

Assignment -1

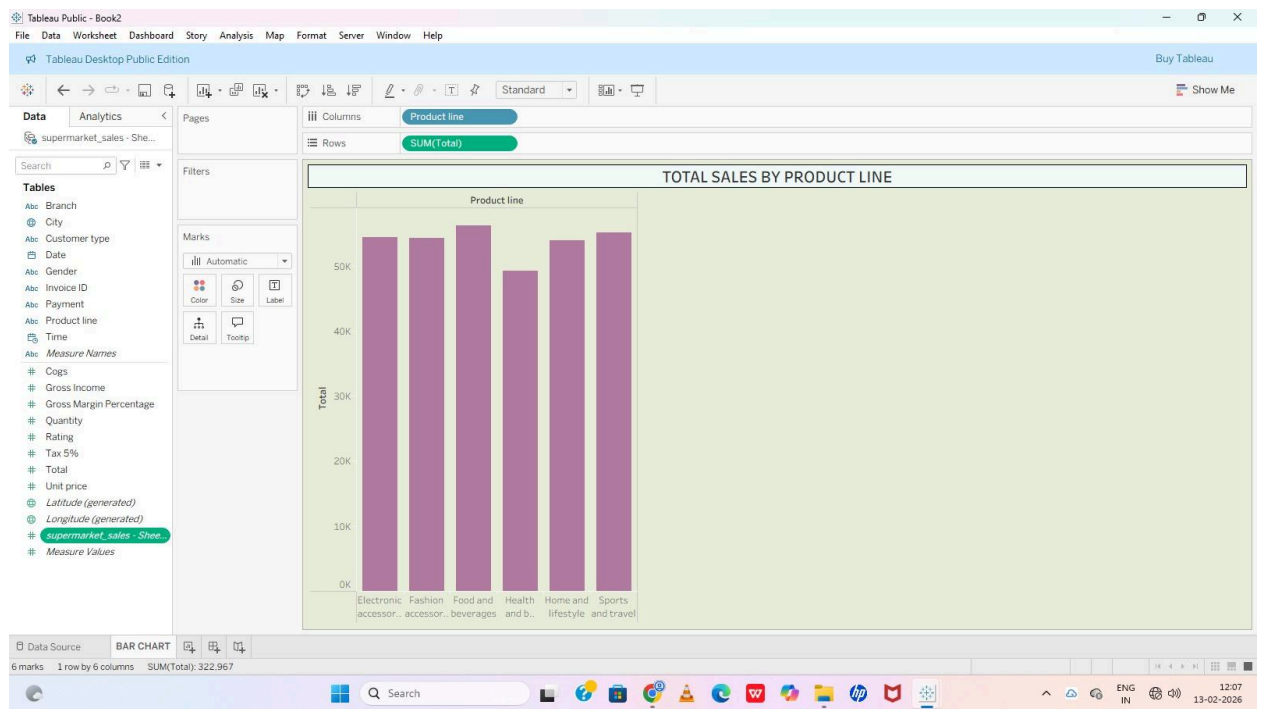
Bar chart

Steps to Implement

1. Open Tableau and connect to the dataset (e.g., supermarket_sales).
2. Drag Product line to the Columns shelf.
3. Drag Total (SUM) to the Rows shelf.
4. Select Bar Chart from Show Me and format (add title, color, labels).

Purpose of This Chart

- To compare total sales across different product categories.
- To identify which product line generates the highest and lowest revenue.
- To analyze sales performance visually for better business decisions.
- Helps in understanding customer demand trends easily.



