

IBM Data Analyst Virtual Internship – Assignment 2

Track: Data Analytics with Tableau

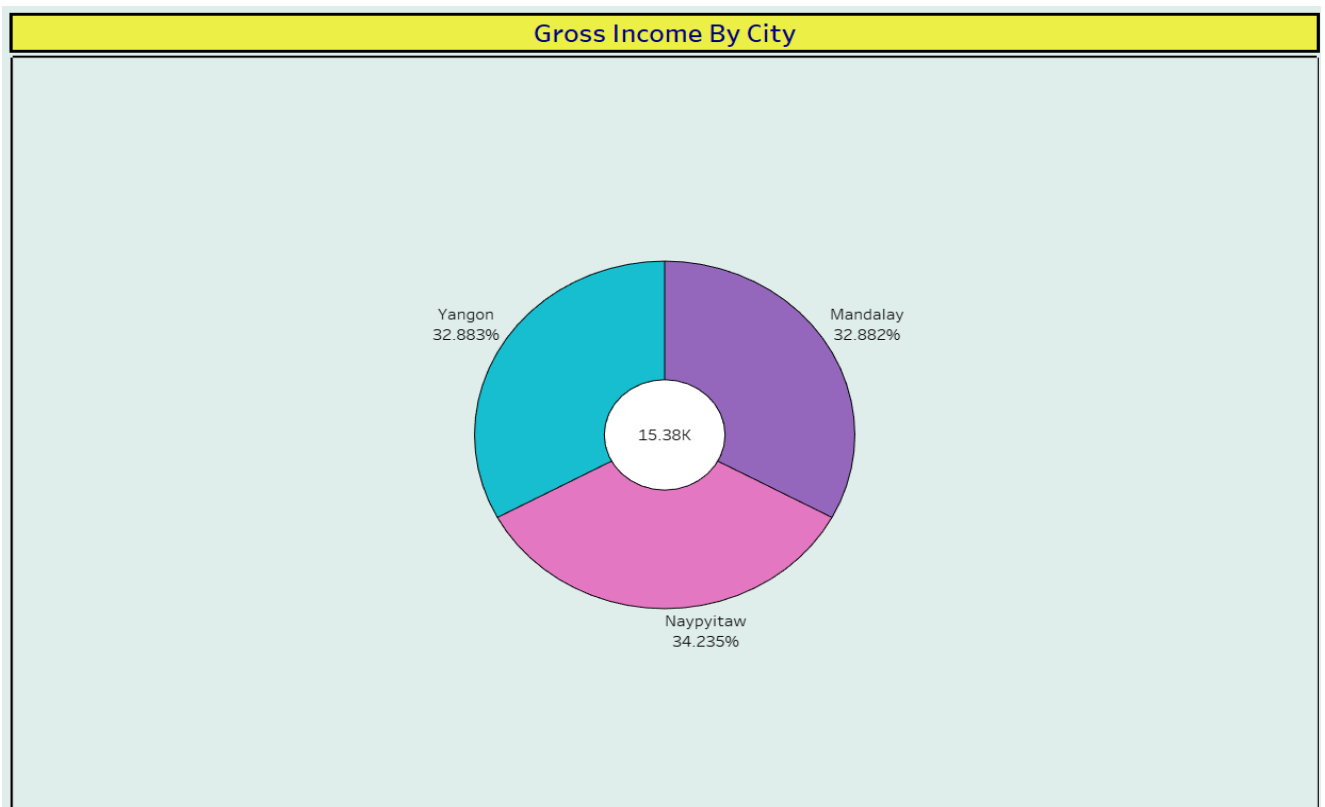
