ASSIGNMENT 3
Data Analytics

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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 a supermarket company which has been recorded in 3 different branches for 3 months. Predictive data analytics methods are easy to apply to this dataset.

Attribute information

Invoice id: Computer-generated sales slip invoice identification number
Branch: Branch of supercenter (3 branches are available identified by A, B and C).
City: Location of supercenters
Customer type: Type of customers, recorded by Members for customers using member cards and Normal for those without member cards.
Gender: Gender type of customer
Product line: General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and lifestyle, Sports and travel
Unit price: The price of each product in $
Quantity: Number of products purchased by the customer

Tax: 5% tax fee for customers buying

Total: Total price including tax

Date: Date of purchase (Record available from January 2019 to March 2019)

Time: Purchase time (10 am to 9 pm)

Payment: Payment used by the customer for the purchase (3 methods are available – Cash, Credit card and Ewallet)
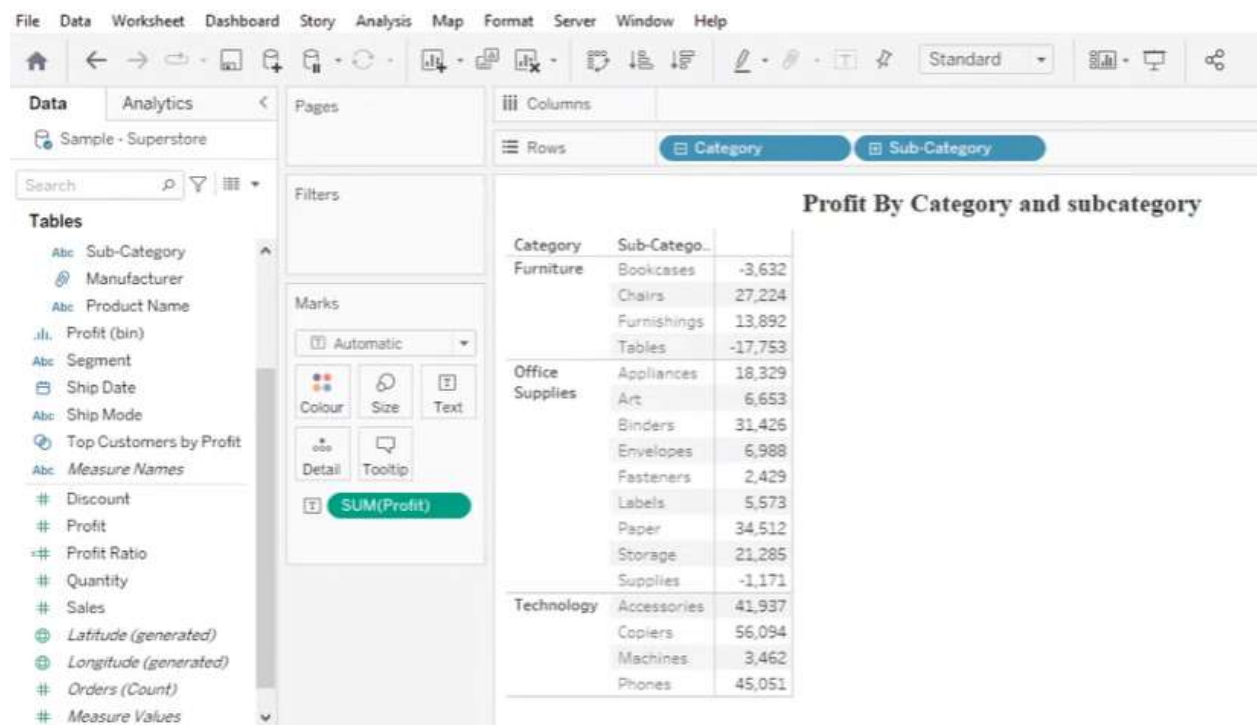
COGS: Cost of goods sold

