

## **Data Analytics with Tableau - Assignment-3**

### **Supermarket Sales Dashboard**

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**Course:** Data Analytics with Tableau

#### **Objective:**

The Objective of this assignment is to analyse supermarket sales data collected from three different branches over a three-month period. The analysis focuses on understanding sales distribution, trend over time, and payment patterns to assist in better decision-making in a competitive market.

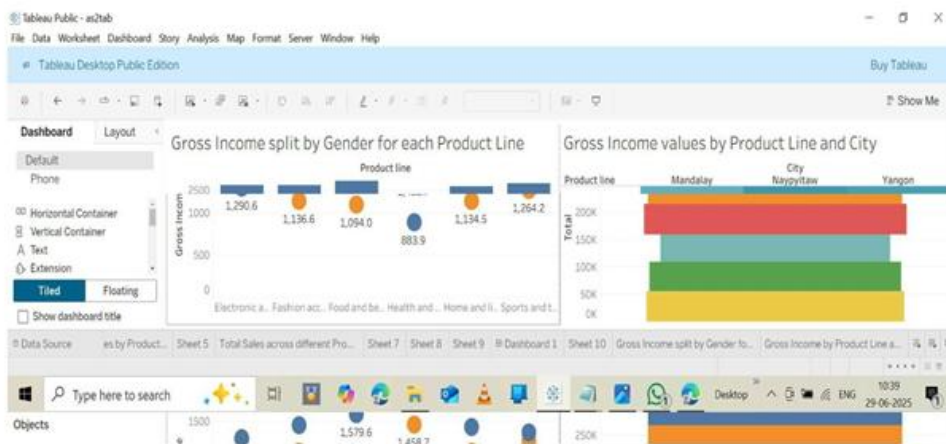
#### **Process Followed:**

1. Imported the provided supermarket sales dataset into Tableau.
2. Removed unnecessary columns that were not useful for the analysis.
3. Created four individual charts:
  - **Gross Income split by Gender for each Product Line:** The bars are divided by Gender, allowing a clear comparison between Male and Female customers.
  - **Gross Income values by Product Line and City:** Darker shades indicate higher revenue.
  - **Gross Income by Product line and Gender:** Each bubble's size reflects the income generated, and its position shows the category.

- **Total Sales across Different Product Lines:** Each bar represents a product line, and the funnel shape highlights the drop-off in sales volume.

4. All charts into a single interactive dashboard using containers for proper layout.

- **Dashboard:**



**The Dashboard provides a clear overview of :**

1. Gross income split by gender across various product lines, revealing how male and female customers contribute to sales.
2. City-wise performance of each product line, helping identify which cities bring higher revenue in specific categories.
3. Gender-wise gross income trends per product line using a scatter plot for detailed comparison.

4. Overall sales volume across all product lines to identify the most profitable categories.