

Data Analytics Assignment - 2

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Course: B.Tech (Information Technology)

Assignment Topic: Supermarket Sales Data Analysis using Tableau

Date: June 2025

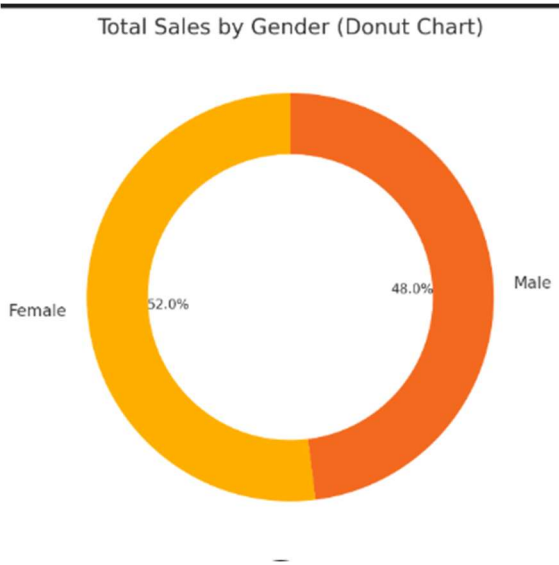
Dataset Overview

The dataset contains historical sales data from a supermarket company recorded across 3 branches over a 3-month period (January to March 2019). It includes customer demographics, sales transactions, payment methods, and product categories.

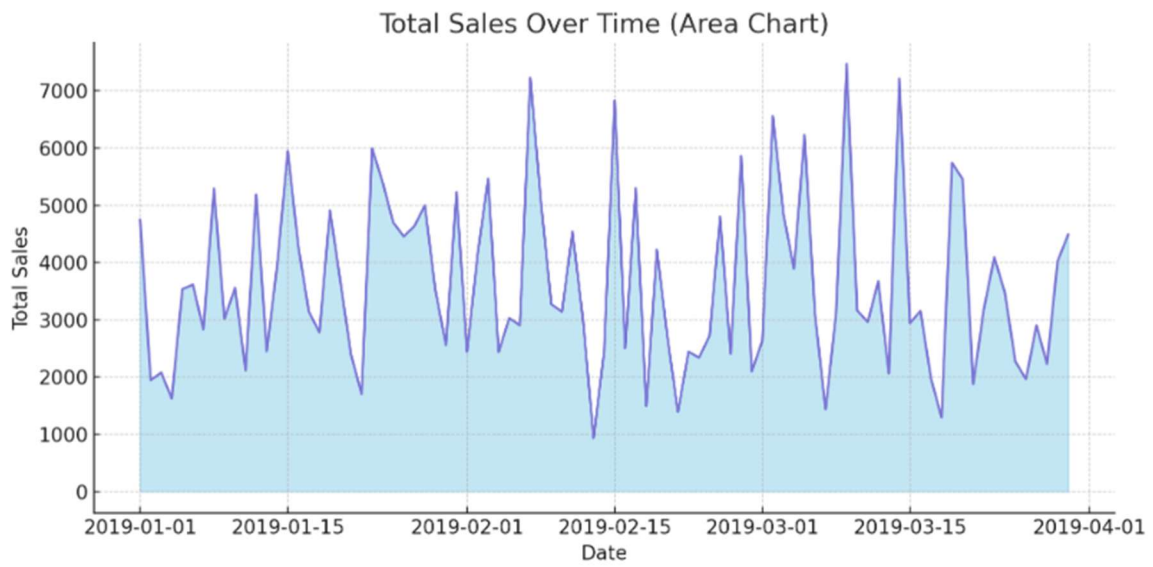
Key Attributes:

- - Invoice ID
- Branch (A, B, C)
- City
- Customer Type (Member/Normal)
- Gender
- Product Line
- Unit Price
- Quantity
- Tax
- Total
- Date
- Time
- Payment Method
- COGS
- Gross Margin %
- Gross Income
- Customer Rating

