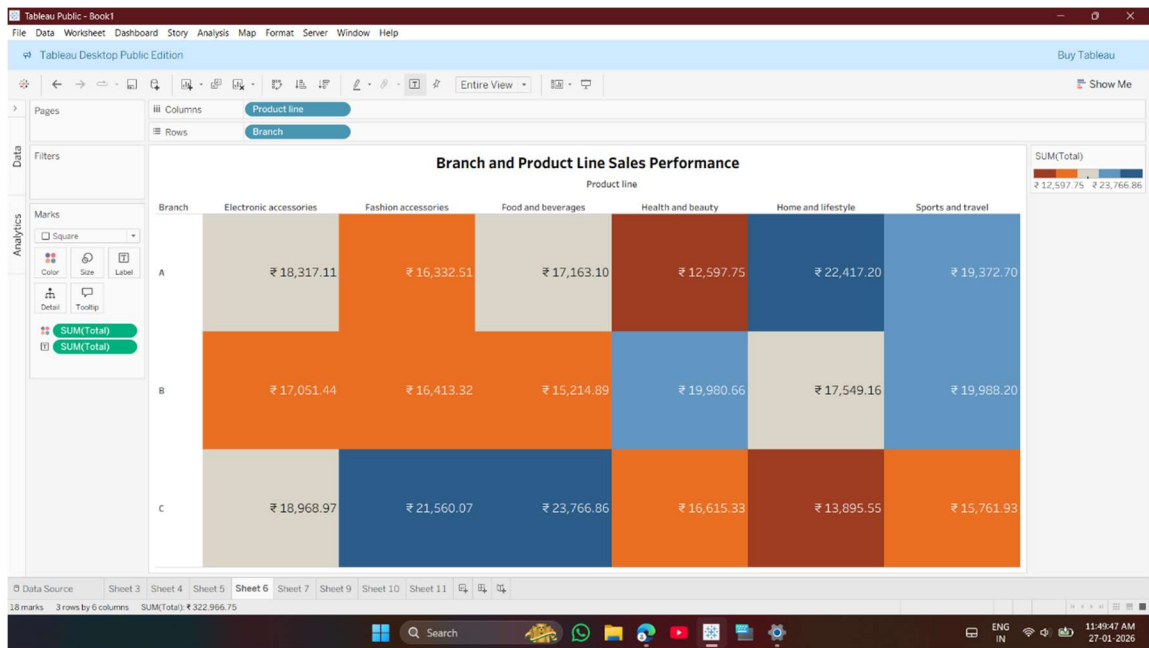## 2. Area Chart – Monthly Sales Trend January to March 2019

The area chart represents the sales trend over time across different branches.

It helps in identifying seasonal patterns and branch-wise performance.

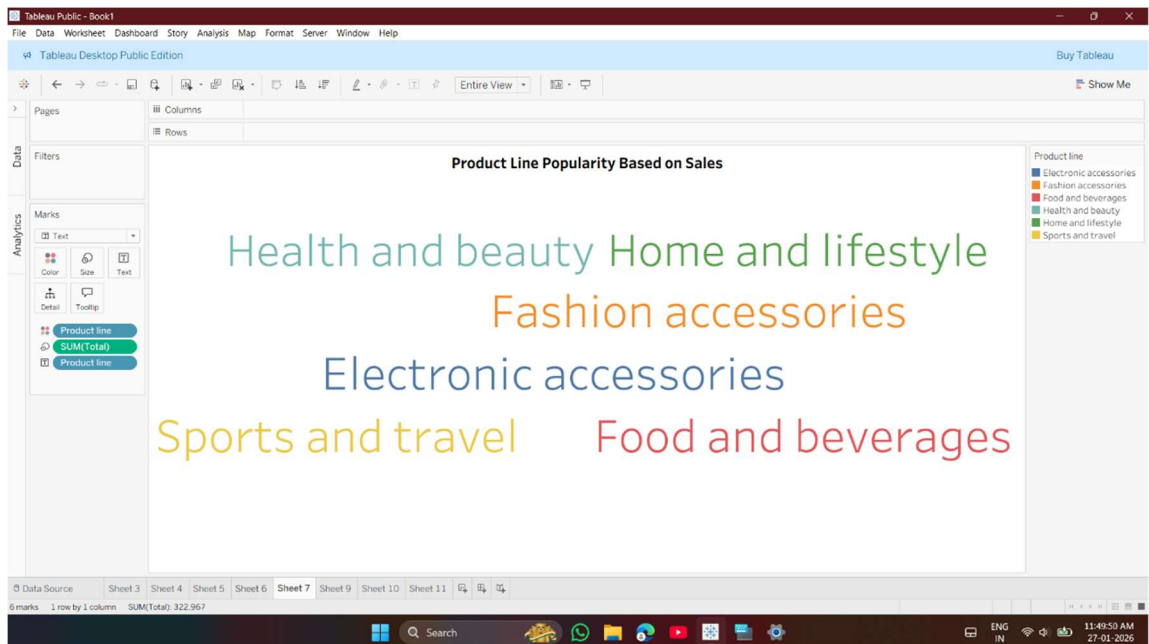## 3. Text Table – Branch Wise Sales Summary

This text table displays total sales values for each branch, providing a clear comparison of branch performance.

