■ DATA ANALYTICS ASSIGNMENT – 1

Supermarket Sales Data Analysis using Tableau

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IIII 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

• U Source: Provided by the Internship Organizer

Q 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

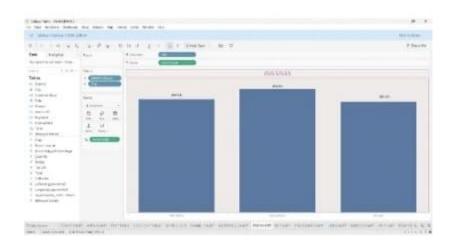
Rating Customer satisfaction score (1 to 10 scale)

TASK OBJECTIVES

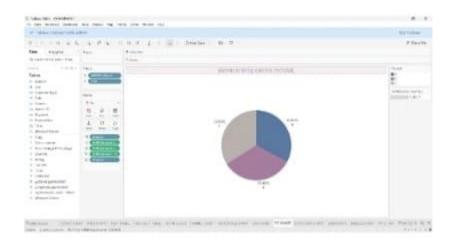
Upload and analyze the dataset in Tableau by performing the following:

- 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

BAR CHART



PIE CHART



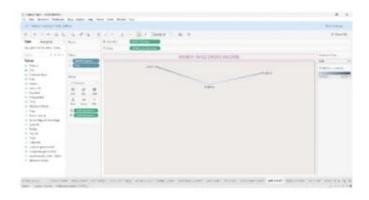
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STACK BAR CHART



LINE CHART



BUBBLE CHART

