

# DATA ANALYTICS WITH TABLEAU

## Assignment -1

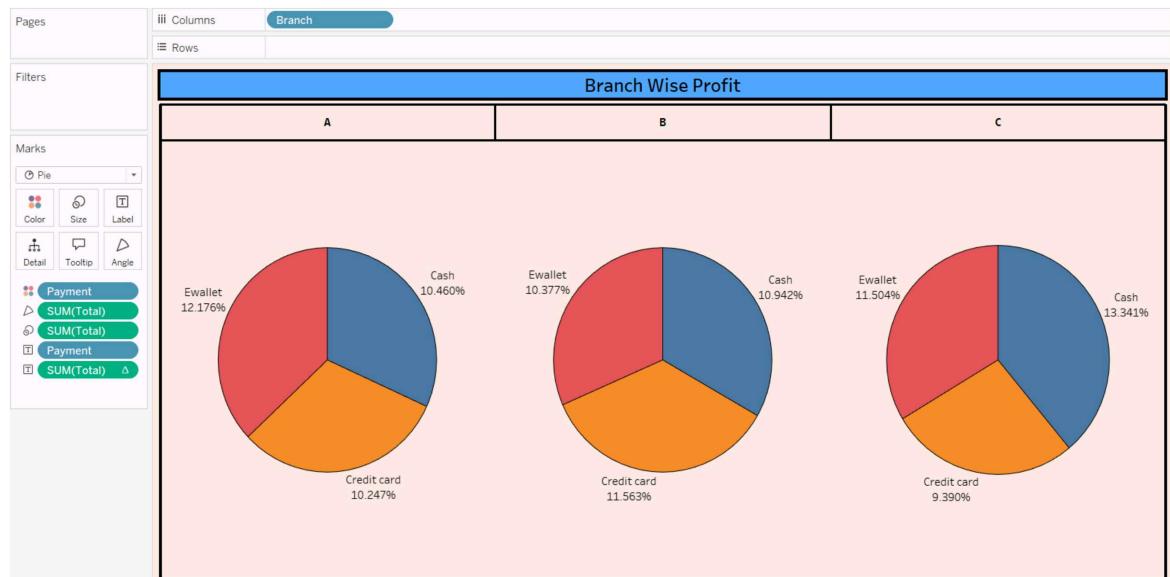
### *Supermarket Sales Data Analysis Report – Tableau Visualizations*

#### 1. Bar Chart: Total Sales by Product Line



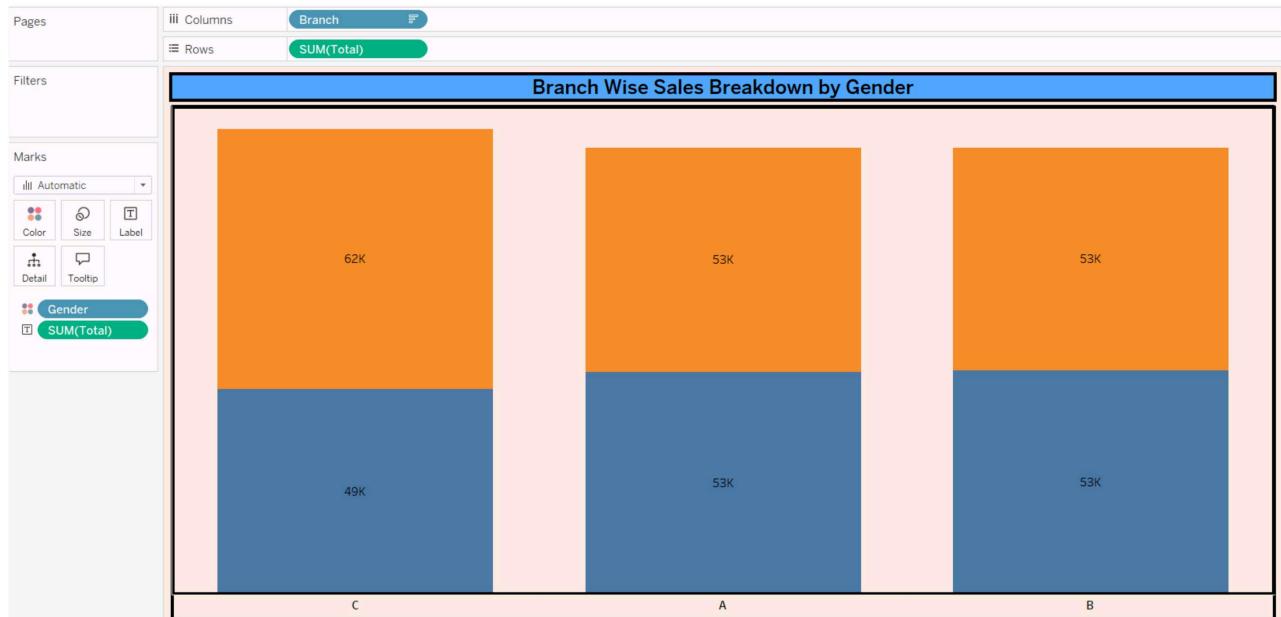
⊕ This bar chart compares the total sales for each product line.