Donut Chart



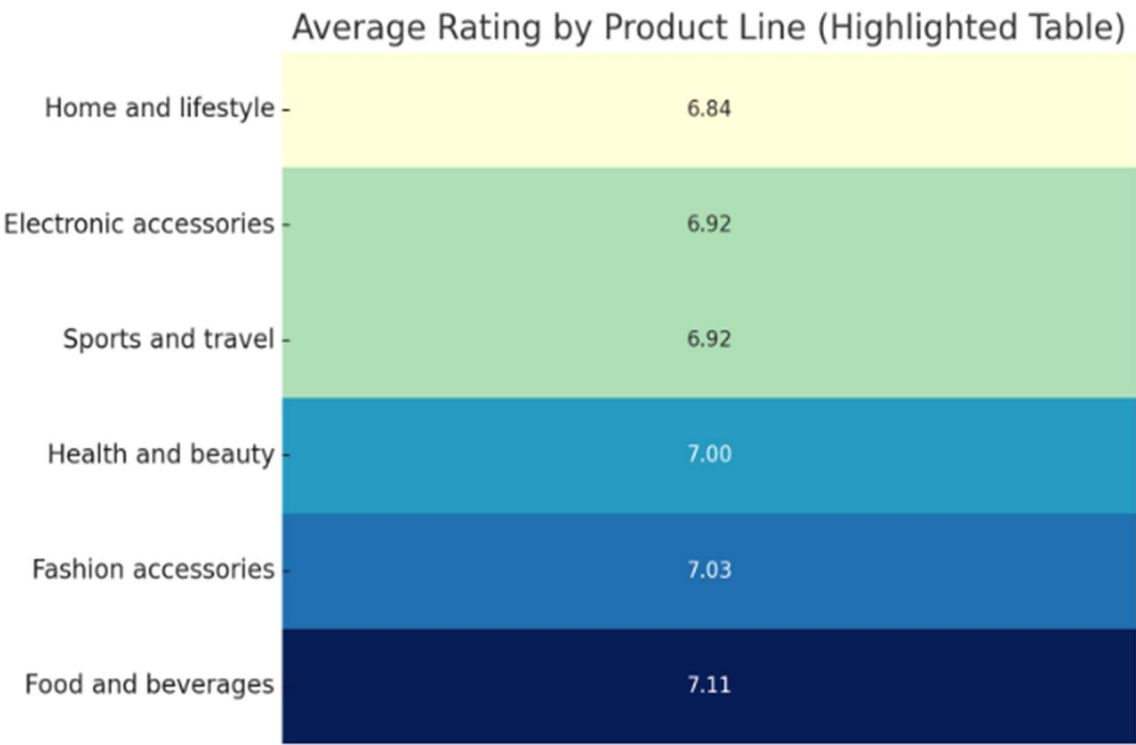
Area Chart



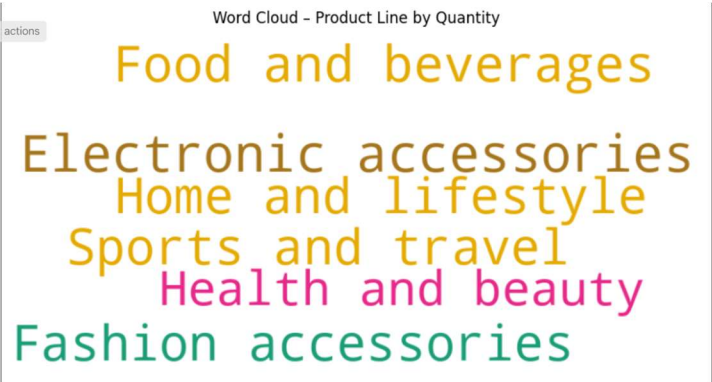
Text Table

Branch	Total	Quantity	Gross Income
A	106200.37	1859	5057.16
B	106197.67	1820	5057.03
C	110568.71	1831	5265.18

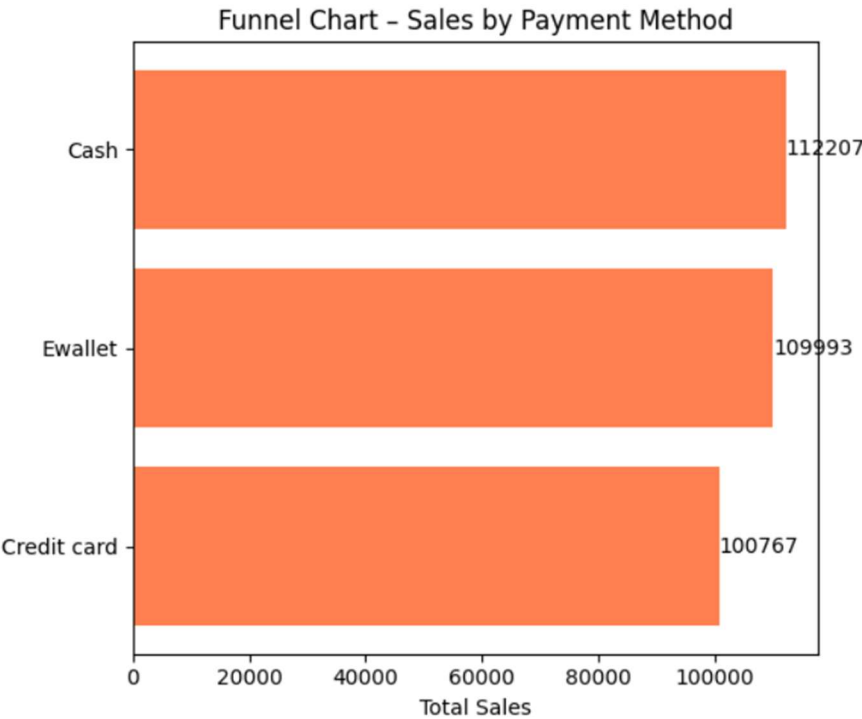
Highlighted Table



Word Cloud



Funnel Chart



Waterfall Chart

