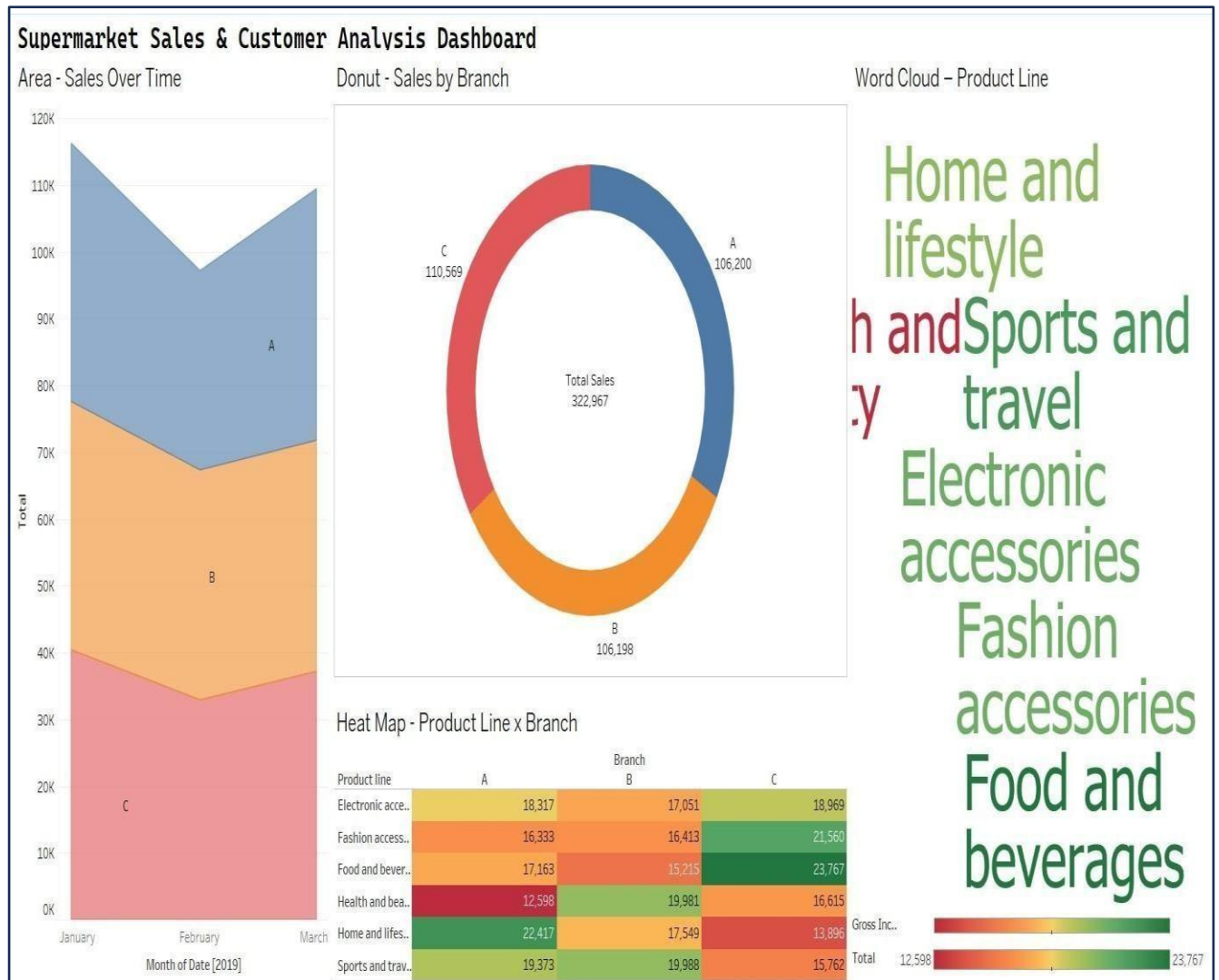# ASSIGNMENT 3

Name : **Bagadi Saipriya**

Roll No : **22BFA12014**

Course : **Data Analytics with Tableau**

Title : **iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau**

Supermarket Sales & Customer Analysis Dashboard

Area - Sales Over Time

Donut - Sales by Branch

C
110,569

A
106,200

Total Sales
322,967

B
106,198

Word Cloud – Product Line

Home and lifestyle

h and Sports and

travel

Electronic accessories

Fashion accessories

Food and beverages

Heat Map - Product Line x Branch

Product line	Branch A	Branch B	Branch C
Electronic acce..	18,317	17,051	18,969
Fashion access..	16,333	16,413	21,560
Food and bever..	17,163	15,215	23,767
Health and bea..	12,598	19,981	16,615
Home and lifes..	22,417	17,549	13,896
Sports and trav..	19,373	19,988	15,762

Gross Inc..
Total 12,598 — 23,767

This interactive dashboard shows an overview of sales performance and customer insights for a supermarket across three branches . It includes:

- MONTHLY SALES TRENDS

- SALES DISTRIBUTION BY BRANCH

- PRODUCT CATEGORY POPULARITY

- CUSTOMER RATINGS BY PRODUCT AND BRANCH
  THE HEATMAP ACTS AS A FILTER, ENABLING INTERACTIVITY ACROSS THE
  DASHBOARD.