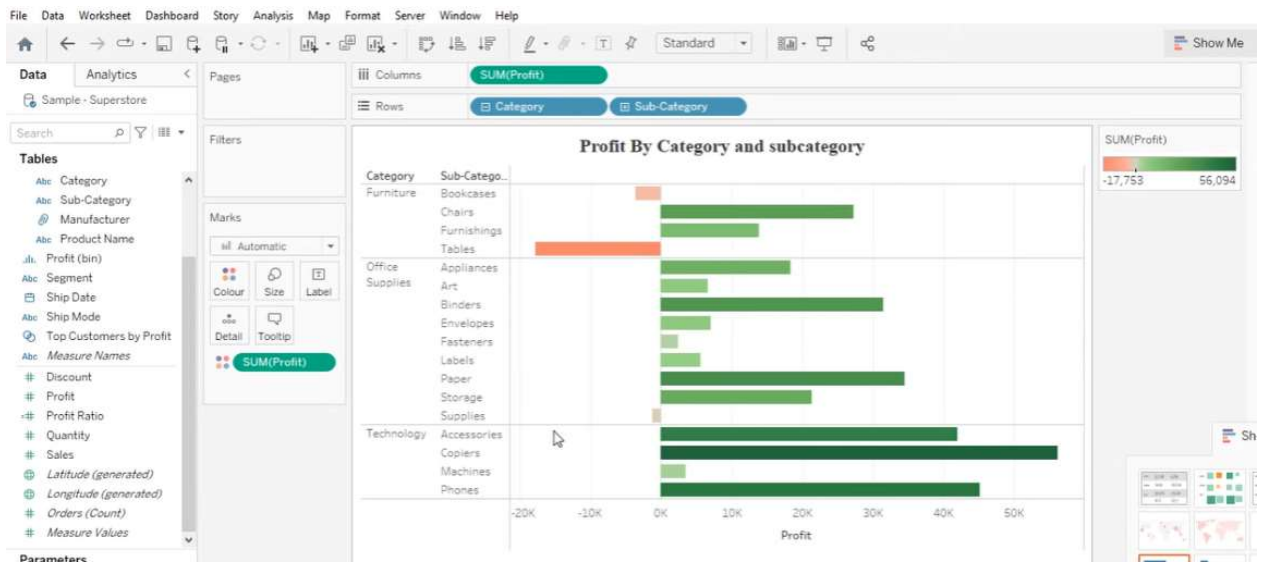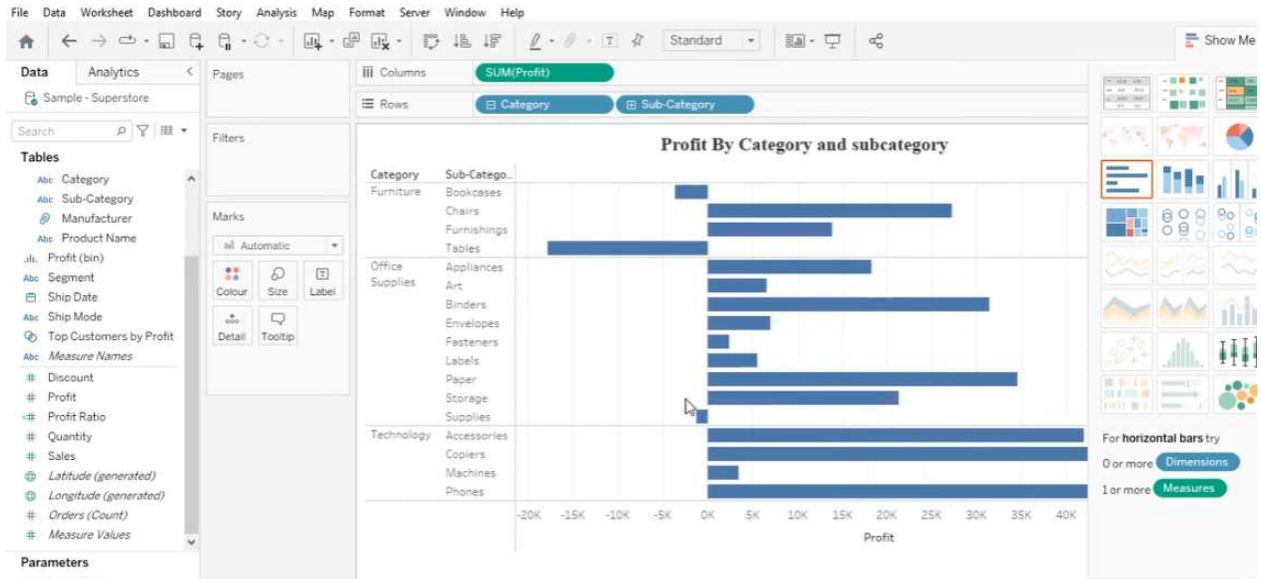Gross margin percentage: Gross margin percentage

