

DA Assignment - 3

Title: Cosmetic Insights - Navigating Cosmetics Trends and Consumer Insights with Tableau

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Course: Data Analysis using Tableau

Assignment Number: 3

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Objective

The cosmetic insights dashboard in Tableau provides a clear view of sales, customer preferences, and product performance. It helps identify trends, monitor marketing impact, and support inventory and product decisions. Overall, it enables data-driven strategies to boost customer satisfaction and business growth.

Dataset Overview

The dataset is one of the historical sales of a supermarket company, recorded in 3 different branches for 3 months. It includes information related to customer demographics, transaction details, pricing, and satisfaction ratings.

Dataset: [\[Link\]](#)

Attributes Used:

Branch

City

Customer Type

Gender

Product Line

Unit Price

Quantity

Total

Date
Time
Payment
Gross Income Rating

Attributes Removed:

Invoice ID
Tax
COGS
Gross Margin Percentage

Data Cleaning Process in Tableau

Opened Tableau.

Uploaded the dataset from the provided link into Tableau.

Removed unnecessary columns: Invoice ID, Tax, COGS, Gross Margin Percentage. Validated and adjusted data types where needed for accurate analysis.

Visualizations

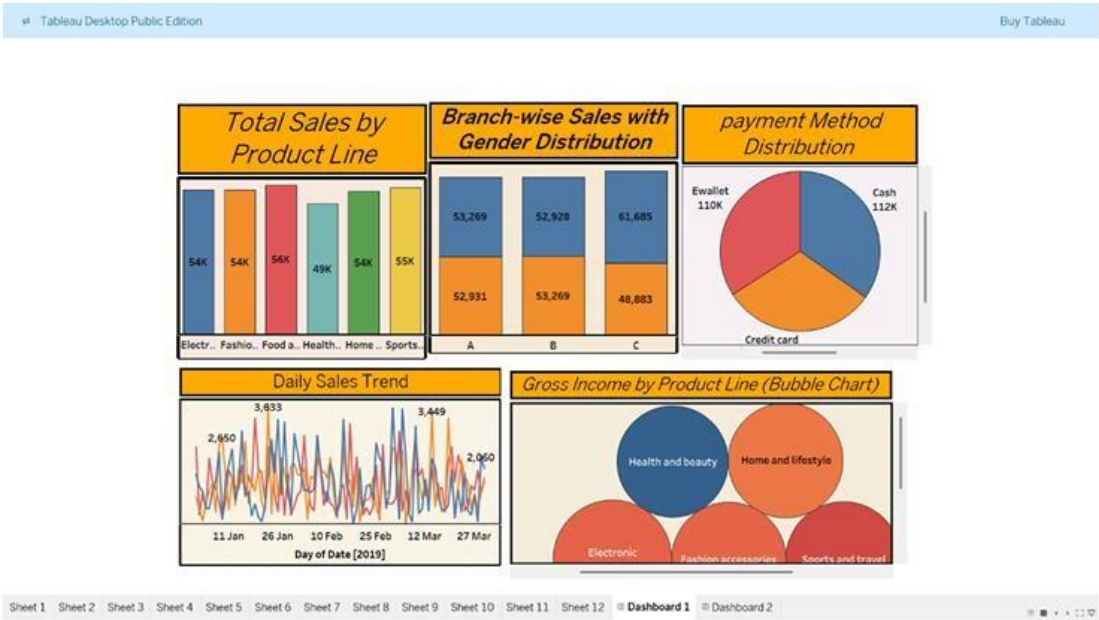
Interactive Dashboard: Supermarket Sales Overview

Goal: To create an interactive dashboard that allows exploration of sales trends, branch performance, and customer preferences.

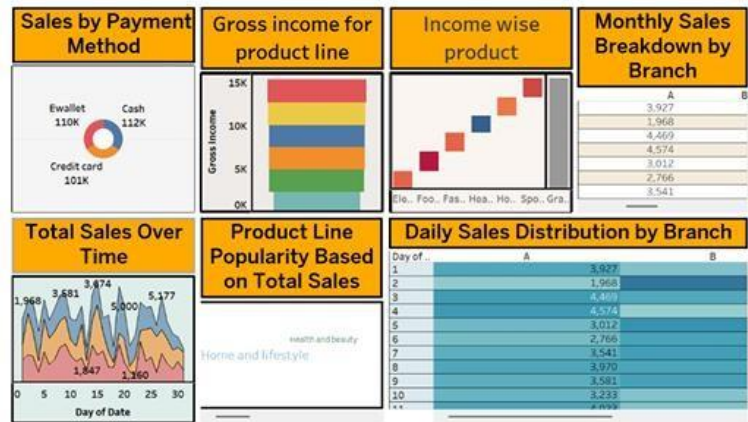
Steps in Short:

- - Created multiple worksheets with key visualizations (e.g., Bar Chart for Total Sales by Branch, Line Chart for Sales Trends, Pie Chart for Payment Distribution).
- - Added filters (e.g., Branch, Date, Product Line) to enable interactivity.
- - Dragged worksheets to the Dashboard workspace.
- - Arranged layouts with titles, legends, and tooltips for user-friendly navigation. □
 - Tested interactivity (e.g., filter responses, hover details).

DASHBOARD_1



DASHBOARD_2



Sheet 1 Sheet 2 Sheet 3 Sheet 4 Sheet 5 Sheet 6 Sheet 7 Sheet 8 Sheet 9 Sheet 10 Sheet 11 Sheet 12 Dashboard 1 Dashboard 2

Insights

The Interactive Dashboard highlights top-performing branches and product lines, aiding in competitive analysis.

Sales trends over the three months reveal seasonal peaks, useful for inventory planning. Customer preferences (e.g., payment methods, gender distribution) are easily explorable through filters.

Conclusion

Using Tableau, we developed an interactive dashboard that effectively visualizes supermarket sales data, providing actionable insights into branch performance, sales trends, and customer behavior amidst growing market competition.

Attachments:

Visualizations: Screenshots embedded above!