

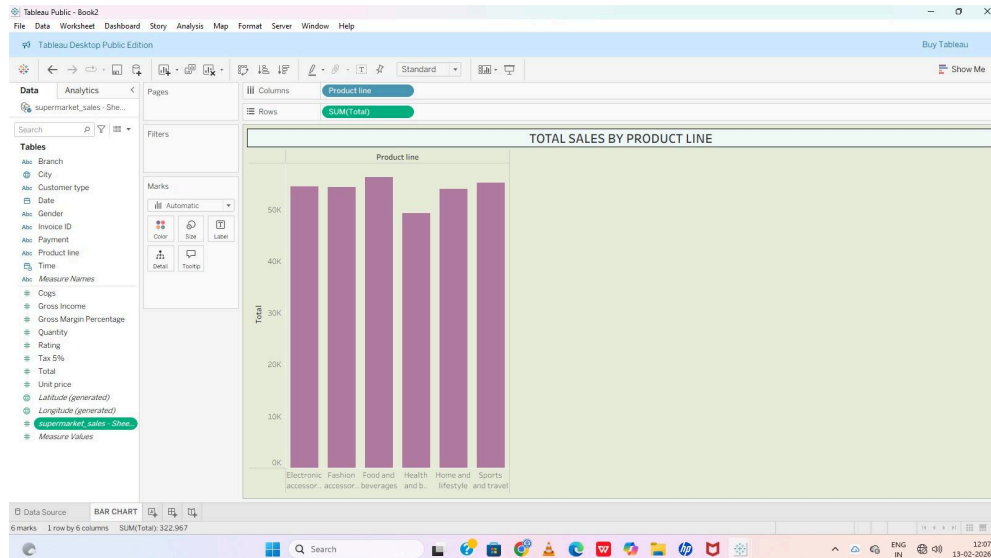
# ASSIGNMENT 1

## ● BAR CHART

- **Purpose:** This bar chart shows the total sales for each product line to compare performance across categories. It helps identify which product line generates the highest and lowest revenue.

### ➤ Step by step Process

- Open Tableau public and connect to your dataset.
- Click on a New Worksheet.
- Drag **Product line** → to the Columns shelf.
- Drag **Total** → to the **Rows** shelf.
- Make sure it shows **SUM(Total)**
- In Show Me, select Bar Chart (if not selected automatically).
- Double-click the title and rename it to **TOTAL SALES BY PRODUCT LINE**.



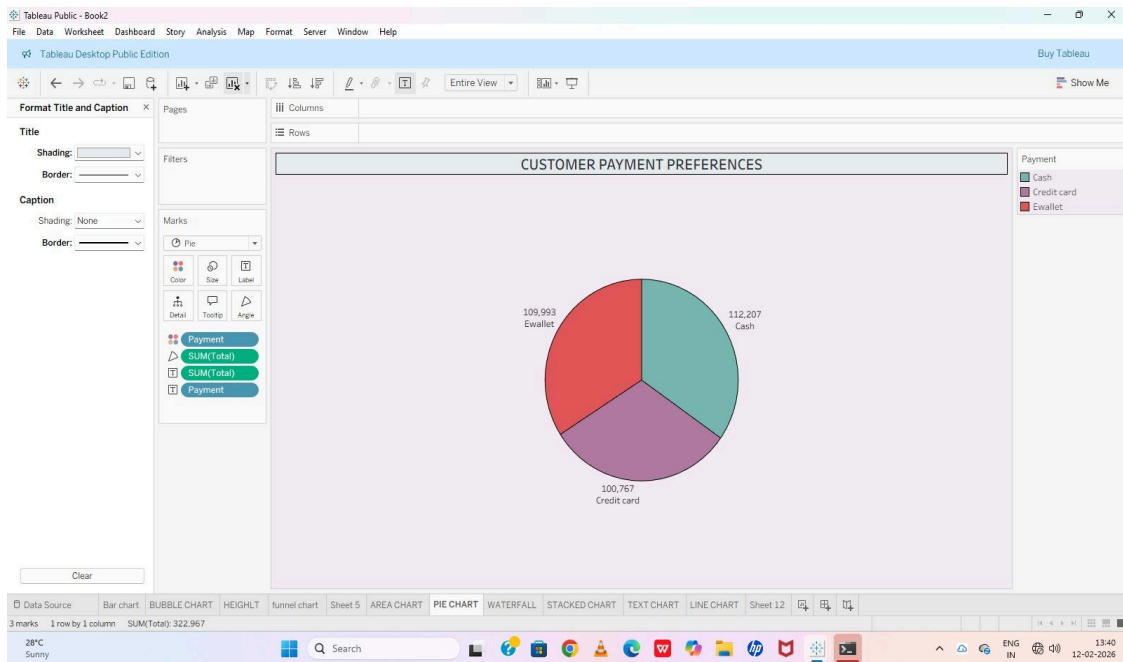
## ● PIE CHART

- **Purpose:** This pie chart shows the distribution of total sales by payment method (Cash, Credit Card, and E-wallet). It helps identify which payment method is most preferred by customers based on sales value.