Gross income: Gross income

Rating: Customer stratification rating on their overall shopping experience (On a scale of
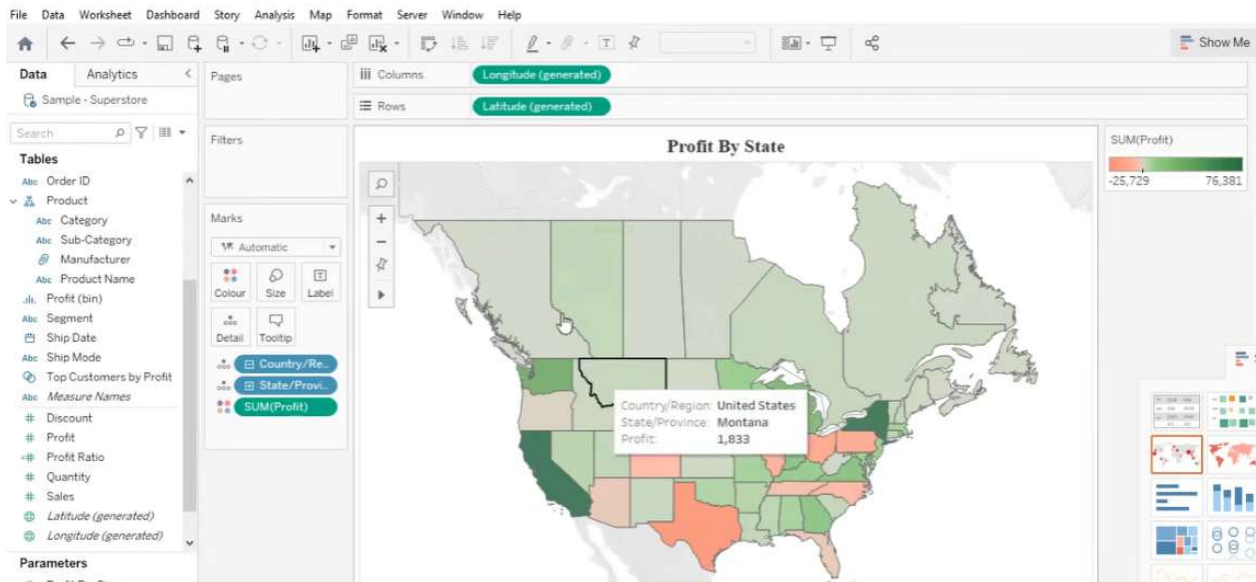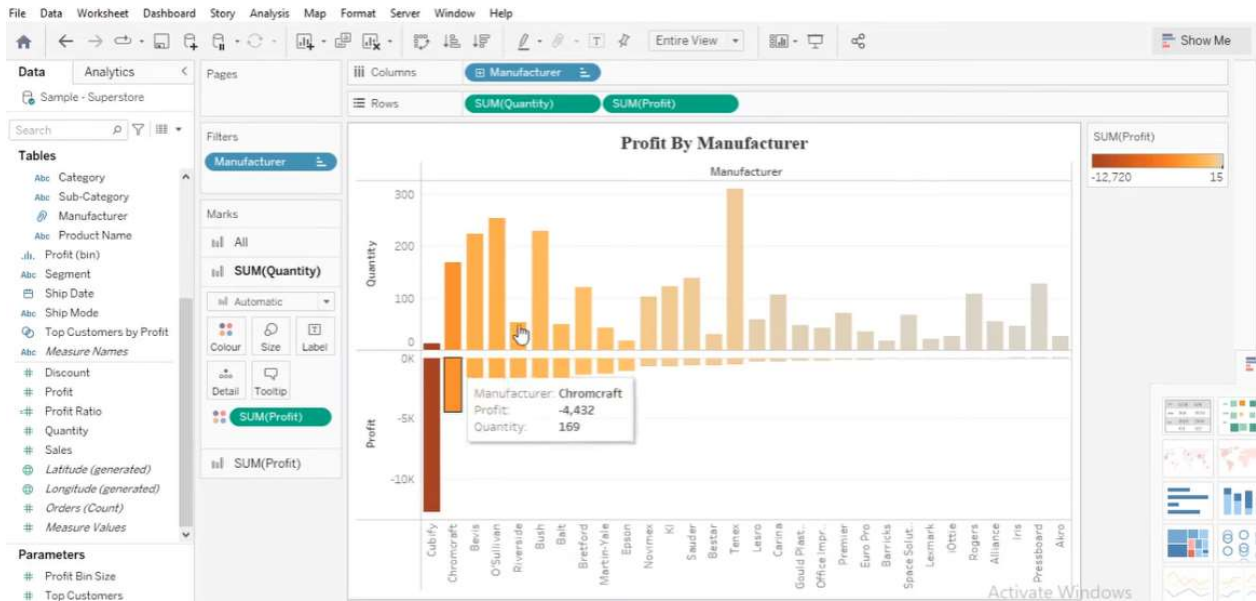
1 to 10)

