🗎 DATA ANALYTICS ASSIGNMENT – 1
Supermarket Sales Data Analysis using Tableau

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📚 Internship Platform: SmartInternz
📅 Date: 28 June 2025
🏢 Organization: ABC Company

📝 ASSIGNMENT OVERVIEW

This assignment involves analyzing historical sales data from a supermarket chain operating in three branches across different cities over a 3-month period. The objective is to visualize key business metrics using Tableau and derive actionable insights that help enhance marketing and operational strategies.

🎁 DATASET DETAILS

- 💼 Dataset Title: Supermarket Sales Data
- 🗓 Duration Covered: January 2019 – March 2019
- 🛍 Number of Branches: 3 (A, B, C)
- 📌 Cities Covered: 3 Urban Locations
- 📈 Record Count: 1,000 transactions
- 📊 Data Format: CSV
- 📎 Source: Provided by the Internship Organizer

🔍 ATTRIBUTE INFORMATION

Attribute Name	Description
Invoice ID	Computer-generated unique sales slip number
Branch	Branch code of the supercenter (A, B, or C)
City	City in which the branch is located
Customer Type	Member (uses card) / Normal (walk-in)
Gender	Gender of the customer
Product Line	Category: Electronics, Food & Beverage, Fashion, etc.
Unit Price ($)	Price of each product
Quantity	Number of items purchased
Tax (5%)	Calculated tax on purchase
Total ($)	Total amount paid including tax

Attribute Name	Description
Date	Date of purchase
Time	Time of purchase (between 10 AM and 9 PM)
Payment Method	Cash, Credit Card, or E-wallet
COGS	Cost of Goods Sold
Gross Margin (%)	Gross margin earned on the transaction
Gross Income	Profit earned after cost and tax
Rating	Customer satisfaction score (1 to 10 scale)

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🎯 TASK OBJECTIVES

Upload and analyze the dataset in Tableau by performing the following:

✅ Step 1: Data Upload & Cleaning
• Remove any unnecessary columns
• Validate data types and formats
• Check for missing or inconsistent values