### ● Step by step process

- Open Tableau public and connect to your dataset.
- Click on a New Worksheet.
- Change the Marks type to Pie (from the dropdown in Marks card).
- Drag Payment → to Color (this creates slices).
- Drag Total → to Angle (this controls slice size).
- Drag Total → to Label (to show values on the pie chart).

- Click Show Me → Pie Chart (if needed).
- Edit the title and rename it to **CUSTOMER PAYMENT PREFERENCES**.

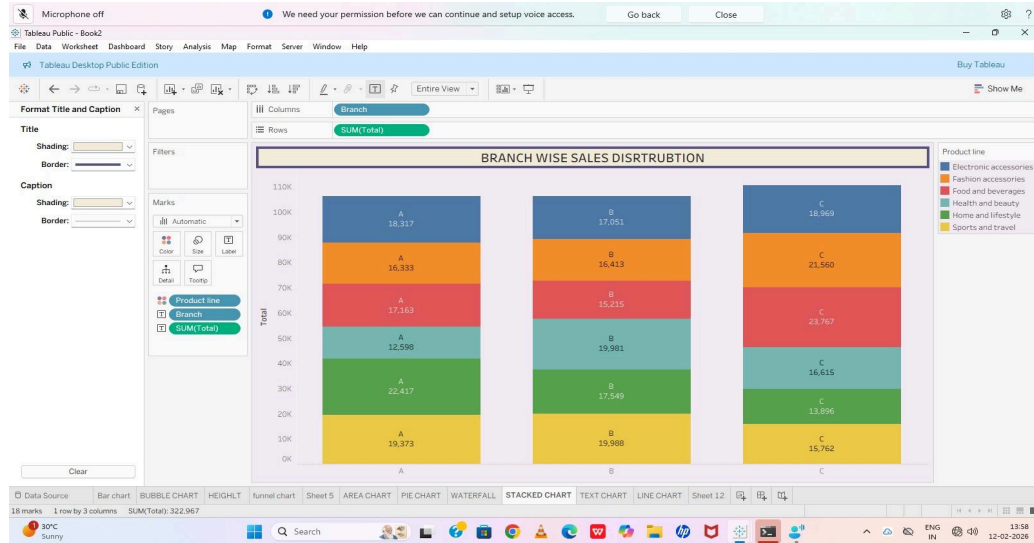


- **STACKED BAR CHART**

- **purpose:** This stacked bar chart shows the branch-wise sales distribution by product line. It helps compare total sales across branches (A, B, and C) and understand which product categories contribute most to each branch's revenue.

- **Step by Step process**

- Open Tableau public and connect to your dataset.
- Click on a New Worksheet.
- Drag Branch → to the **Columns** shelf.
- Drag Total → to the **Rows** shelf (ensure it shows SUM(Total)).
- Drag Product line → to Color in the Marks card (this creates stacked bars).
- Make sure the Marks type is set to Bar (or select Show Me → Stacked Bar Chart).
- Drag SUM(Total) → to Label to display values inside bars.
- Edit the title and rename it to **BRANCH WISE SALES DISTRIBUTION**.