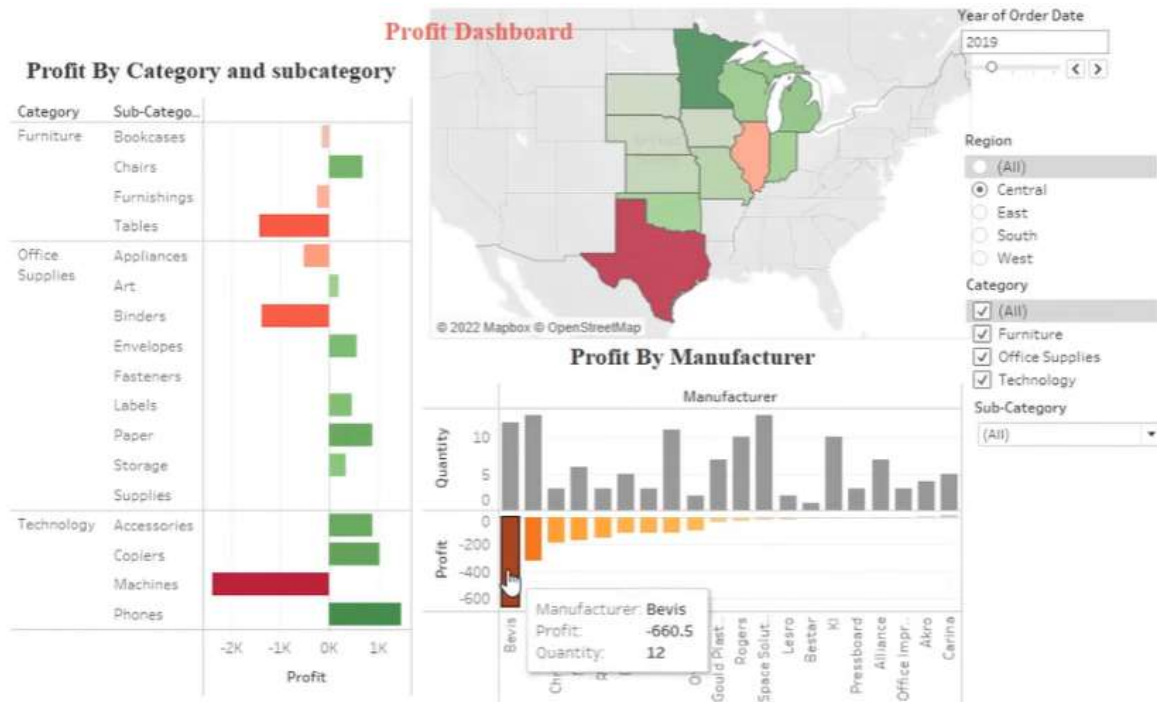Creating visualizations in Tableau

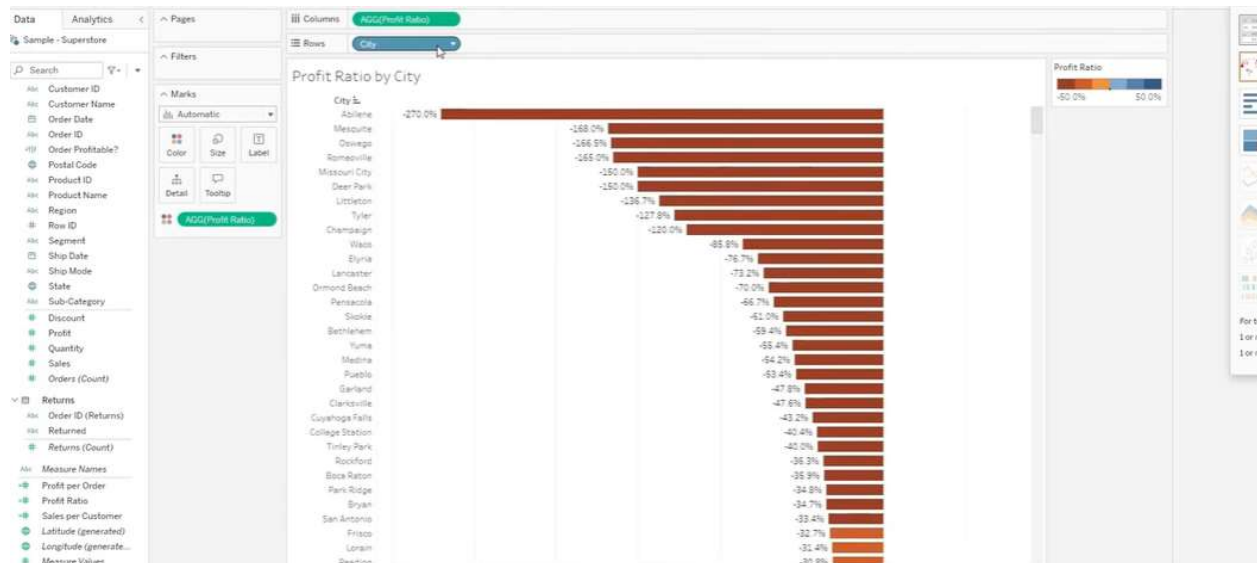