

May 22, 2025

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To whom it may concern,

I am pleased to write this letter in recognition of Punith Sahu for his valuable contributions to the final course project titled “Supermarket Sales & Customer Behavior Analysis”, completed as part of the Data Visualization during the 2025 Spring at Governors State University.

As a core member of the project team, Punith demonstrated strong analytical thinking, technical proficiency, and collaborative spirit throughout the development of this report. The project involved working with a real-world-style dataset of supermarket transactions to uncover key business insights through data visualization and storytelling.

Punith contributed meaningfully to data preprocessing and exploration, helping the team transform raw transaction data into actionable insights. He also participated in designing and implementing a series of Tableau visualizations that addressed practical business questions—such as identifying peak shopping hours, analyzing spending behavior by customer type, and evaluating the relationship between customer satisfaction and gross income. These visualizations applied design principles such as relevance, pre-attentive attributes, and accessibility, all of which were skillfully executed to support clear communication and stakeholder engagement.

Beyond technical execution, Punith helped articulate business recommendations, including workforce planning based on peak hours, expanding digital payment options, and enhancing loyalty programs. His ability to translate analytics into strategy exemplifies the interdisciplinary thinking we aim to instill in our students.

It was a pleasure having Punith in class, and I commend both his professionalism and the quality of his contributions to this team project.

Sincerely,

Junyao Yang Ph.D.
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