#### 2. Pie Chart: Branch Wise Profit



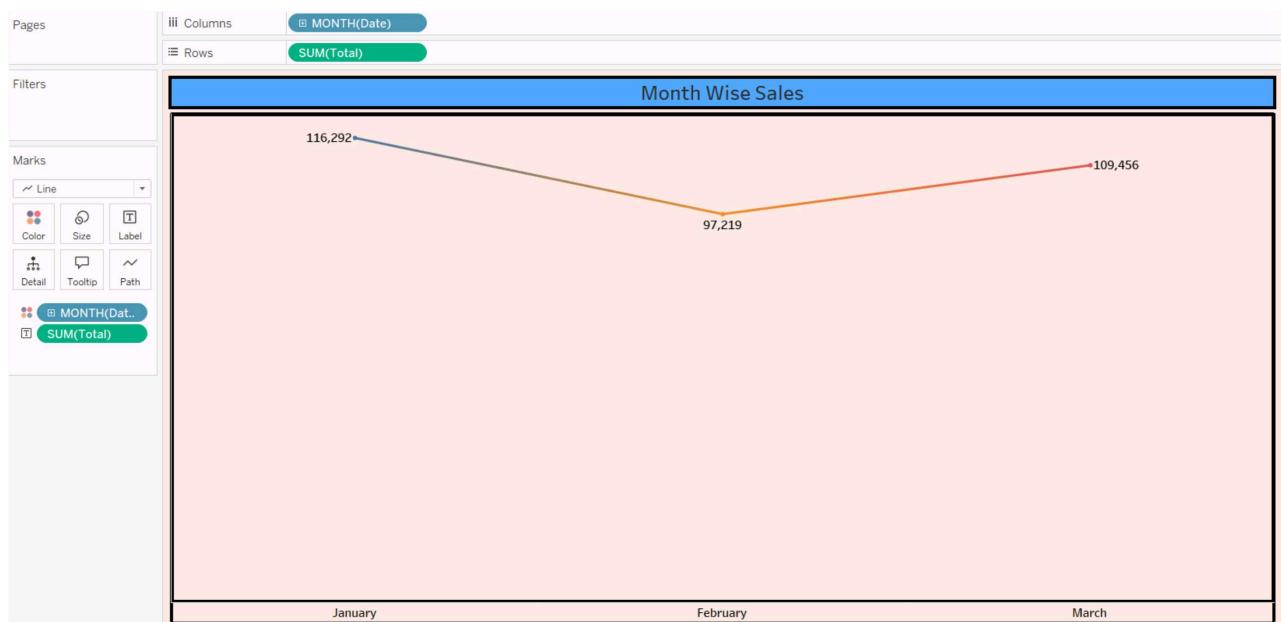
 This pie chart shows the proportion of total sales made through different payment methods.

