This project visualizes and analyzes transaction data from a three-month period at a supermarket chain with branches in Yangon, Mandalay, and Naypyidaw. Using Tableau, the raw sales records are transformed into interactive dashboards that reveal key patterns in revenue, product performance, customer demographics, payment methods, and satisfaction ratings.

By building these visualizations, the goal is to give managers and stakeholders a clear, data-driven view of how each branch and product line is performing, when peak shopping times occur, and which customer segments drive the most value. The interactive features allow users to filter, drill down, and explore the data themselves, turning static information into actionable business insights.