# Profit by Category and Sub-category
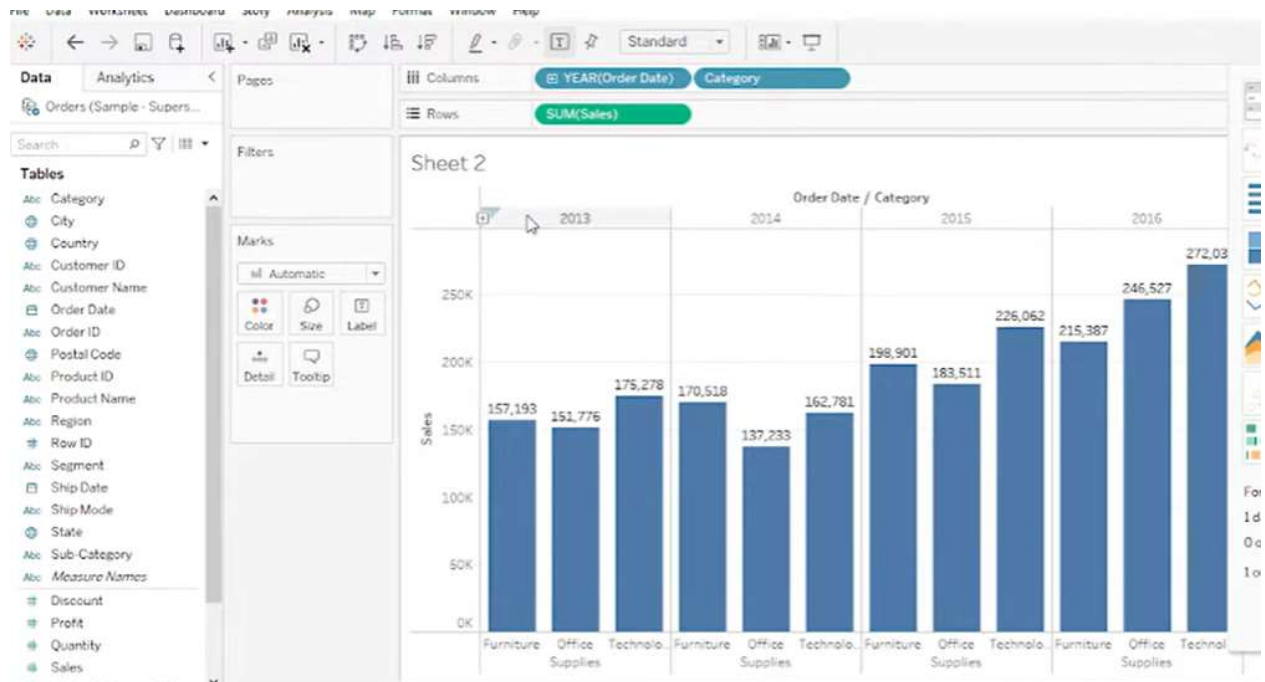
Profit by State:

Profit by Manufacturer:

Profit dashboard in tableau

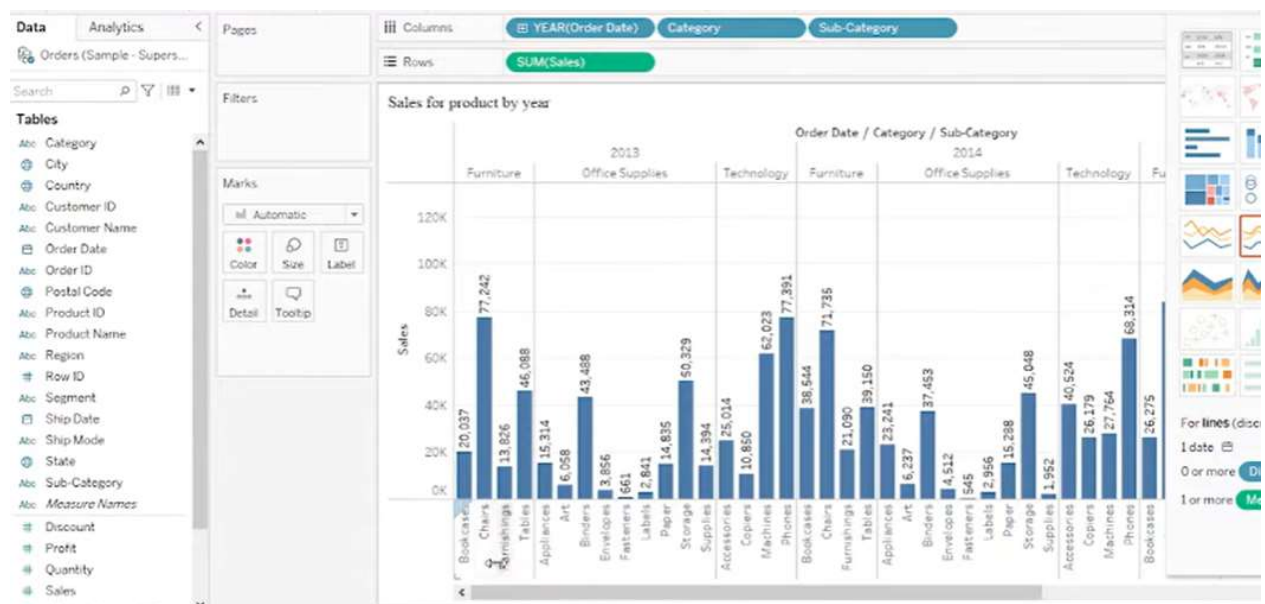
Profit ratio by cities:

Sum of sales category wise with year of sales

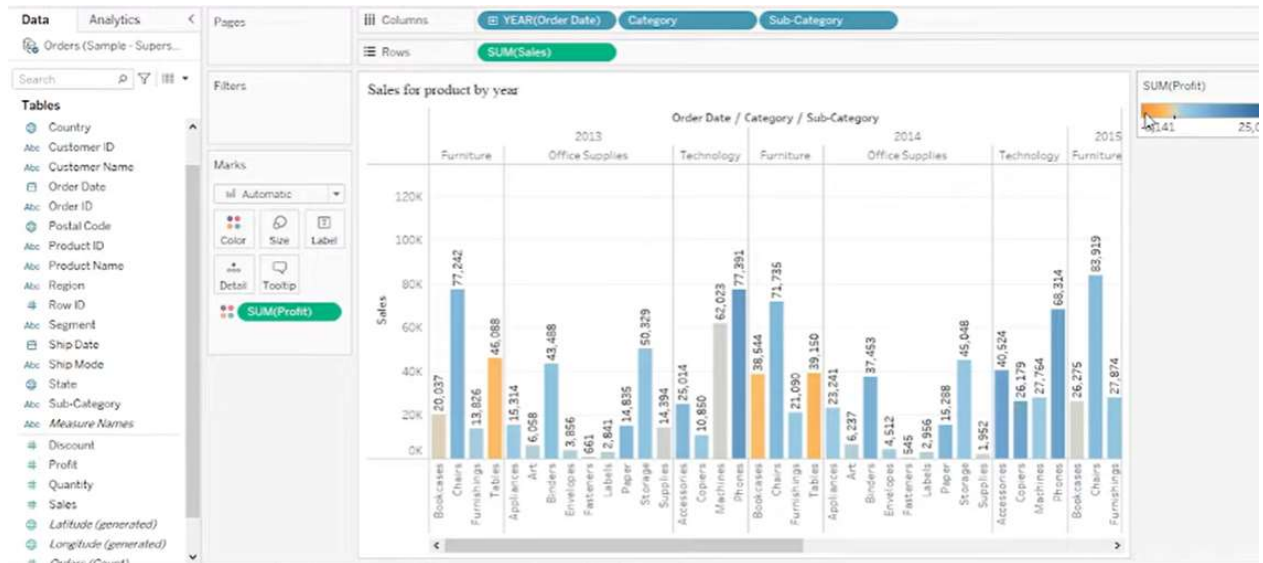# Sales for product by year

Sum of sales with category and subcategory wise with added up profits

Sales of product by year

Sales of product in each year, and region wise sales

Sales in south region

Profit Map state wise in the country