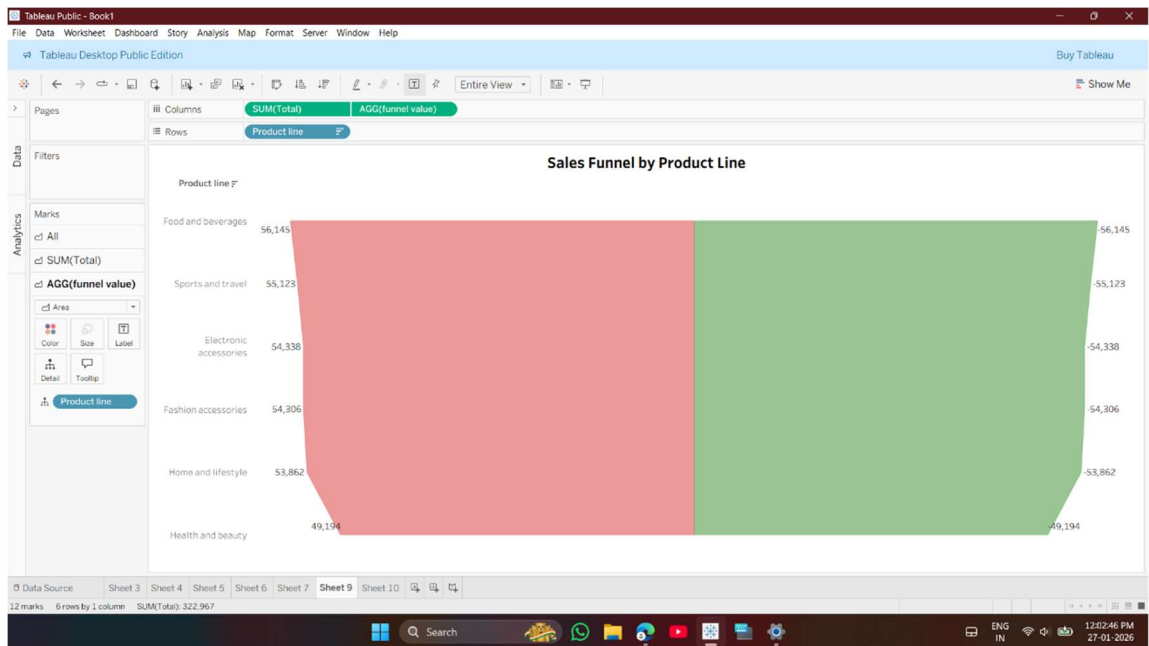## 4. Highlighted Table – Branch and Product Line Sales Performance

The highlighted table uses color intensity to compare sales across branches and product lines. Higher values are visually emphasized for quick interpretation.

5. Word Cloud – Product Line Popularity Based on Sales

The word cloud represents product lines based on their sales contribution.

Larger text indicates higher sales, helping identify popular product categories.
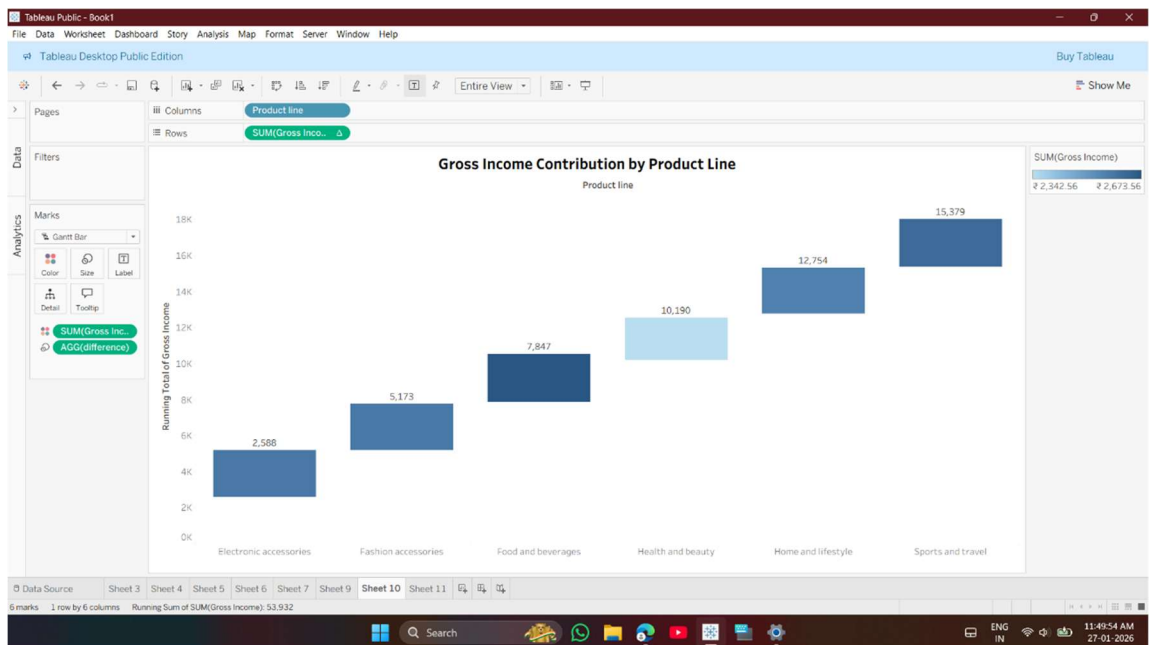
6. Funnel Chart – Sales Funnel by Product Line

This funnel chart shows the total sales across different product lines.

The width of each stage represents sales volume, making it easy to compare product performance.

7. Waterfall Chart – Gross Income Contribution by Product Line

The waterfall chart illustrates how each product line contributes to the overall gross income. It helps in understanding incremental contribution to total profit.