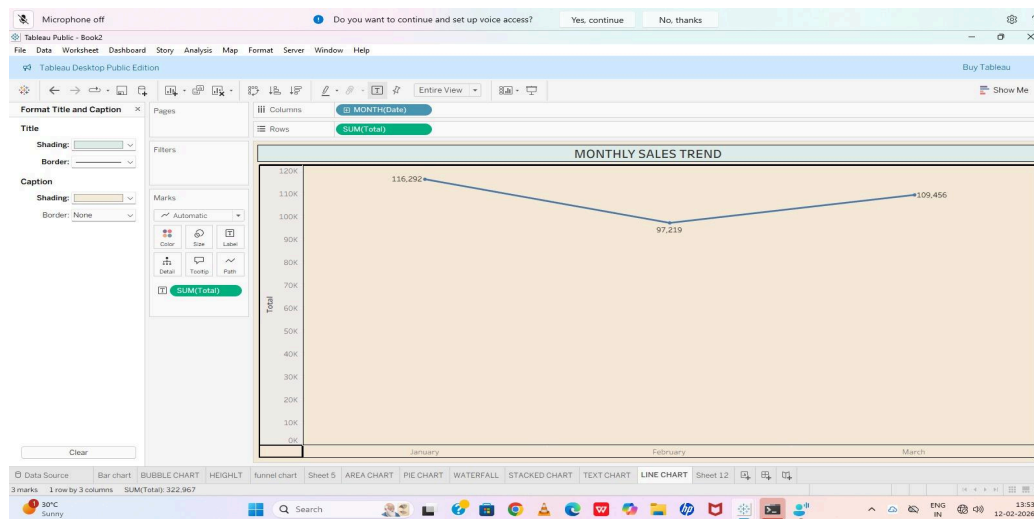


## ● LINE CHART

- **Purpose:** This line chart shows the monthly sales trend over time. It helps analyze sales performance across different months and identify increases or decreases in revenue.

## ● Step by Step process

- Open Tableau public and connect to your dataset.
- Click on a New Worksheet.
- Drag **Date** → to the Columns shelf.
- Click the drop-down on Date and select Month (MONTH(Date)).
- Drag **Total** → to the Rows shelf (ensure it shows SUM(Total)).
- In the Marks card, select Line (or click Show Me → Line Chart).
- (Optional) Drag SUM(Total) → to Label to display sales values on the line.
- Edit the title and rename it to **MONTHLY SALES TREND**.

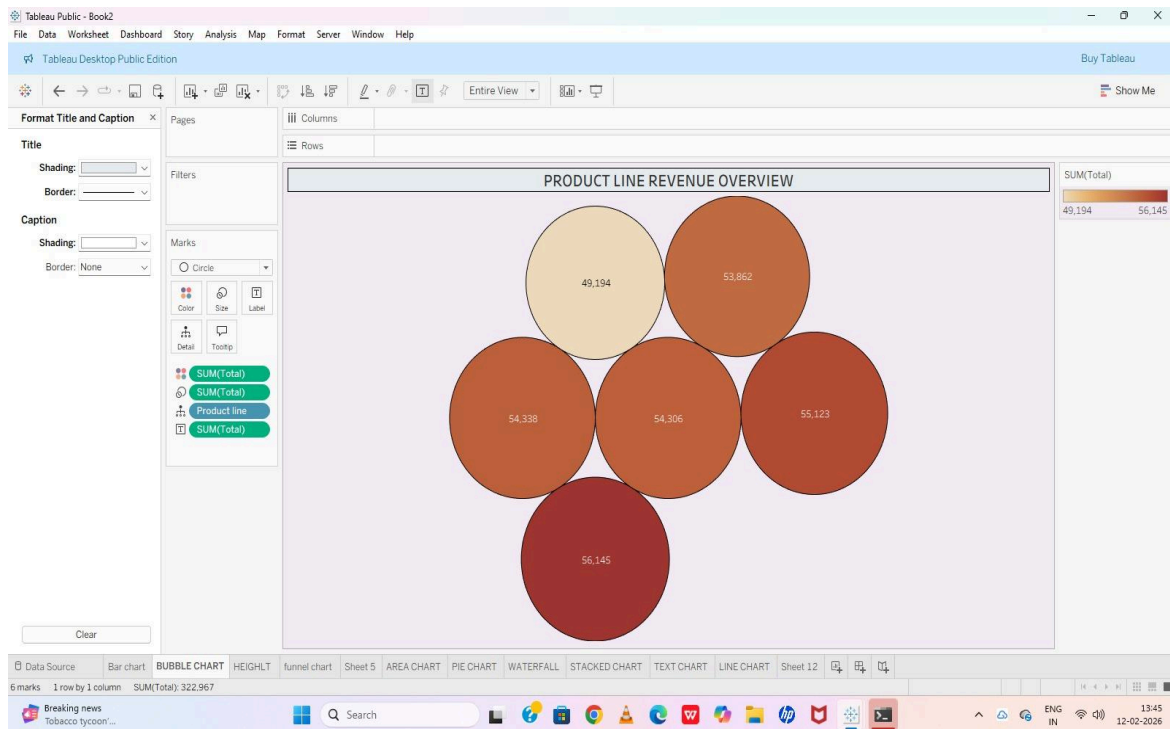


- **BUBBLE CHART**

- **Purpose:** This bubble chart shows the revenue distribution across different product lines. It helps compare product performance by visualizing sales volume through bubble size and color intensity.