### 3. Stacked Bar Chart: Branch-wise Sales by Gender



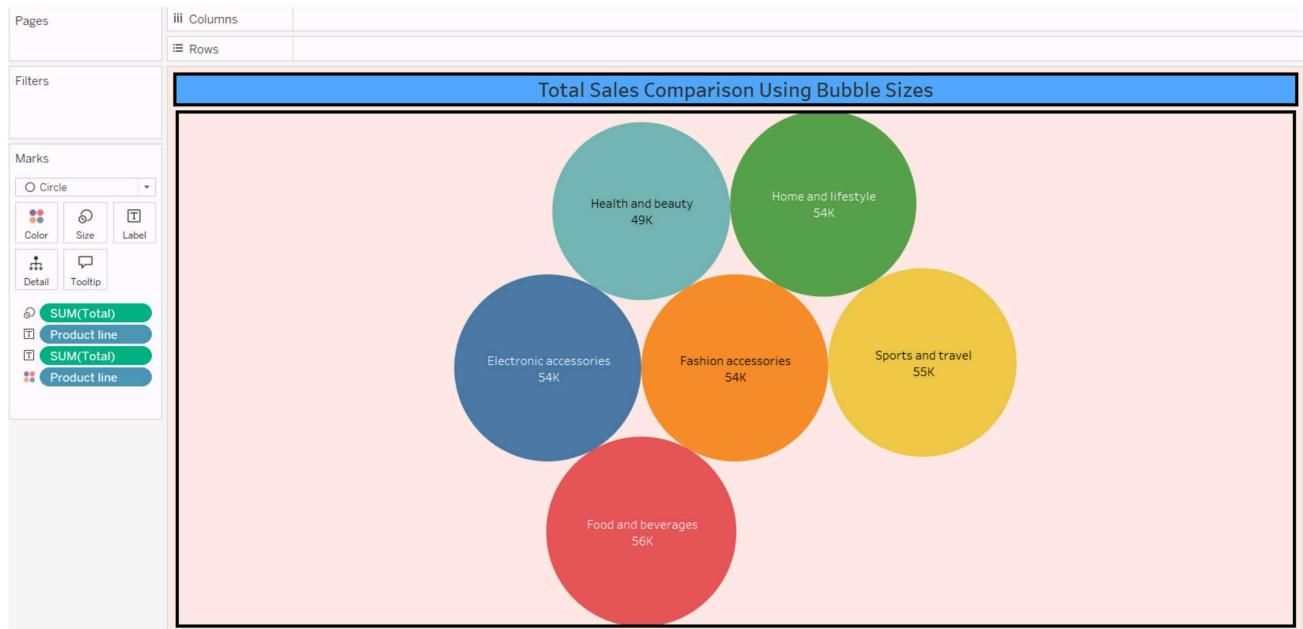
 Each branch's sales are broken down by gender to analyze customer contribution.

### 4. Line Chart: Month-wise Sales



- ➡ This line chart shows how total sales have varied from January to March.