✅ Step 2: Create the following Visualizations in Tableau

1. 📊 Bar Chart
   → Compare total sales across different branches or product lines
2. ⬜ Pie Chart
   → Distribution of customer types or payment methods
3. 📚 Stacked Bar Chart
   → Show gender-wise product preference by category
4. 📈 Line Chart
   → Analyze sales trends over 3 months
5. ⬤ Bubble Chart
   → Visualize rating vs. gross income or COGS
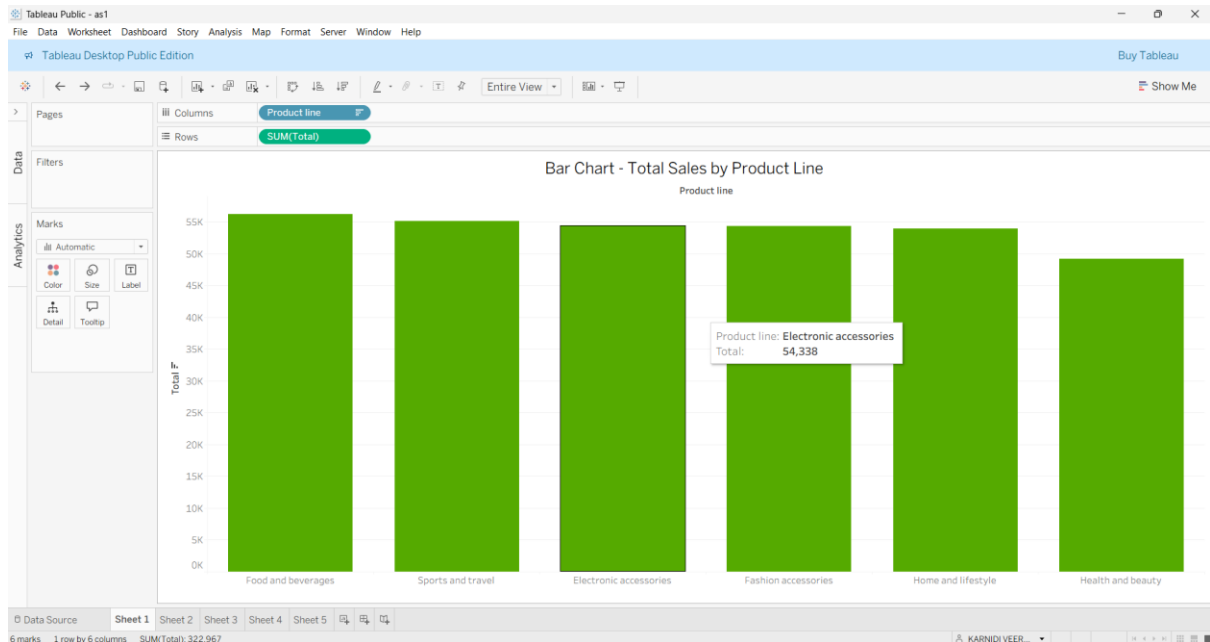
✅ Step 3: Screenshot & Report
• Take high-resolution screenshots of all visualizations
• Paste them into a report document
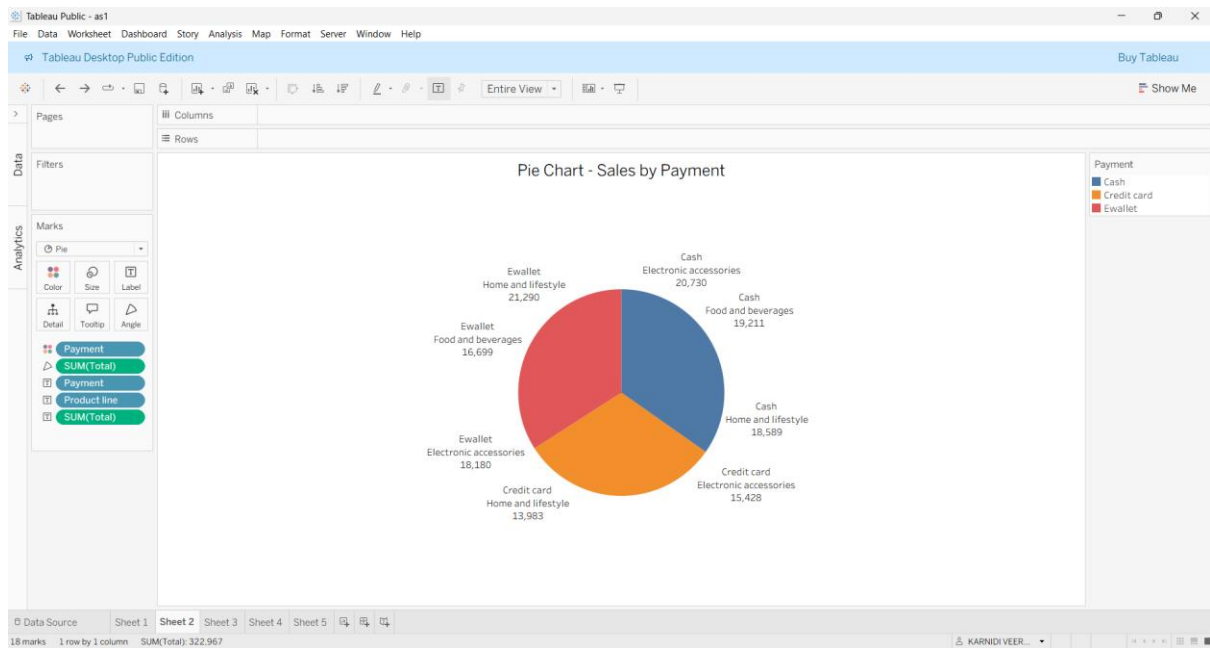• Save the document as PDF

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📝 SUBMISSION FORMAT

💼 Your submitted folder should include:

• Assignment_1_Report.pdf
• All Tableau Visualizations Screenshots
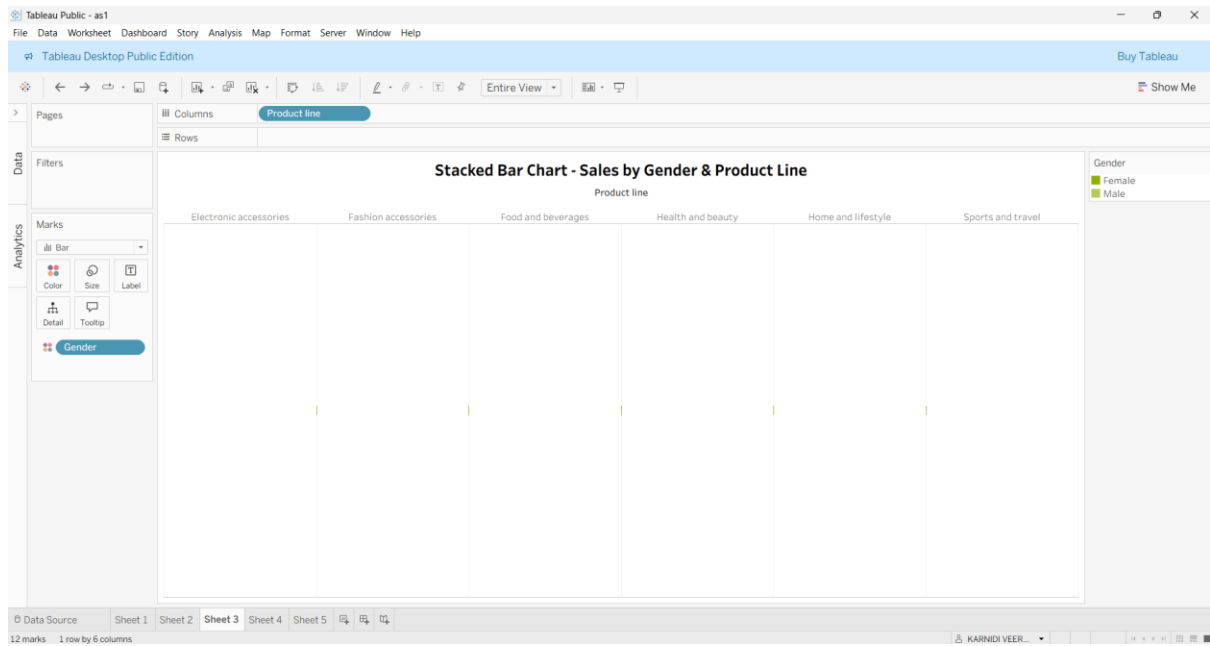• Cleaned Dataset (optional)