- **Steps to step process**

- Open Tableau public and connect to your dataset.
- Click on a New Worksheet.
- Drag **Product line** → to the Marks card (Detail).
- Change the Marks type to **Circle** (or select Show Me → Packed Bubbles).
- Drag **Total** → to **Size (controls bubble size)**.
- Drag **Total** → to **Color (adds color intensity)**.
- Drag **Total** → to **Label (to display revenue values)**.
- Edit the title and rename it to **PRODUCT LINE REVENUE OVERVIEW**



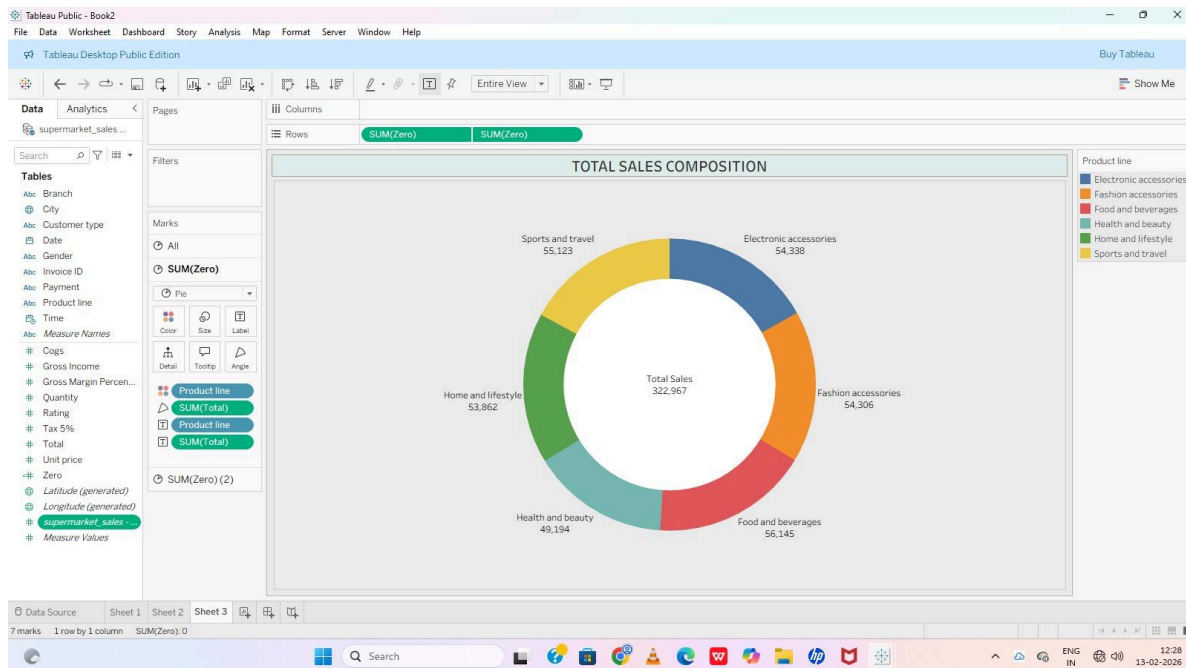
## Assignment 2

### DONUT CHART

- **Purpose** : This donut chart shows the total sales composition by product line. It helps understand each product category's contribution to overall sales.

#### Step By Step Process

- Open Tableau public and connect to your dataset.
- Click on a New Worksheet.
- create a calculated field called Zero = 0, then drag Zero → to Rows twice (this creates a dual axis).
- On the first Marks card, change the mark type to Pie.
- Drag Product line → to Color.
- Drag Total → to Angle and Label.
- Right-click the second axis → select Dual Axis.
- On the second Marks card, change mark type to Circle and reduce the Size to create the donut hole.
- Add SUM(Total) to the center label if needed.
- Edit the title to **TOTAL SALES COMPOSITION**

