

■ DATA ANALYTICS ASSIGNMENT – 2

Supermarket Sales Advanced Visualization using Tableau

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💼 Internship Platform: SmartInternz

📅 Date: 28 June 2025

🏢 Organization: ABC Company

👑 ASSIGNMENT OVERVIEW

This assignment builds upon the foundational analysis from Assignment 1 and aims to explore advanced data visualization techniques using Tableau. By analyzing supermarket transaction data, this task focuses on enhancing interpretability through visually engaging charts such as donut, funnel, waterfall, and others.

📦 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
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🔍 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)

🔧 TASK OBJECTIVES

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

✓ Step 1: Data Preparation

- Remove unnecessary or unused columns
- Validate and transform data as needed
- Ensure data consistency and formatting

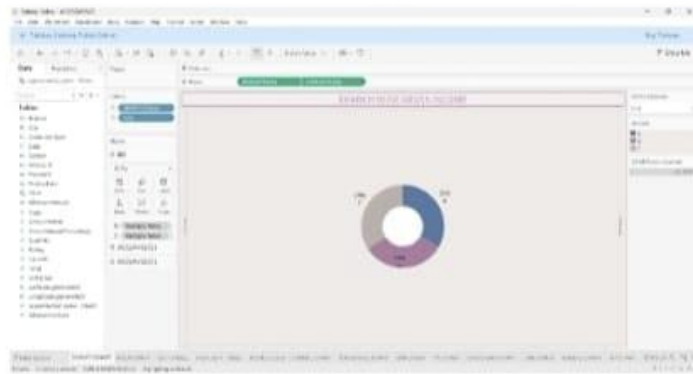
✓ Step 2: Create the following Visualizations in Tableau

1. 🍷 Donut Chart
→ Sales by Product Line
2. 📊 Area Chart
→ Sales trends over time (days or weeks)
3. 📄 Text Table
→ Detailed summary of sales by branch or category
4. ⭐ Highlighted Table
→ Compare ratings or gross income across product lines
5. 📖 Word Cloud
→ Display frequently purchased product categories
6. ▼ Funnel Chart
→ Sales progression or conversion across steps
7. 📉 Waterfall Chart
→ Impact of unit price and tax on final total

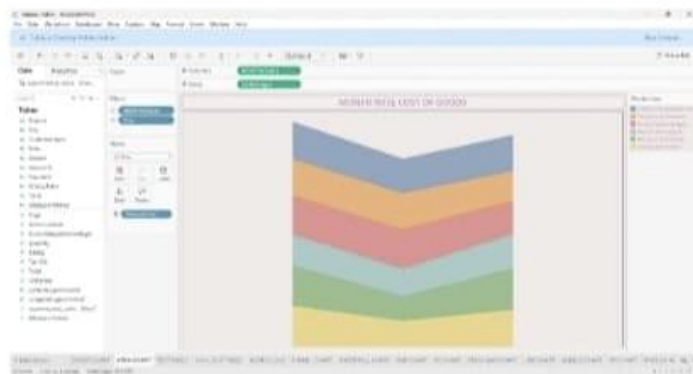
✓ Step 3: Screenshot & Report

- Capture all visualizations as images
 - Paste into a clean report with captions
 - Export the final report as a PDF
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DONUT CHART



AREA CHART

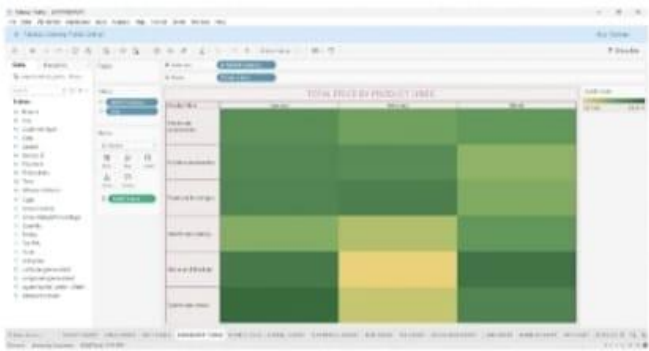


TEXT TABLE

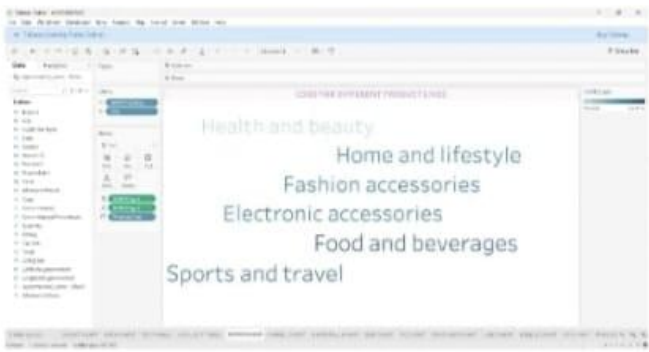
The text table displays the following data:

Product Line	Quantity	Country
Product Line 1	100	Country 1
Product Line 2	200	Country 2
Product Line 3	300	Country 3
Product Line 4	400	Country 4
Product Line 5	500	Country 5
Product Line 6	600	Country 6
Product Line 7	700	Country 7
Product Line 8	800	Country 8
Product Line 9	900	Country 9
Product Line 10	1000	Country 10

HIGHLIGHTED TABLE



WORD CLOUD



FUNNEL CHART