## 5. Bubble Chart: Product Line-wise Sales

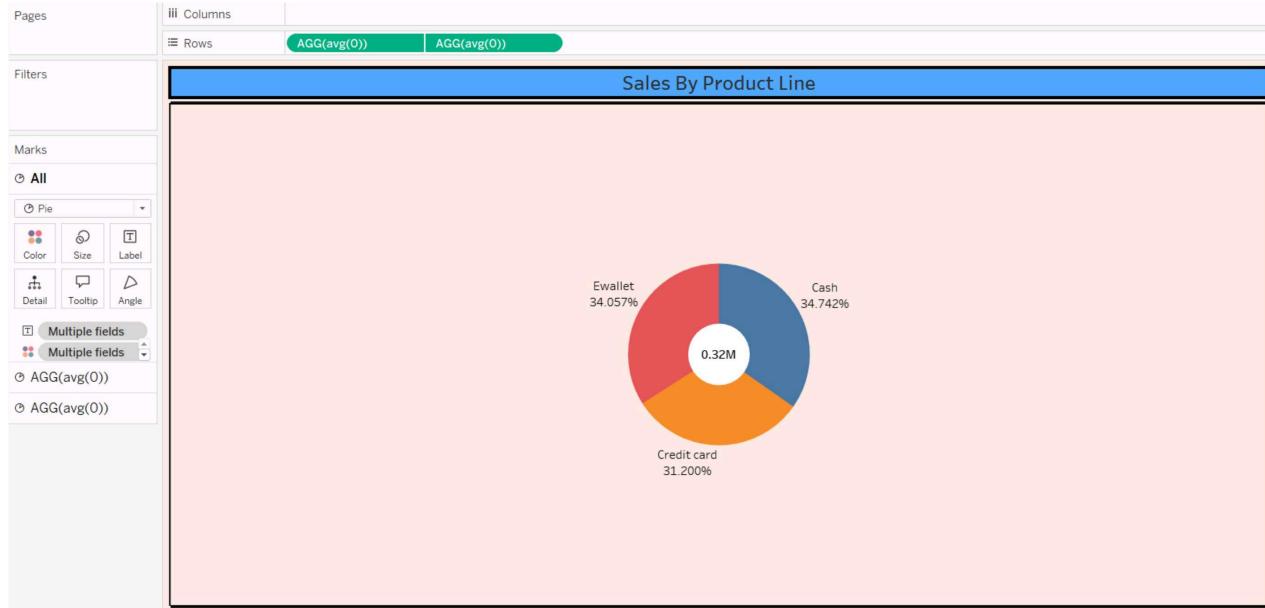


- ➡ Each bubble represents a product line, its size indicates total sales volume.

## Assignment -2

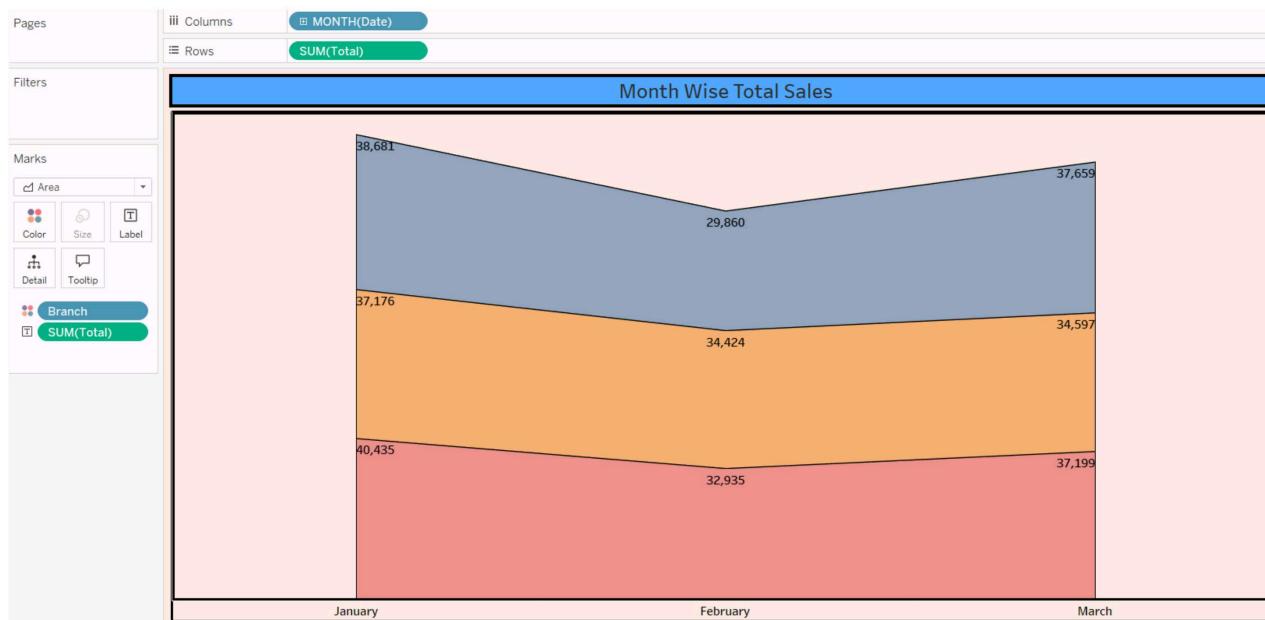
### Supermarket Sales Data Analysis Report – Tableau Visualizations

#### 1. Donut Chart – Sales by Product Line



Displays the percentage share of total sales across different product lines.

#### 2. Area Chart – Sales by Product Line



This Area chart shows total sales flow across product categories.

### 3. Text Table – Branch, City & Product Line

Pages iii Columns

Filters Rows

Marks  Automatic

Branch	Product line	City	2019	Grand Total
A	Electronic accessories	Yangon	18,317	18,317
	Fashion accessories	Yangon	16,333	16,333
	Food and beverages	Yangon	17,163	17,163
	Health and beauty	Yangon	12,598	12,598
	Home and lifestyle	Yangon	22,417	22,417
	Sports and travel	Yangon	19,373	19,373
B	Electronic accessories	Mandalay	17,051	17,051
	Fashion accessories	Mandalay	16,413	16,413
	Food and beverages	Mandalay	15,215	15,215
	Health and beauty	Mandalay	19,981	19,981
	Home and lifestyle	Mandalay	17,549	17,549
	Sports and travel	Mandalay	19,988	19,988
C	Electronic accessories	Naypyitaw	18,969	18,969
	Fashion accessories	Naypyitaw	21,560	21,560
	Food and beverages	Naypyitaw	23,767	23,767
	Health and beauty	Naypyitaw	16,615	16,615
	Home and lifestyle	Naypyitaw	13,896	13,896
	Sports and travel	Naypyitaw	15,762	15,762
<b>Grand Total</b>			<b>322,967</b>	<b>322,967</b>