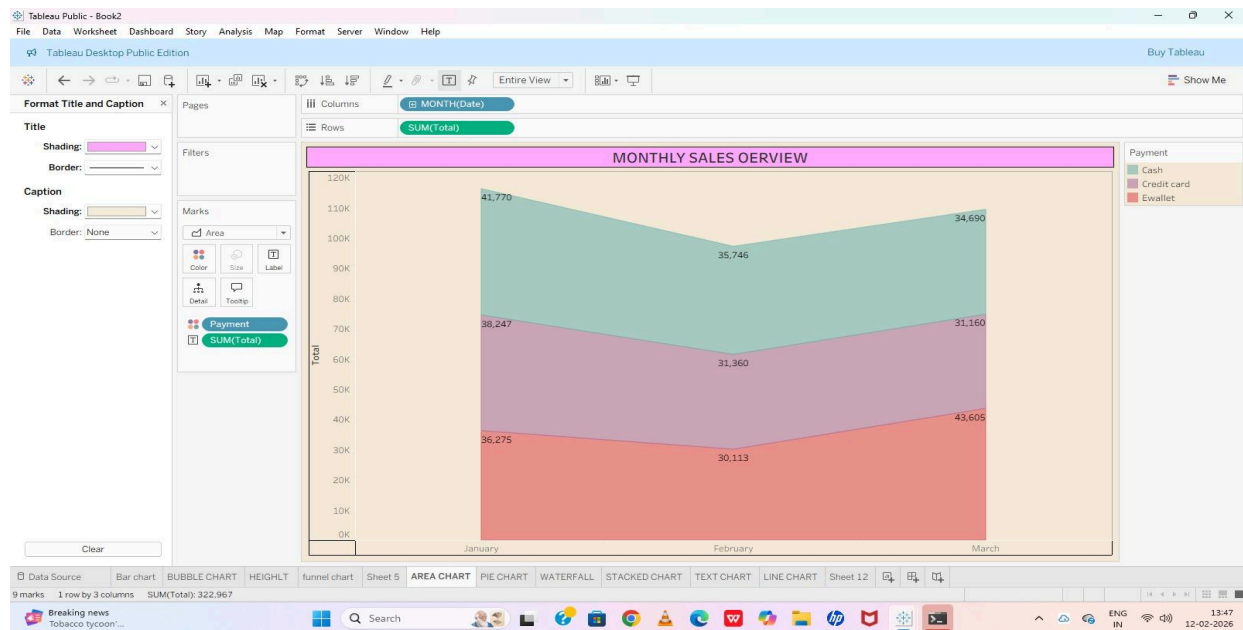


### AREA CHART

- **Purpose** : This area chart shows the monthly sales overview by payment method. It helps compare how Cash, Credit Card, and E-wallet contributions change over different months.

## Step by step Process.

- Open Tableau public and connect to your dataset.
- Click on a New Worksheet.
- Drag Date → to Columns and change it to MONTH(Date).
- Drag Total → to Rows (ensure it shows SUM(Total)).
- Change the Marks type to Area (or select Show Me → Area Chart).
- Drag Payment → to Color (this creates stacked areas by payment type).
- (Optional) Drag SUM(Total) → to Label to show values.
- Go to Analysis → Stack Marks → On (if stacking is not applied).
- Rename the title to **MONTHLY SALES OVERVIEW**.



