SUPERMARKET SALES ANALYSIS USING TABLEAU

1. Bar Chart
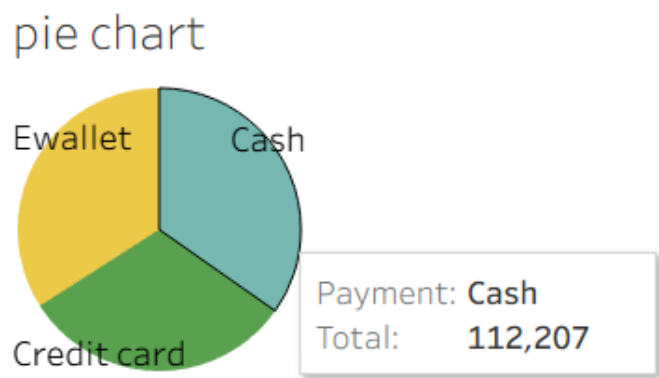
Sales by Product Line

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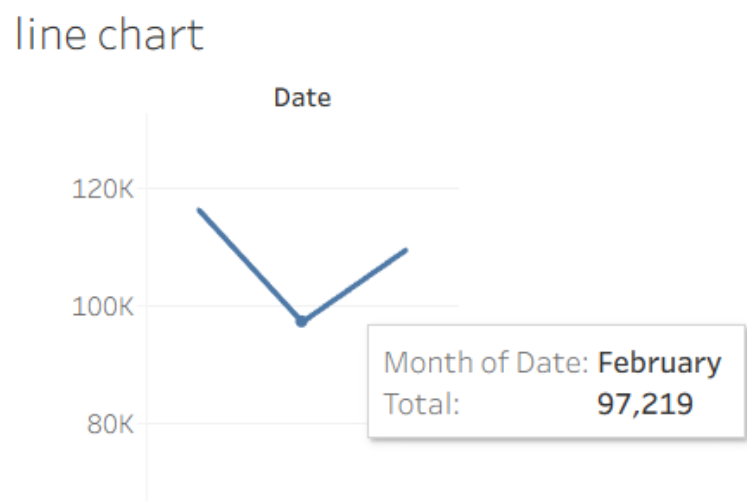
2. Pie Chart

Payment Method Share

pie chart

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.