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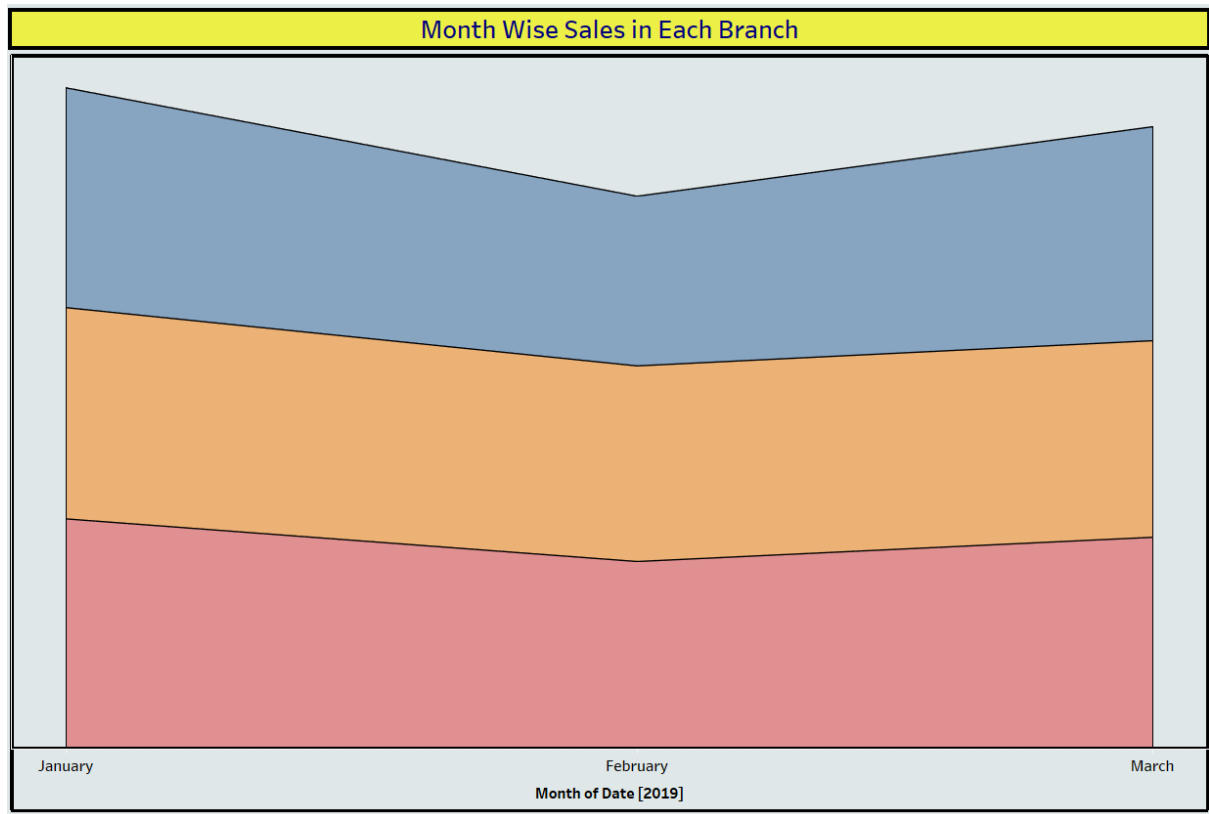
DONUT CHART