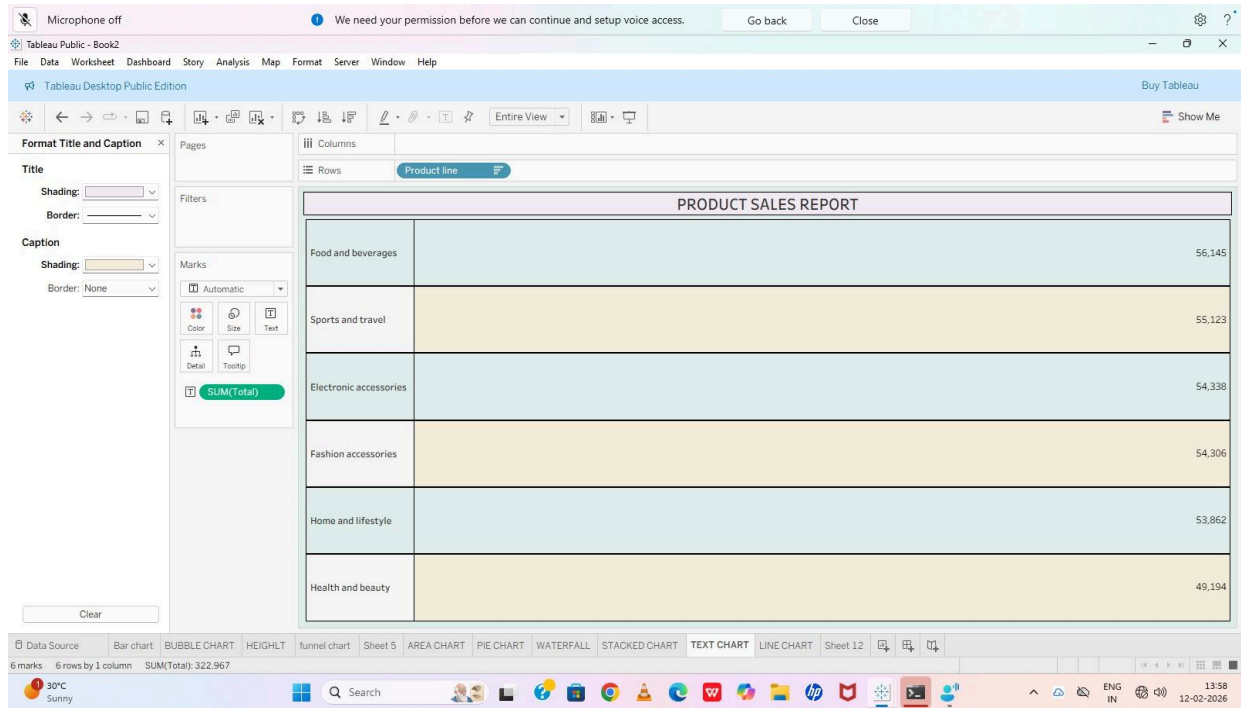
## TEXT CHART

- Purpose: To display total sales for each product line in a clear and structured format. It helps compare product performance and identify the highest and lowest selling categories quickly.

## Step by Step process

- Open Tableau public and connect to your dataset.
- Click on New Worksheet.
- Drag Product line → to Rows.
- Drag Total → to Rows first.
- Now click on Show Me (top right corner).
- Select Highlight Table from the chart options.
- Tableau will automatically place SUM(Total) on Color and Text.
- Adjust the Size slider to fill the cells properly.
- Format numbers if needed (Right-click → Format → Number).

- Rename the title to **PRODUCT SALES REPORT**.

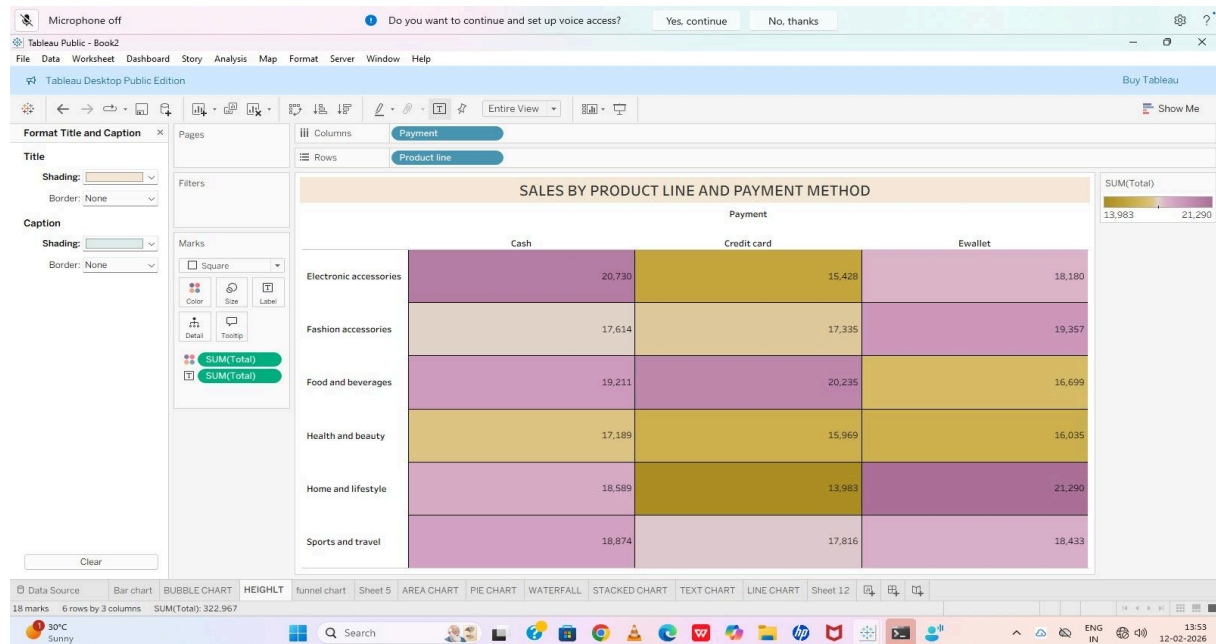


## HIGHLIGHTED TABLE

- **Purpose** :To compare total sales across different product lines and payment methods.It helps identify which payment type performs best for each product category.

