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■ 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

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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)






🔗 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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[Type text]

BAR CHART



PIE CHART



[Type text]

[Type text]

STACK BAR CHART



LINE CHART



BUBBLE CHART

