

Data Analytics Assignment - 1

Name: Mani Kanta Swamy Pamarthi

Course: B.Tech (Information Technology)

Assignment Topic: Supermarket Sales Data Analysis using Tableau

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Dataset Overview

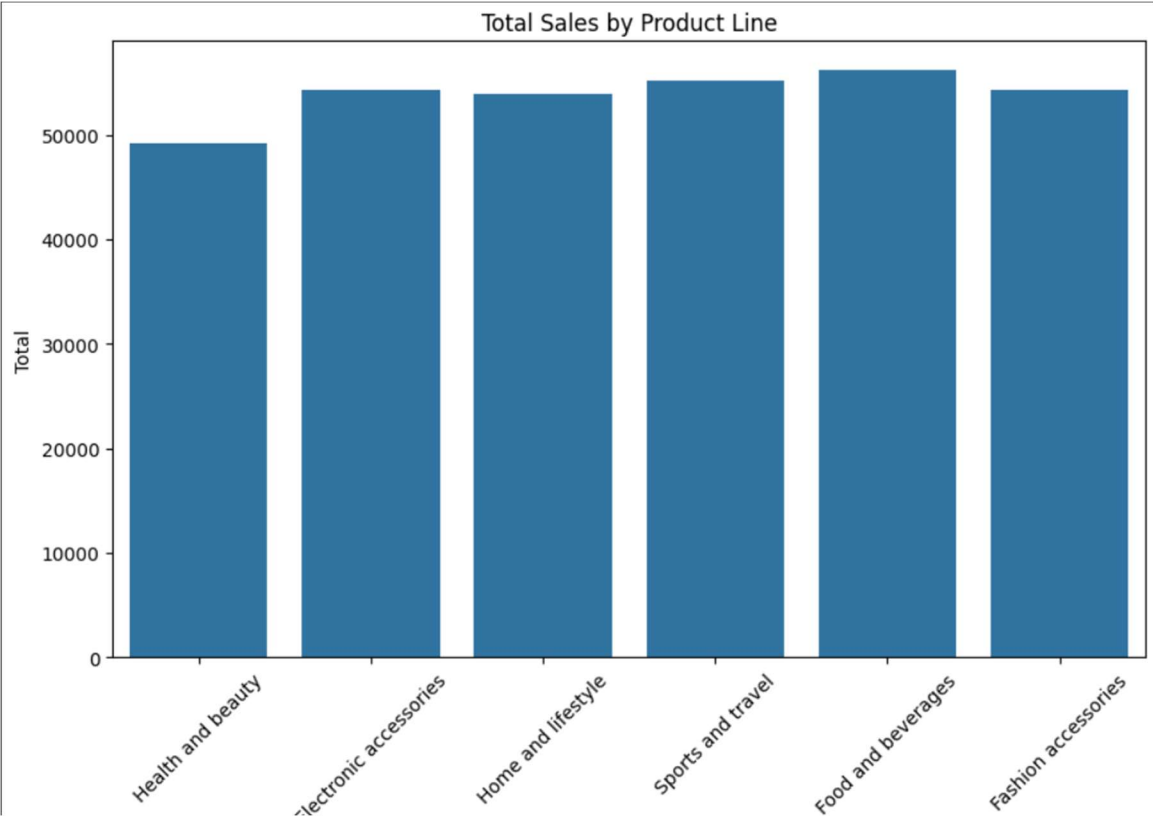
The dataset contains historical sales data from a supermarket company recorded across 3 branches over a 3-month period (January to March 2019). It includes customer demographics, sales transactions, payment methods, and product categories.

Key Attributes

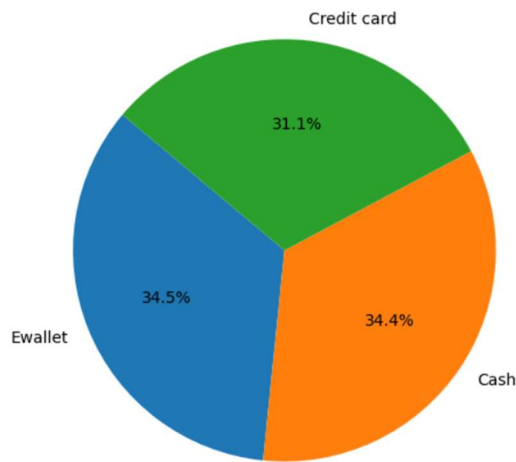
- - Invoice ID
- - Branch (A, B, C)
- - City
- - Customer Type (Member/Normal)
- - Gender
- - Product Line
- - Unit Price
- - Quantity
- - Tax
- - Total
- - Date
- - Time
- - Payment Method
- - COGS
- - Gross Margin %
- - Gross Income
- - Customer Rating

