

DATA ANALYTICS ASSIGNMENT - 1

Assignment Title: Supermarket Sales Data Analysis using Tableau

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Internship Platform: SmartInternz

Date: 30 June 2025

Organization: ABC Company

ASSIGNMENT OVERVIEW:

The growth of supermarkets in most populated cities is increasing and market competitions are also high. The dataset is one of the historical sales of supermarket company which has recorded in 3 different branches for 3 months data.

DATASET DETAILS :

- Dataset Title: Supermarket Sales Data
- Duration Covered: January 2019 – March 2019
- Number of Branches: 3 (A, B, C)
- Cities Covered: 3 Urban Locations
- Record Count: 1,000 transactions
- Data Format: CSV
- Source: Provided by the Internship Organizer

ATTRIBUTE INFORMATION:

- Invoice ID: Computer-generated unique invoice identification number
- Branch: Identifier for branch (A, B, or C)
- City: Location of the branch
- Customer Type: Member or Normal based on membership
- Gender: Gender of the customer
- Product Line: Category of products (e.g., Food and Beverages, Fashion Accessories, etc.)
- Unit Price: Price of one unit of the product
- Quantity: Number of units purchased
- Tax: 5% tax fee
- Total: Total bill amount including tax
- Date: Date of purchase
- Time: Time of transaction (10 am to 9 pm)
- Payment: Mode of payment (Cash, Credit card, Ewallet)
- COGS: Cost of goods sold
- Gross Margin Percentage: Percentage of gross margin
- Gross Income: Total income from the sale
- Rating: Customer satisfaction rating (scale 1–10)

TASK OBJECTIVES :

Upload and analyze the dataset in Tableau by performing the following:

Step 1: Data Upload & Cleaning

- Remove any unnecessary columns
- Validate data types and formats
- Check for missing or inconsistent values

Step 2 : Create the following Visualizations in Tableau

1. Bar Chart → Compare total sales across different branches or product lines

- 2.Pie Chart → Distribution of customer types or payment methods
- 3.Stacked Bar Chart → Show gender-wise product preference by category
- 4.Line Chart → Analyze sales trends over 3 months
- 5.Bubble Chart → Visualize rating vs. gross income or COGS

Step 3 : Screenshot & Report

- Take high-resolution screenshots of all visualizations
- Paste them into a report document
- Save the document as PDF

SUBMISSION FORMAT:

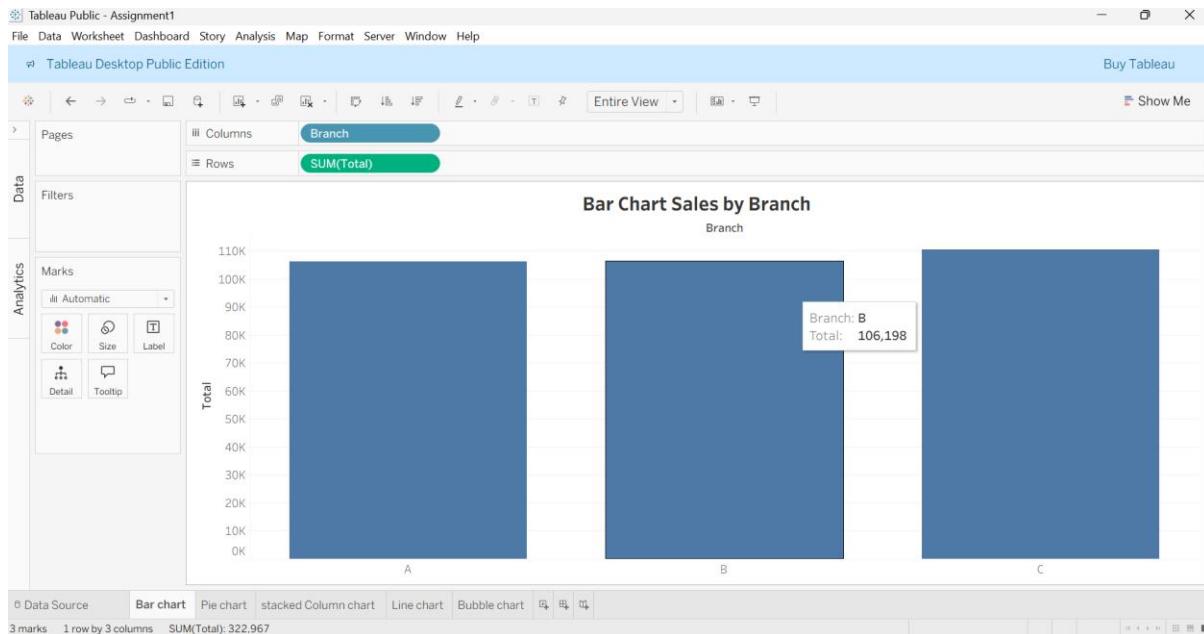
Your submitted folder should include:

- Assignment_1_Report.pdf
- All Tableau Visualizations Screenshots
- Cleaned DataSet (optional)

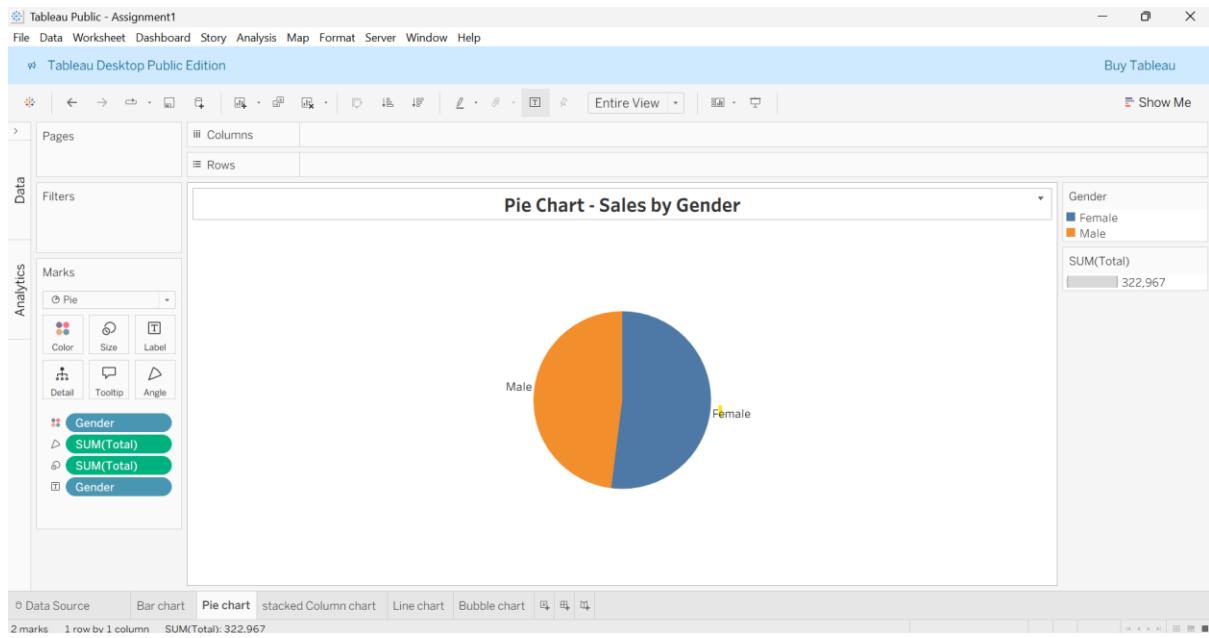
Visualizations Created:

Below are the screenshots of the visualizations created in Tableau:

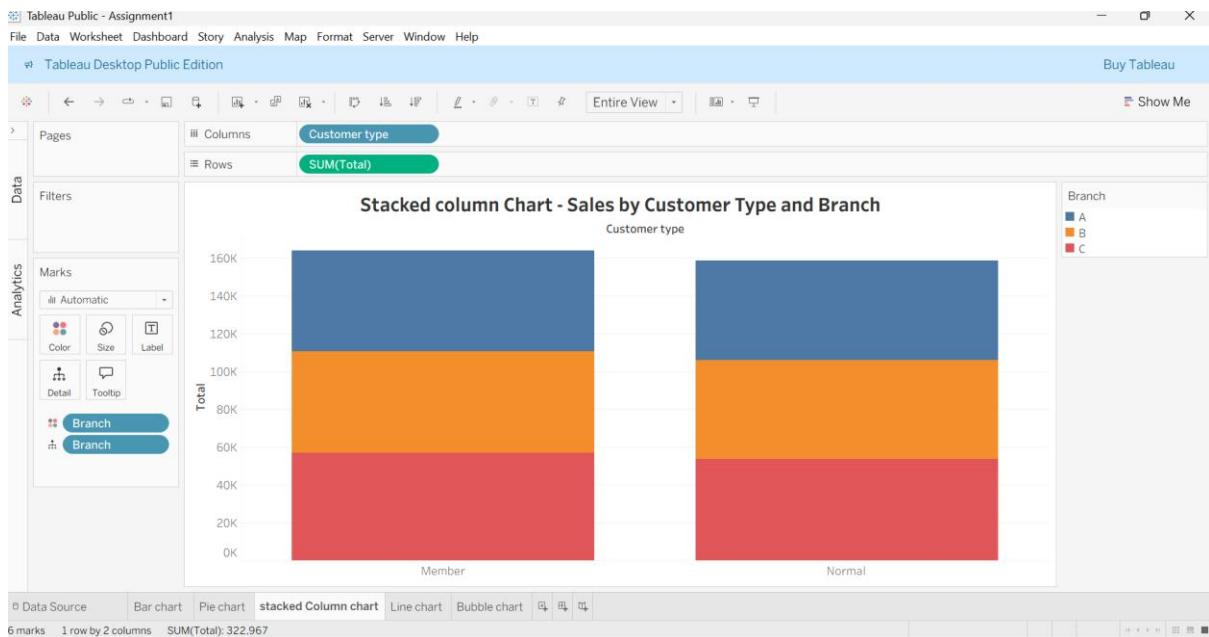
1. Bar Chart



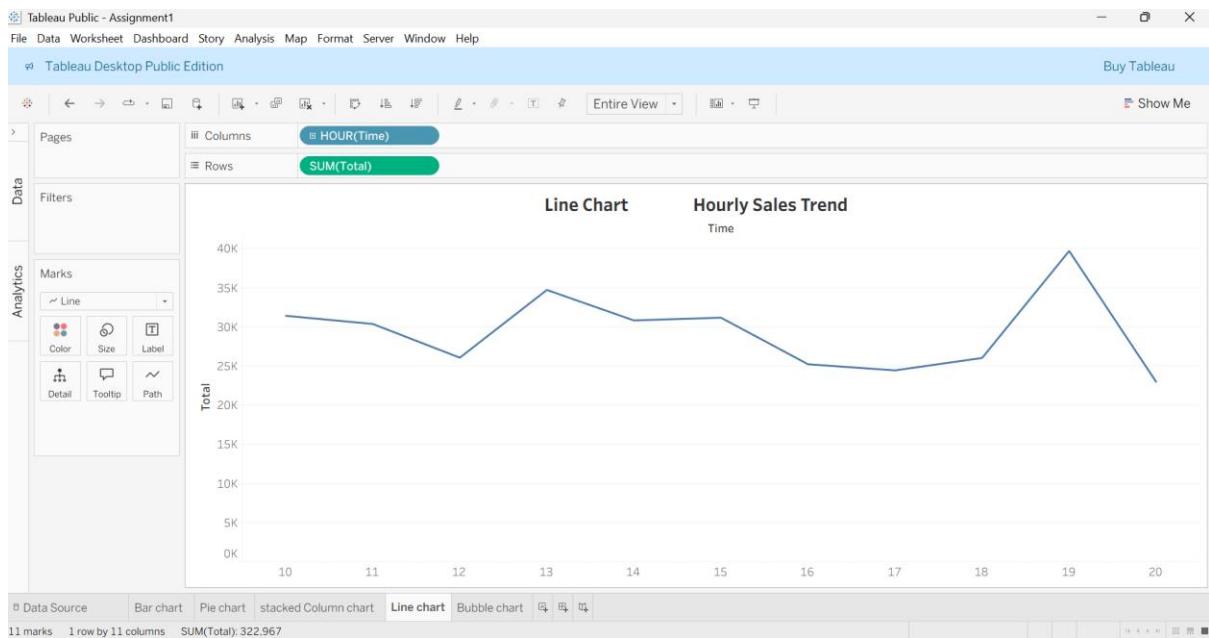
2. Pie Chart



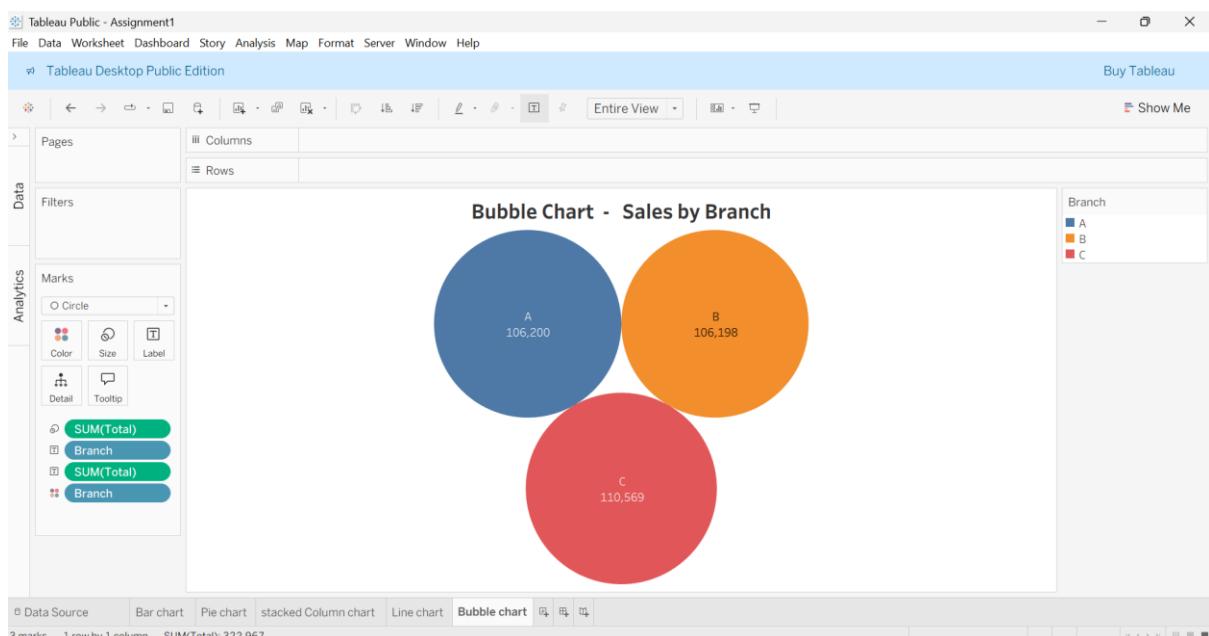
3. Stacked Bar Chart



4. Line Chart



5. Bubble Chart



Conclusion:

The Tableau visualizations offered a detailed view of supermarket sales trends across branches and product categories. It enabled analysis of customer types, payment modes, purchase timing, and satisfaction levels, helping to uncover patterns and improve business insights.

End of Submission