This Donut chart shows the gross income distribution across three cities. Naypyitaw slightly leads with 34.24%, while Yangon and Mandalay contribute nearly equally. The centre value (15.38K) likely represents the total gross income aggregated from all cities.



AREA CHART

This area chart compares the total monthly sales across branches (likely Branch A, B, and C) for January, February, and March 2019. The stacked area helps visualize the contribution of each branch to total monthly sales.



TEXT TABLE

This table breaks down the monthly sales quantity by city and respective branch, showing data for January to March, along with grand totals.

Quantity in City And Branch					
City	Branch	January	February	March	Grand Total
Mandalay	B	600	624	596	1,820
Naypyitaw	C	680	537	614	1,831
Yangon	A	685	493	681	1,859
Grand Total		1,965	1,654	1,891	5,510

HIGHLIGHTED TABLE

This heatmap-style table shows monthly total sales for each product line using colour to emphasize volume. For instance, "Sports and travel" peaked in January (21,667) and dipped sharply in February.

Total Sales By ProdcutLine			
Product line	January	February	March
Electronic accessories	18,831	17,363	18,143
Fashion accessories	19,345	19,010	15,951
Food and beverages	19,571	20,000	16,574
Health and beauty	16,383	14,602	18,208
Home and lifestyle	20,495	12,434	20,933
Sports and travel	21,667	13,810	19,646

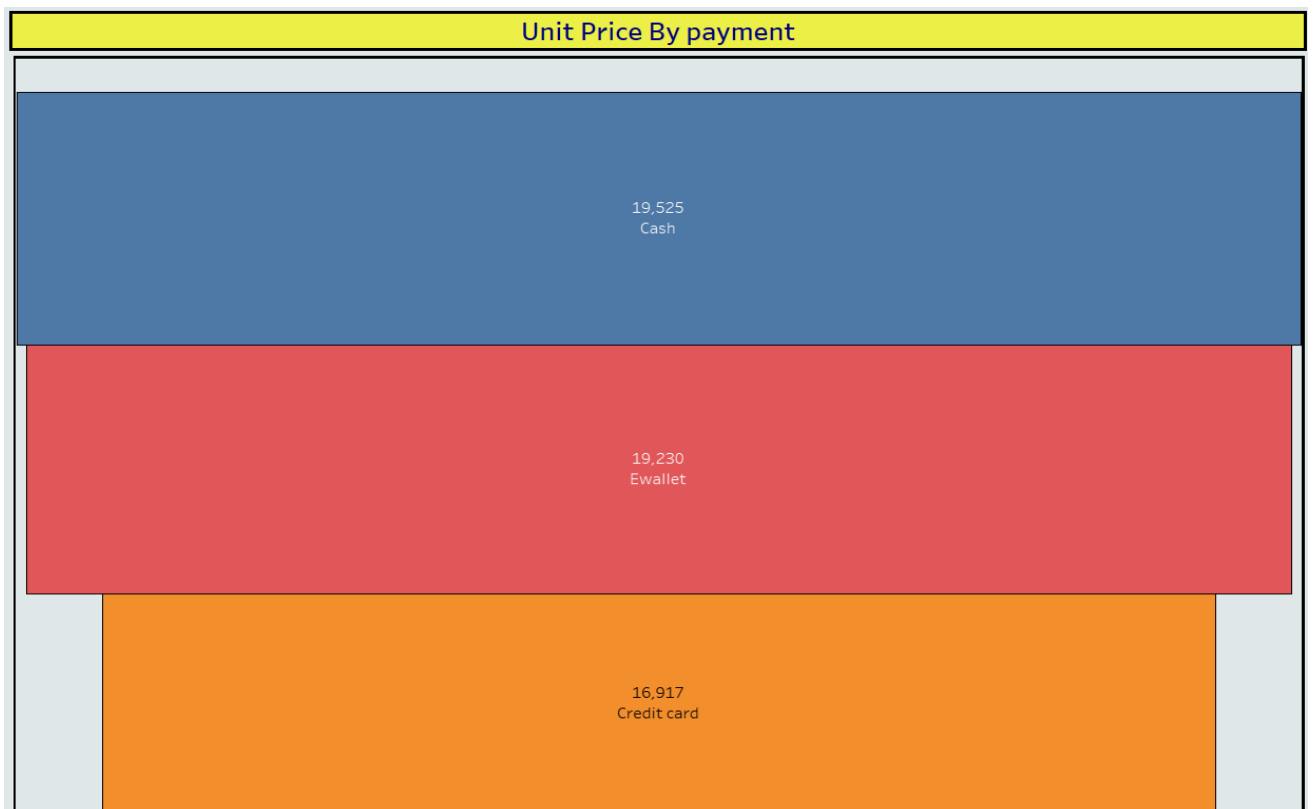
WORD CLOUD

This word cloud visualizes the **gross margin percentage** for each product line, with **larger and darker text** representing higher margins. "Health and beauty" and "Home and lifestyle" stand out with the **highest margins**, suggesting they are the most profitable segments.



FUNNEL CHART

This funnel chart compares the **average unit price** for different **payment types**. This might indicate that customers who paid with cash or digital wallets tend to buy higher-priced items than those who used credit cards.



WATERFALL

This visual represents the **total tax collected (at 5%)** from each product line.

“Home and lifestyle” and “Sports and travel” are among the top contributors to tax revenue, indicating higher sales or higher-priced items. The chart provides a straightforward view of tax contribution by category, with the **grand total** displayed to the right, summarizing all tax amounts.