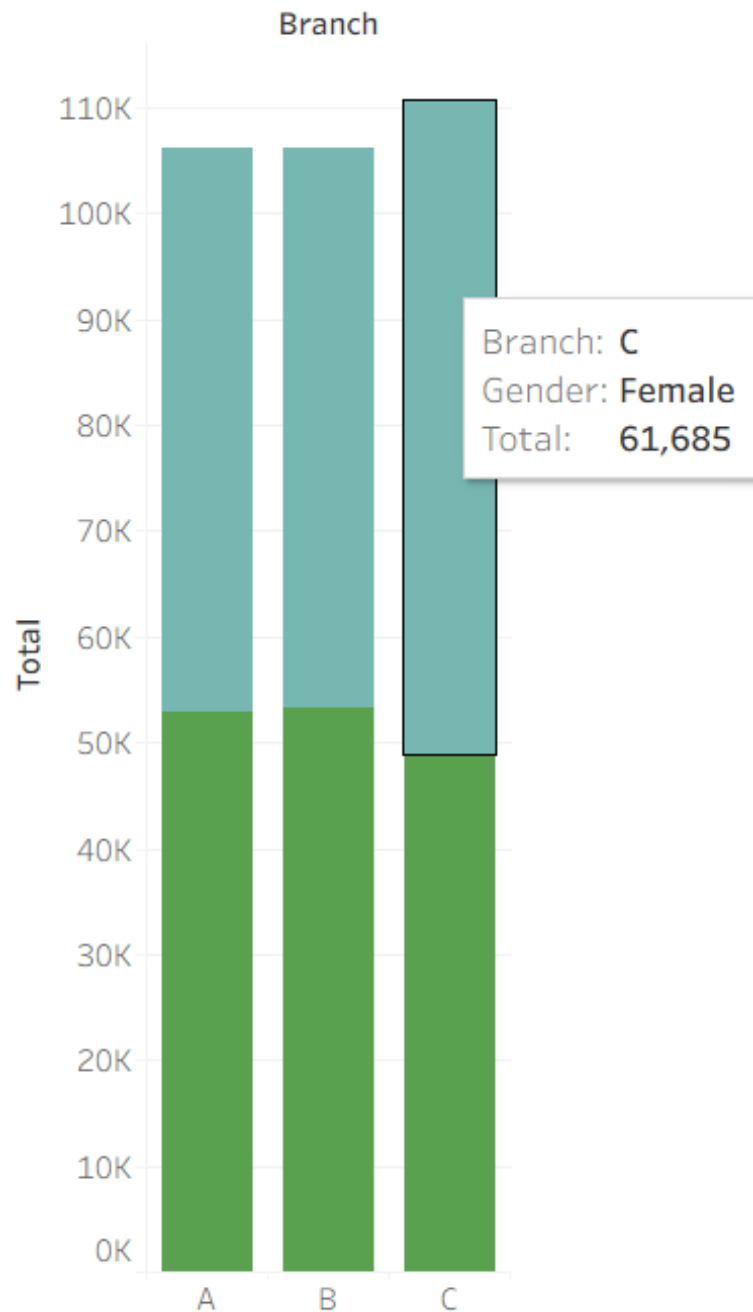## 3.Line Chart
Sales Trend Over Time

line chart

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

4. Stacked Bar Chart

Sales by Branch & Gender

stacked bars

Branch

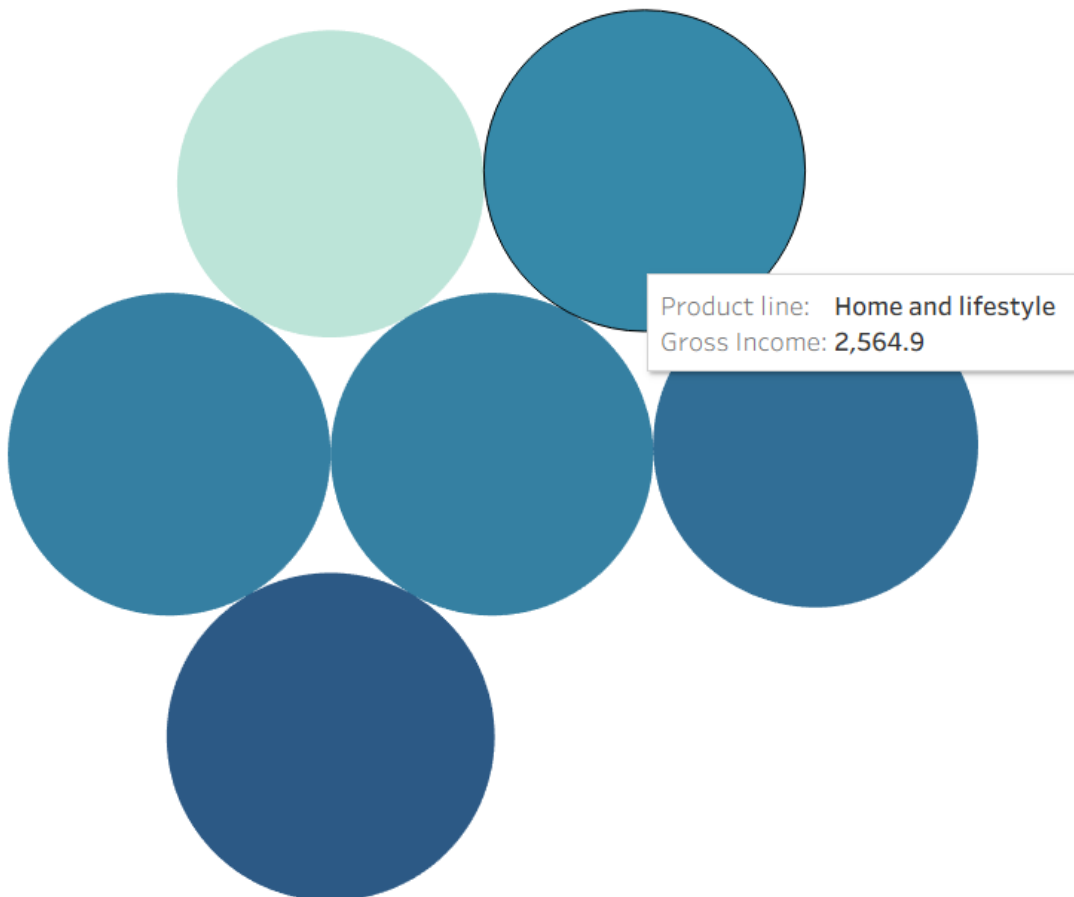Branch: **C**
Gender: **Female**
Total: **61,685**

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

5. Bubble Chart

Gross Income vs Rating by Product Line

bubbles packed

Product line: Home and lifestyle
Gross Income: 2,564.9

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