## Steps By Step Process

- Open Tableau public and connect to your dataset.
- Click on New Worksheet.
- Drag Product line → to Rows.
- Drag Payment → to Columns.
- Drag Total → to Text on the Marks card.
- Ensure it shows SUM(Total).
- Drag SUM(Total) → to Color.
- Change the Marks type to Square(or click Show Me → Highlight Table).
- Adjust the Size slider to fill the cells properly.
- Format numbers if needed (Right-click → Format → Number).
- Rename the title to SALES BY PRODUCT LINE AND PAYMENT METHOD

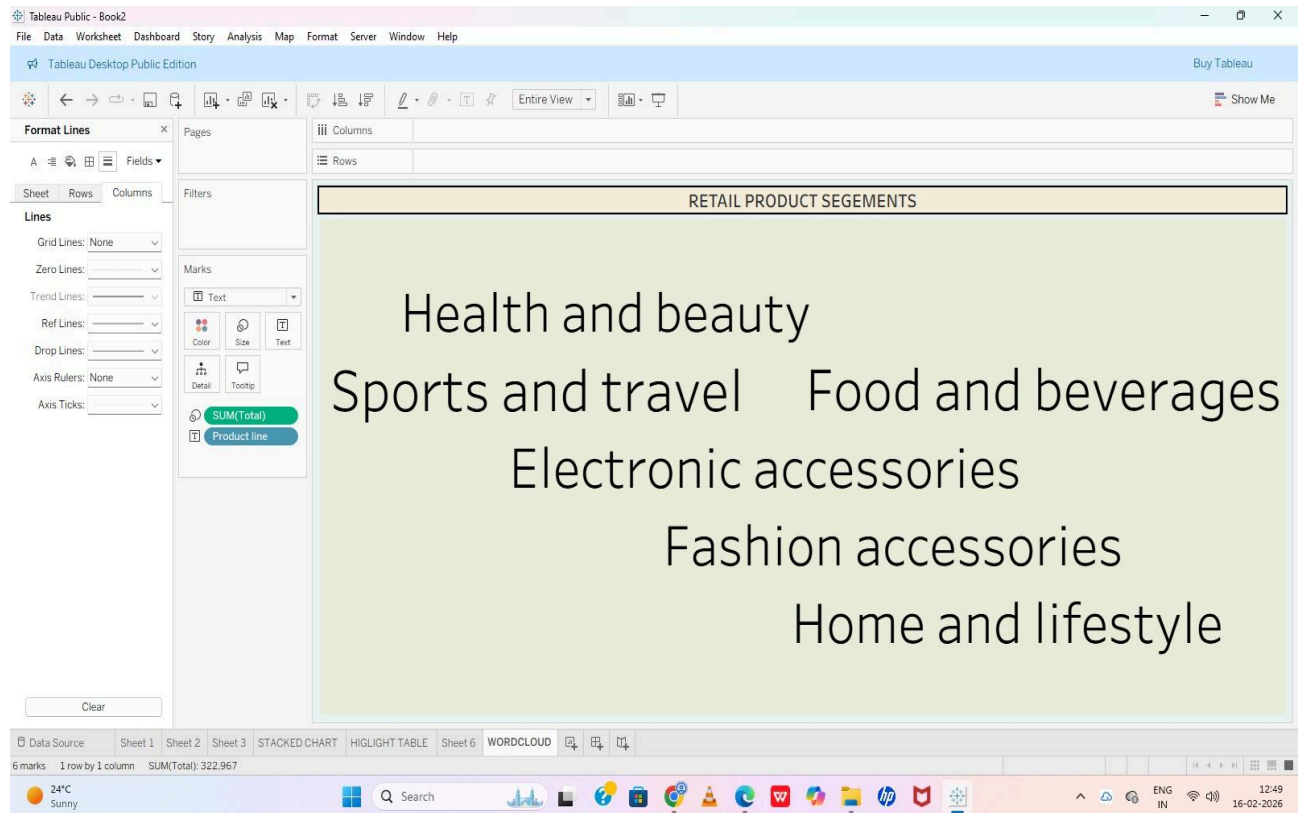


## WORDCLOUD

- **Purpose** : To visually represent product segments based on their total sales. The larger the word, the higher the sales contribution of that product line.