 This Text table shows detailed sales by branch and product line across cities.

### 4. Highlighted Table – Branch Wise Sales by Product Line

Pages iii Columns

Filters Rows

Marks  Square

Branch Wise Sales By Product Line				
Branch	City	Product line	Q1	
A	Yangon	Electronic accessories	18,317	
		Fashion accessories	16,333	
		Food and beverages	17,163	
		Health and beauty	12,598	
		Home and lifestyle	22,417	
		Sports and travel	19,373	
B	Mandalay	Electronic accessories	17,051	
		Fashion accessories	16,413	
		Food and beverages	15,215	
		Health and beauty	19,981	
		Home and lifestyle	17,549	
		Sports and travel	19,988	
C	Naypyitaw	Electronic accessories	18,969	
		Fashion accessories	21,560	
		Food and beverages	23,767	
		Health and beauty	16,615	
		Home and lifestyle	13,896	
		Sports and travel	15,762	

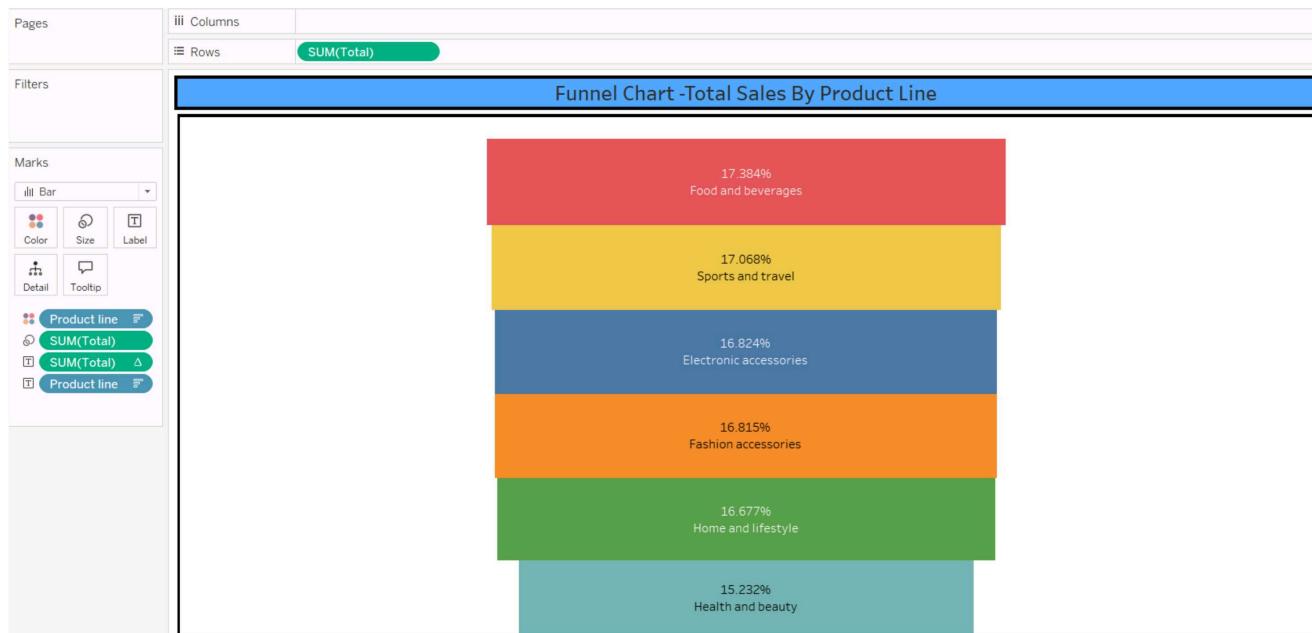
 This Highlighted table shows sales intensity by product line across branches.