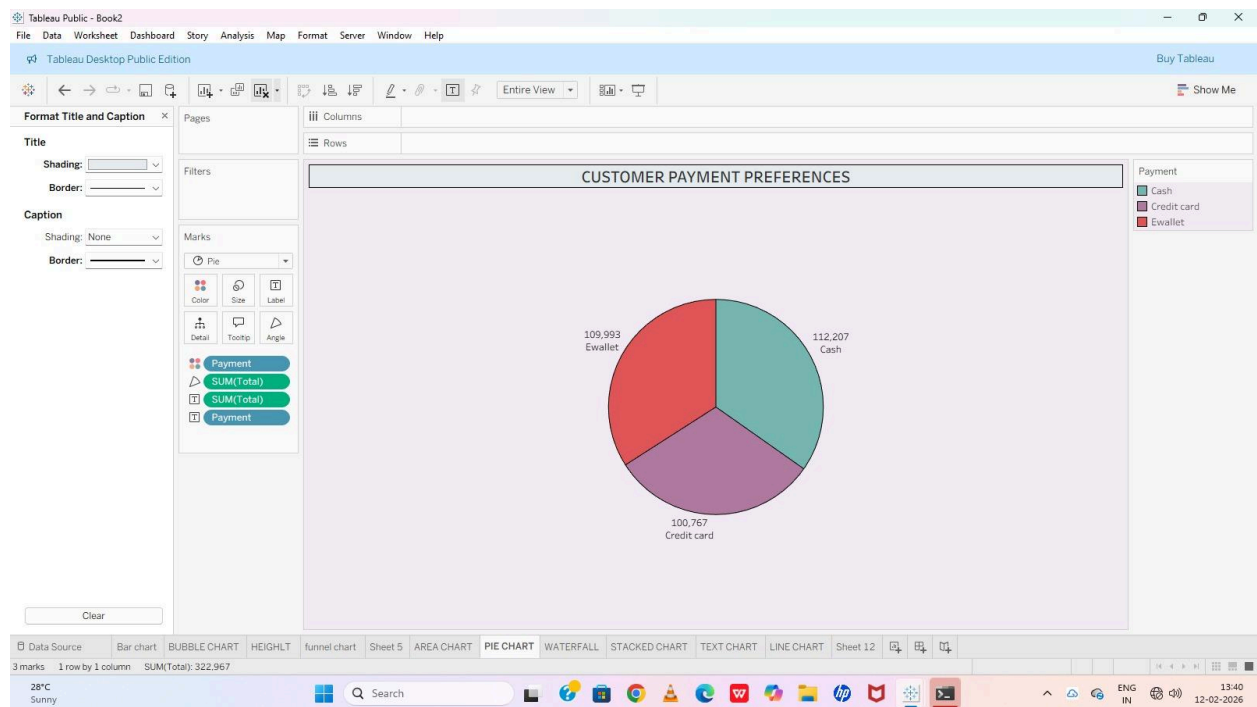
Pie chart

Steps to Implement

1. Drag Payment to Marks → Color.
2. Drag Total (SUM) to Marks → Angle and Label.
3. Change Marks type to Pie, adjust size, and add title "Customer Payment Preferences".

Purpose of This Chart

- To show the distribution of sales based on payment methods.
- To identify the most preferred payment option (Cash, Credit Card, E-wallet).
- To compare contribution percentage of each payment type.
- Helps businesses improve payment facilities based on customer preference.



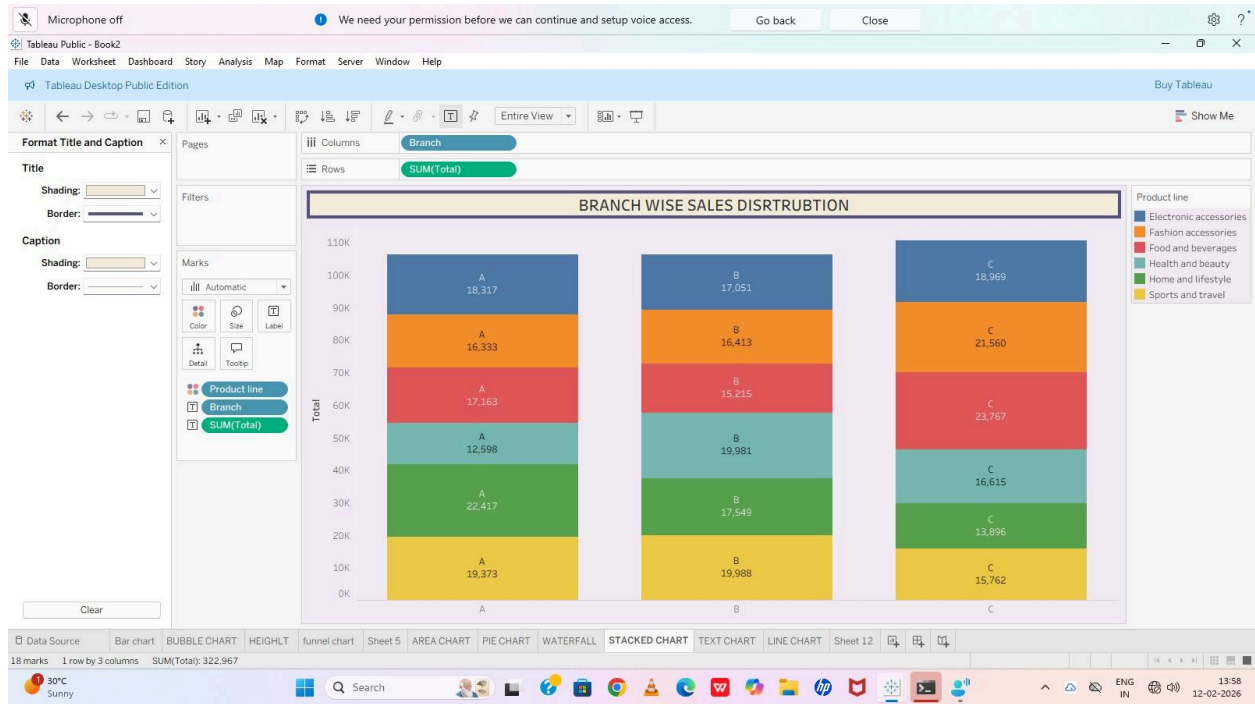
Stocks Bar chart

Steps to Implement

1. Connect to dataset → Drag Product line to Rows and Payment to Columns.
2. Drag Total to Text and Color in Marks card (to show values and highlight).
3. Change Marks type to Highlight Table (Show Me option).
4. Format title as "Sales by Payment Type" and adjust colors.

