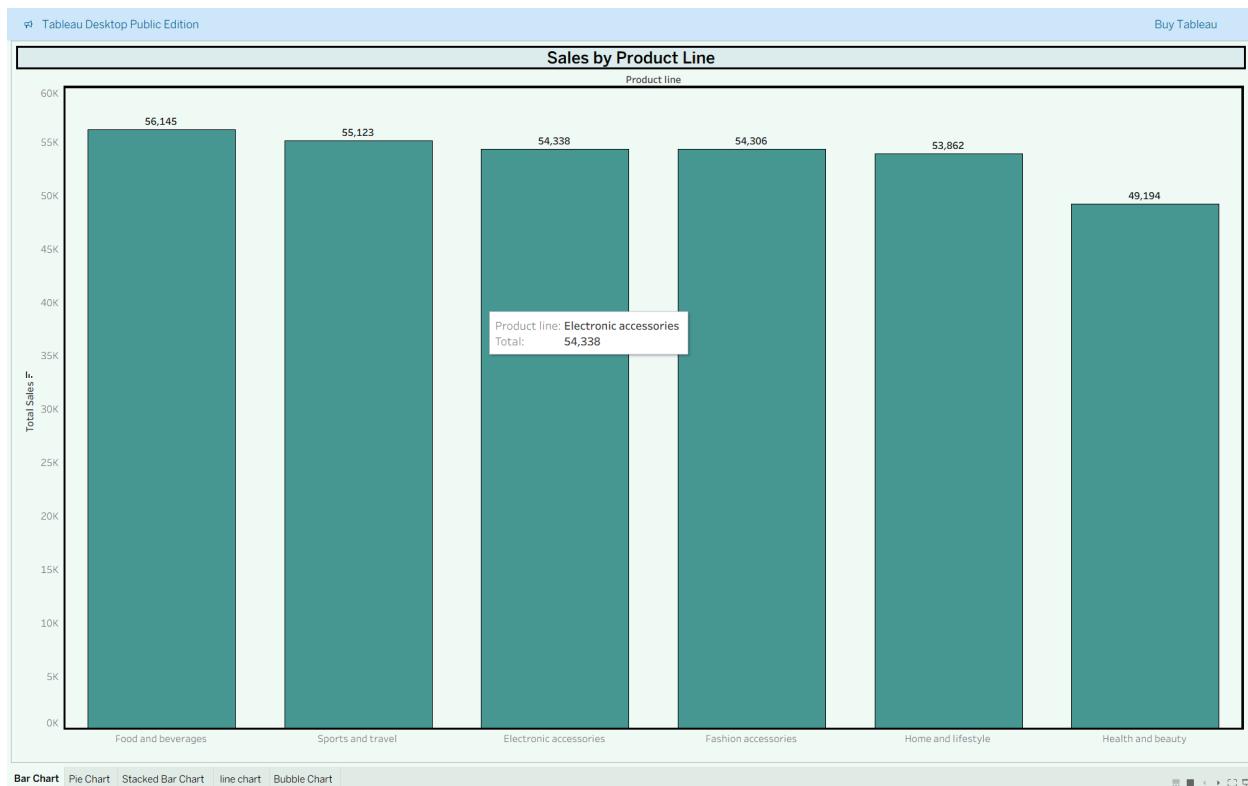


Supermarket Sales Analysis Using Tableau



1. Bar Chart

Sales by Product Line

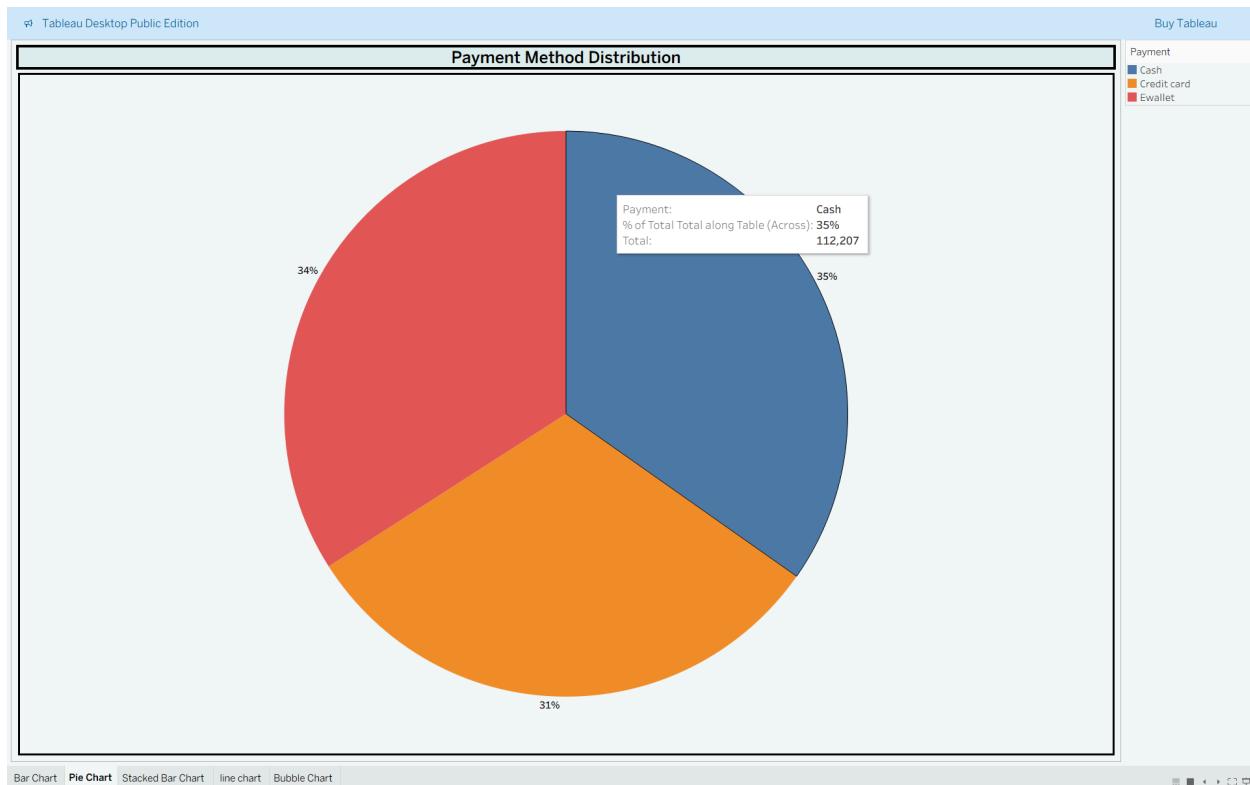


Insight: Food and Beverages generate the highest total sales, while Health and Beauty contribute the lowest sales among product lines.