### Step By Step Process

- Open Tableau public and connect to your dataset.
- Click on New Worksheet.
- Drag Product line → to Text on the Marks card.
- Drag Total → to Size.
- Ensure it shows SUM(Total).
- Change the Marks type to Text.
- Click on Show Me → Select Word Cloud.
- Adjust the Size slider to increase or decrease word size. (Optional) Drag SUM(Total) → to Color for better visualization.
- Rename the title to **RETAIL PRODUCT SEGMENTS**

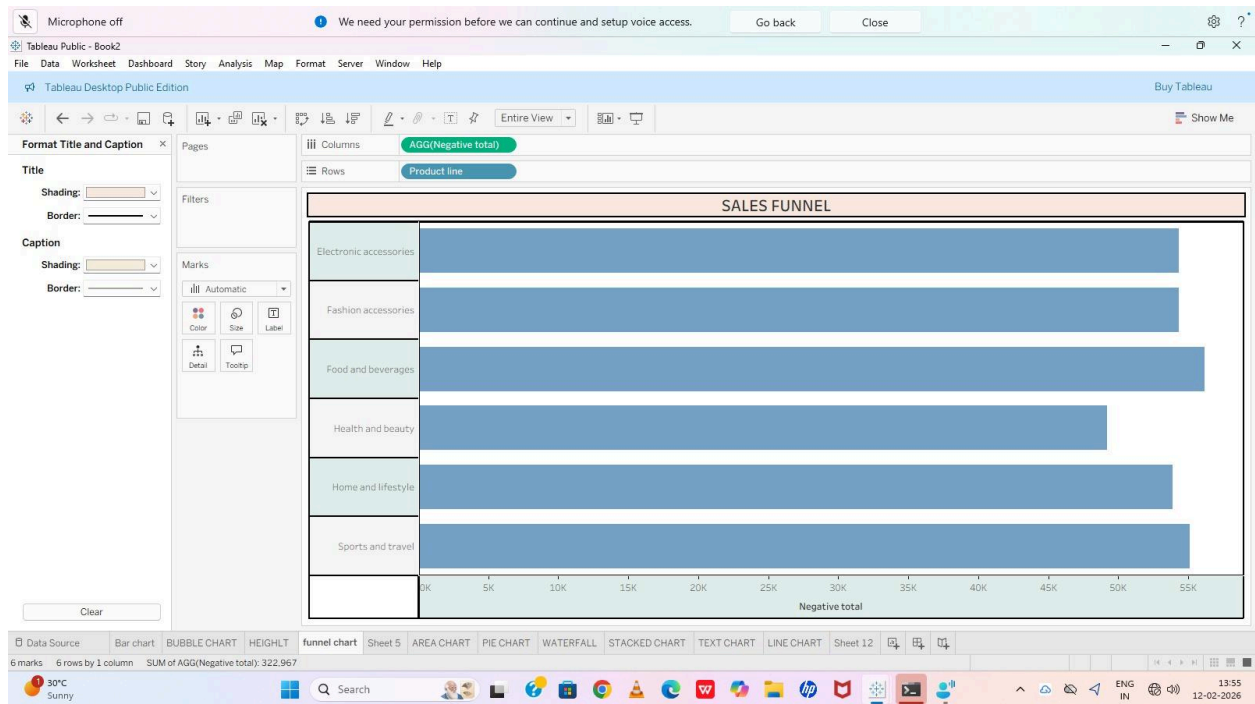


## FUNNEL CHART

- **Purpose** :To display total sales by product line in a funnel-style format.It helps compare category performance from highest to lowest in a visually clear way.

### Step By Step Process

- Open Tableau public and connect to your dataset.
- Click on New Worksheet.
- Create a Calculated Field:
- Name it Negative Total Formula:-SUM([Total])
- Drag Product line → to Rows.
- Drag Negative Total → to Columns. Change Marks type to Bar.
- Sort the bars in descending order based on SUM(Total).
- Adjust Size slider to make bars thicker.
- Format the axis if needed (hide header for cleaner funnel look).
- Rename the title to **SALES FUNNEL**



## WATER FALL

- **Purpose** : To show how each product line contributes to the overall total revenue step by step. It helps visualize the cumulative growth of revenue across different categories.

### Step By Step Process

- Open Tableau public and connect to your dataset.
- Click on New Worksheet.
- Drag Product line → to Columns.
- Drag Total → to Rows.
- Right-click on SUM(Total) in Rows →
- Select Quick Table Calculation → Running Total.
- Change the Marks type to Gantt Bar.
- Drag SUM(Total) again → to Size on the Marks card.
- (Optional) Drag SUM(Total) → to Color to differentiate increase.
- Format axis and adjust Size slider properly.
- Rename the title to **WATERFALL ANALYSIS OF TOTAL REVENUE**