Purpose :

- This visualization shows how sales vary across different payment methods.
- It helps identify which payment type generates higher revenue.
- Businesses can understand customer payment preferences.
- It supports better financial and marketing decisions.



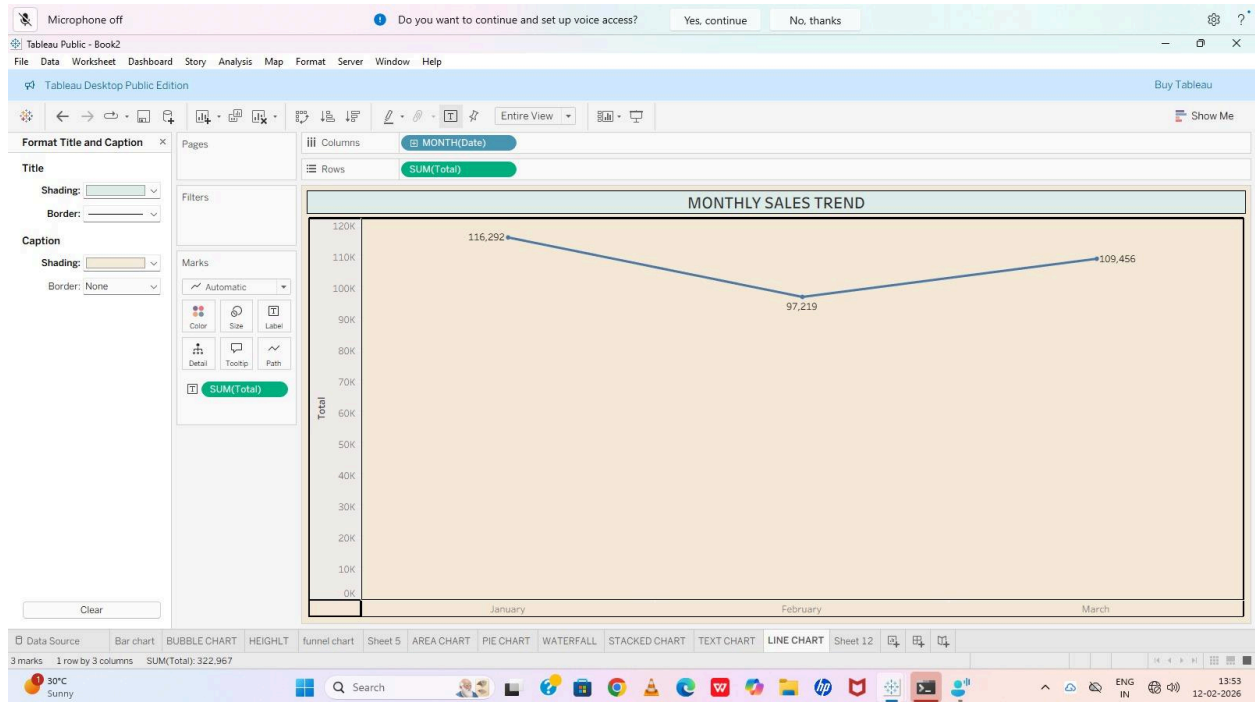
Line Chart

Steps to Implement:

1. Import dataset into Tableau (e.g., supermarket_sales.csv).
2. Drag Date to Columns and change it to Month format.
3. Drag Total to Rows (aggregation: SUM).
4. Select Line Chart from Show Me and enable data labels if needed.

Purpose

- This chart shows the monthly sales performance over time.
- It helps identify sales trends, growth, or decline patterns.
- Businesses can compare monthly performance easily.
- Useful for decision-making and forecasting future sales.



Bubble chart

Steps to Implement

1. Open Tableau Public and connect to your dataset (e.g., supermarket_sales.csv).
2. Drag Product Line to the Marks → Detail section.
3. Drag Total (Revenue) to Size and Label in the Marks card.
4. Click Show Me → Packed Bubbles and adjust colors/formatting as needed.

Purpose

- This visualization shows the revenue distribution across different product lines.
- The bubble size represents the total revenue generated by each category.
- It helps identify the highest and lowest performing product lines quickly.
- This supports better business decisions based on product performance.