## 5. Word Cloud – Top Product Lines by Sales



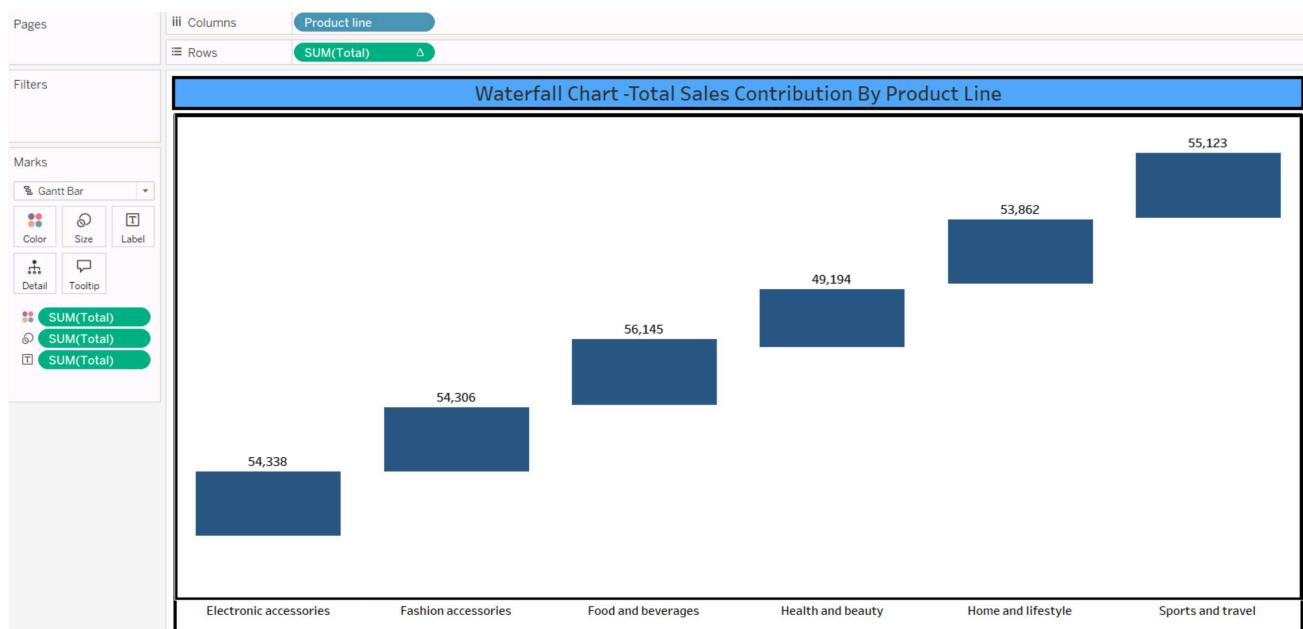
⊕ This word cloud shows top product lines by sales using text size.

## 6. Funnel Chart – Total Sales by Product Lines



⊕ Visualizes each product line's contribution to total sales in descending order.

## 7. Waterfall Chart – Total Sales Contribution by Product Line



💡 This waterfall chart shows how each product line contributes step-by-step to total sales.