2. Pie Chart

Payment Method Share

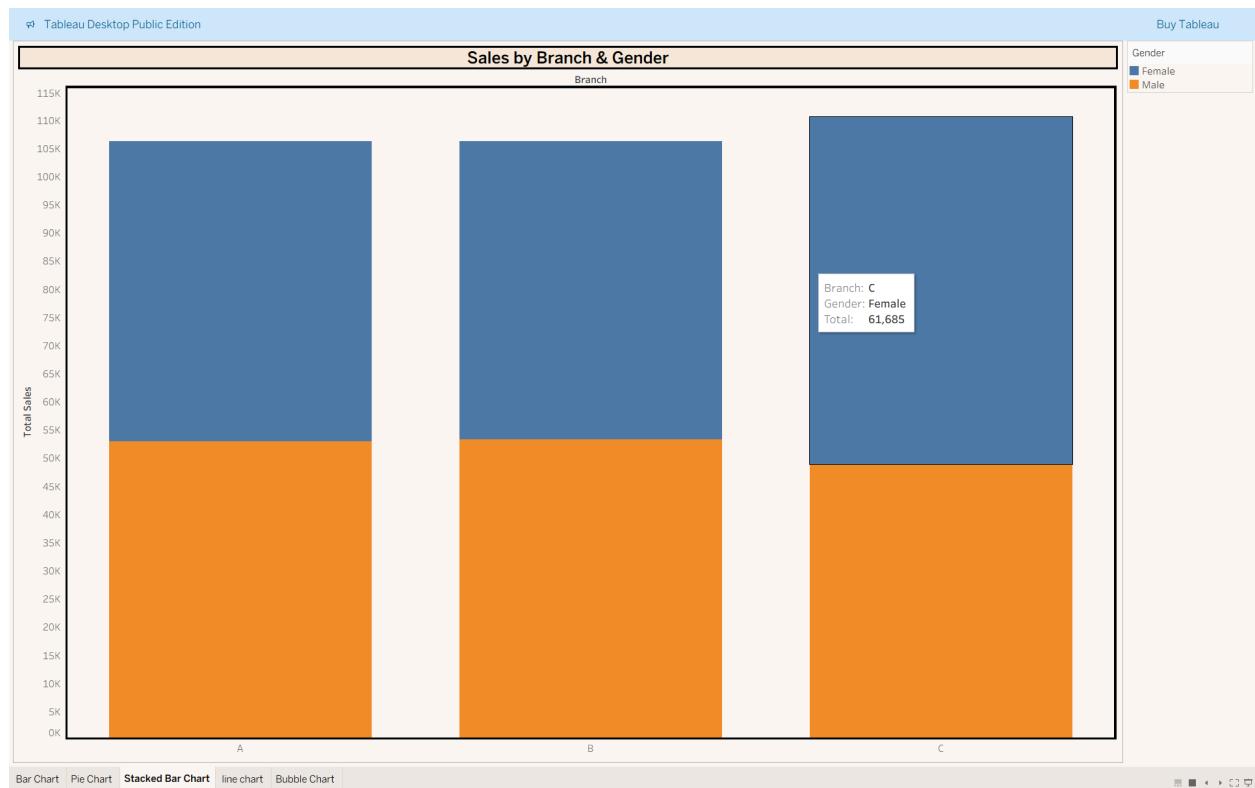


Insight: E-wallets and cash together account for the majority of total sales, indicating a strong preference for digital and cash payments over credit cards.