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Bar Chart - Total Sales by Product Line
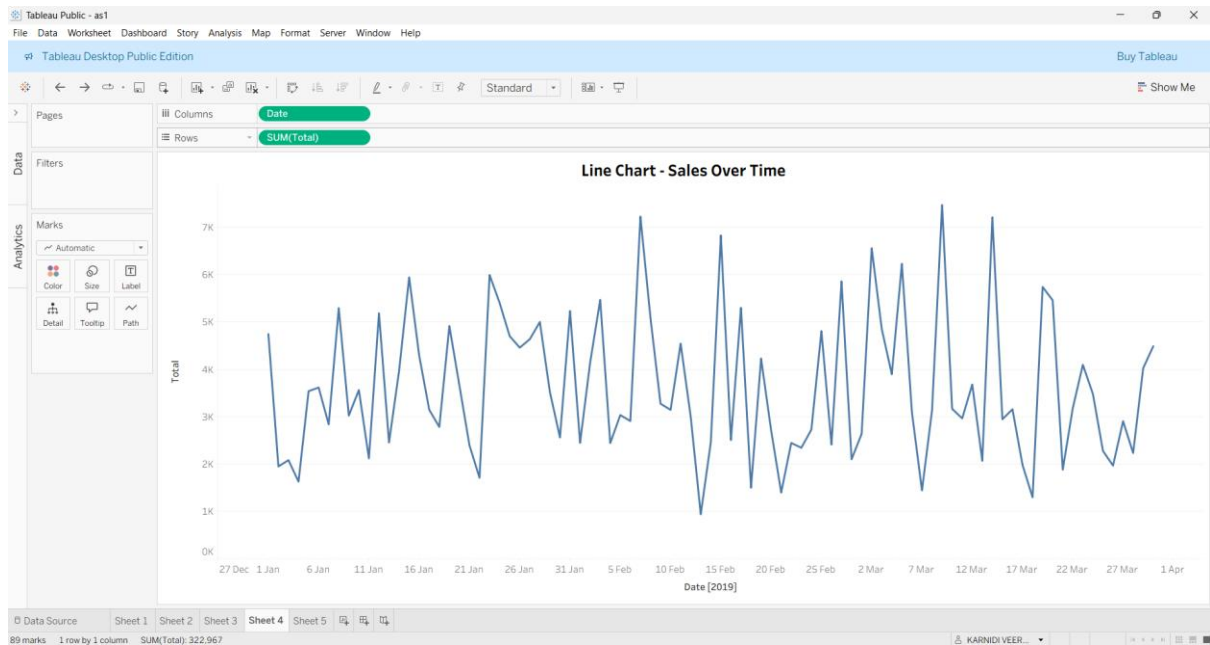

Pie Chart - Sales by Payment

Stacked Bar Chart - Sales by Gender & Product Line

Line Chart - Sales Over Time

Bubble Chart - Product Sales & Quantity

Bubble Chart - Product Sales & Quantity

SUM(Quantity)

854 — 971

- Health and beauty
- Home and lifestyle
- Electronic accessories
- Fashion accessories
- Sports and travel
- Food and beverages

Data Source | Sheet 1 | Sheet 2 | Sheet 3 | Sheet 4 | Sheet 5

6 marks   1 row by 1 column   SUM(Quantity): 5,510