Visualizations

Bar Chart - Total Sales by Product Line

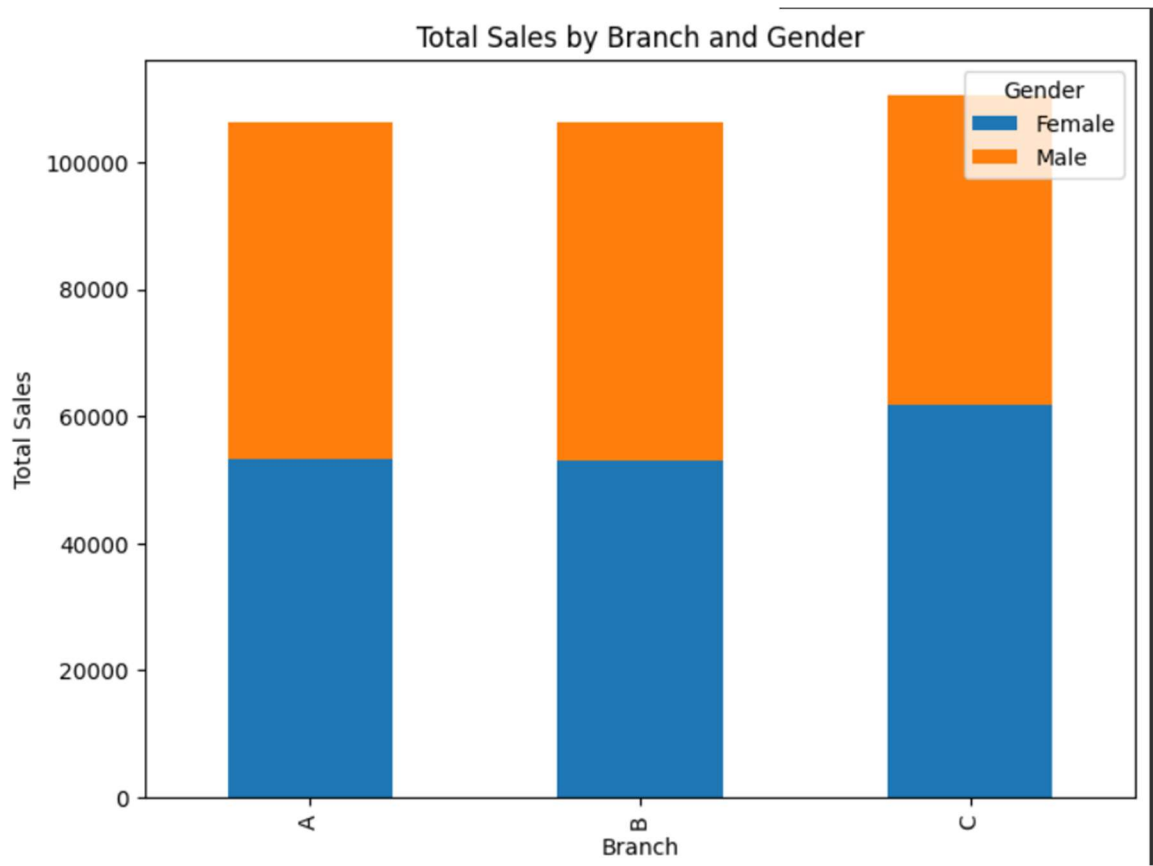


Payment Method Distribution

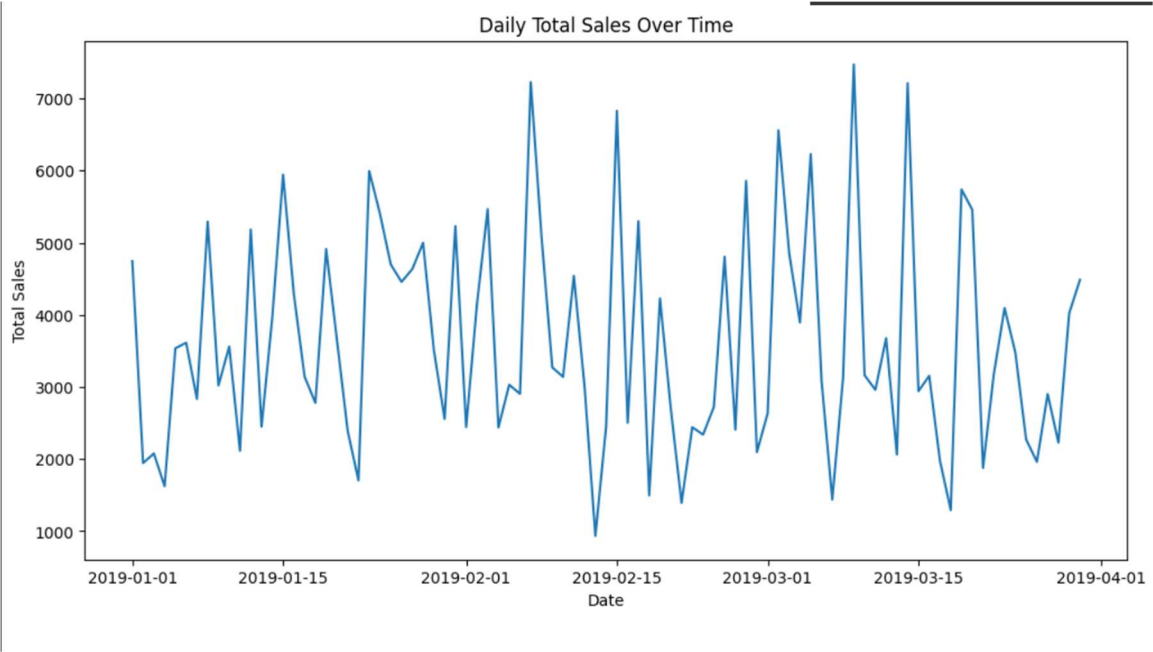


Pie Chart - Payment Method Distribution

Stacked Bar Chart - Sales by Branch and Gender



Line Chart - Daily Total Sales Over Time



Bubble Chart - Quantity vs Total Sales with Branch Color