3. Stacked Bar Chart

Sales by Branch & Gender

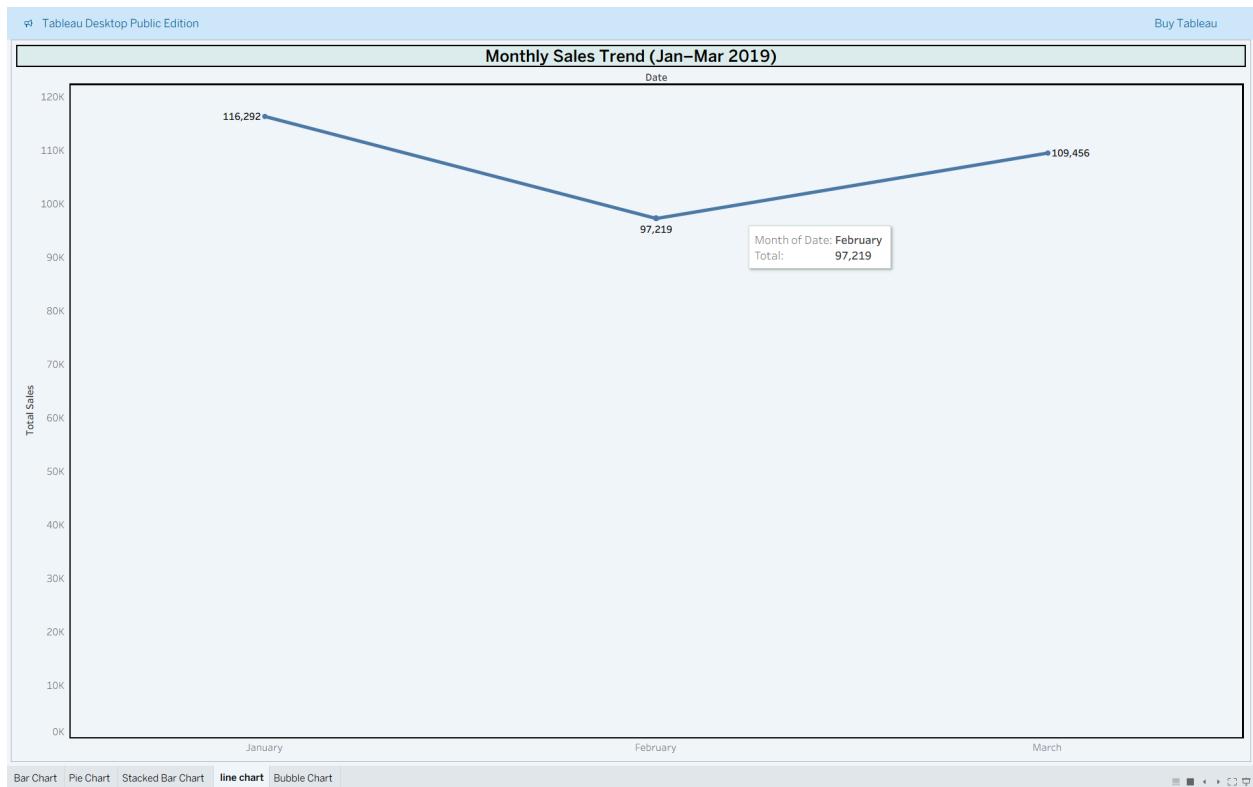


Insight: Sales are relatively balanced between male and female customers across all branches, with slight variations in contribution.



4. Line Chart

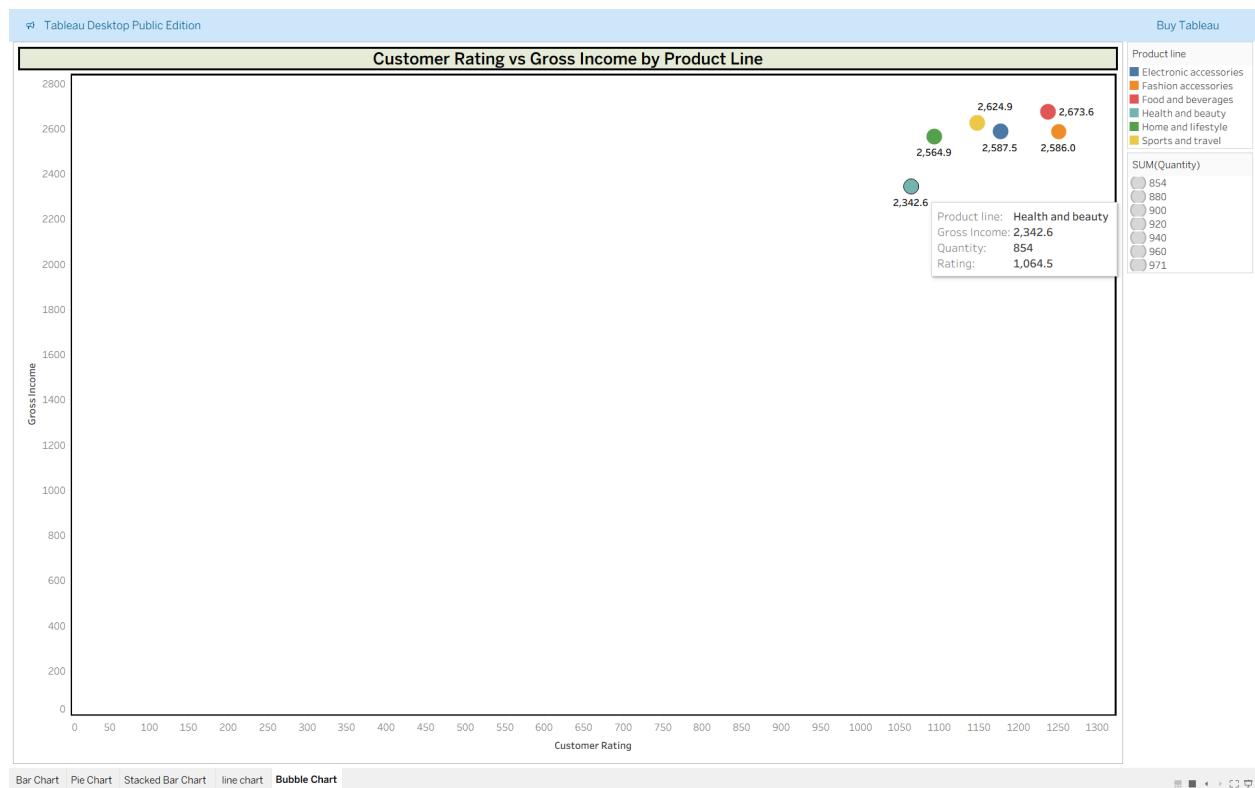
Sales Trend Over Time



Insight: Sales show a steady trend across the three months, with slight variations indicating seasonal demand.

5. Bubble Chart

Gross Income vs Rating by Product Line



Insight: Higher-rated purchases tend to generate higher gross income, particularly for certain product lines.