## **Assignment -3**

### *Supermarket Sales Data Analysis Report – Interactive Dashboard using Tableau*

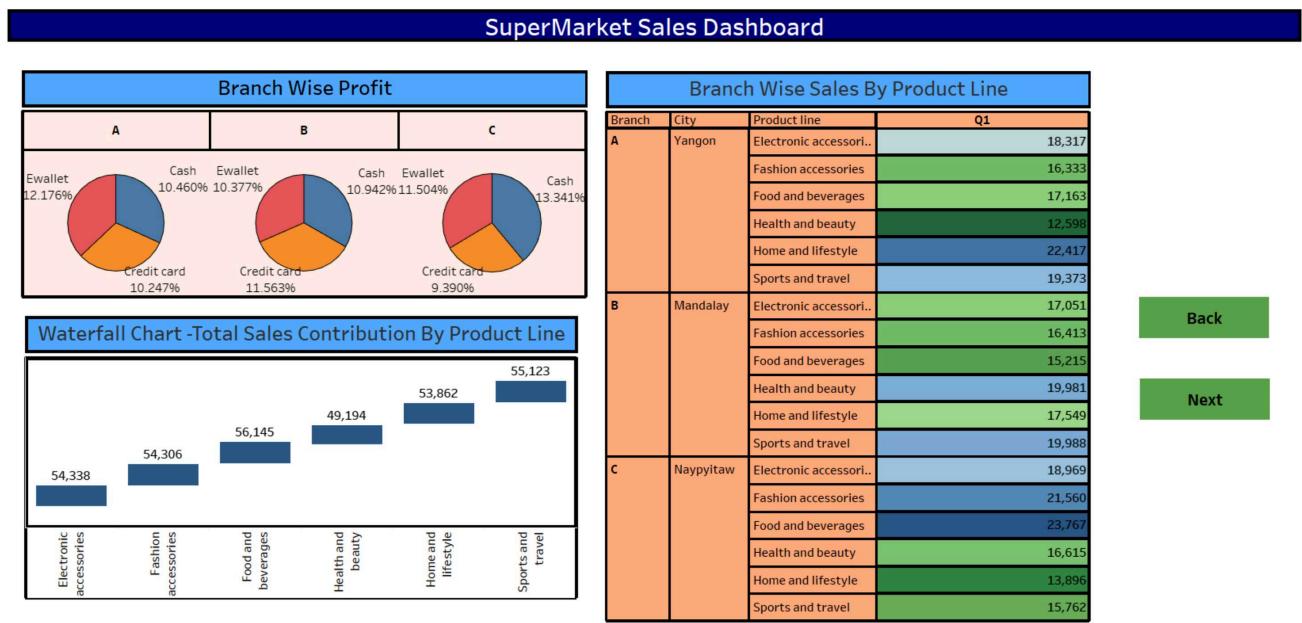
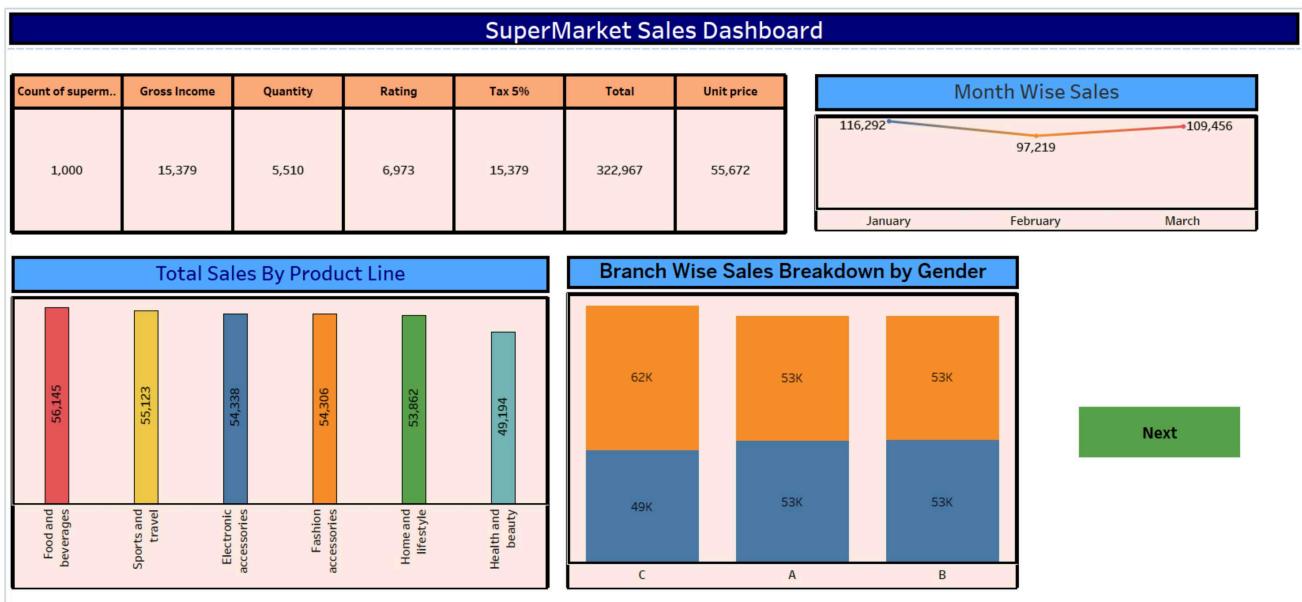
#### **Objective:**

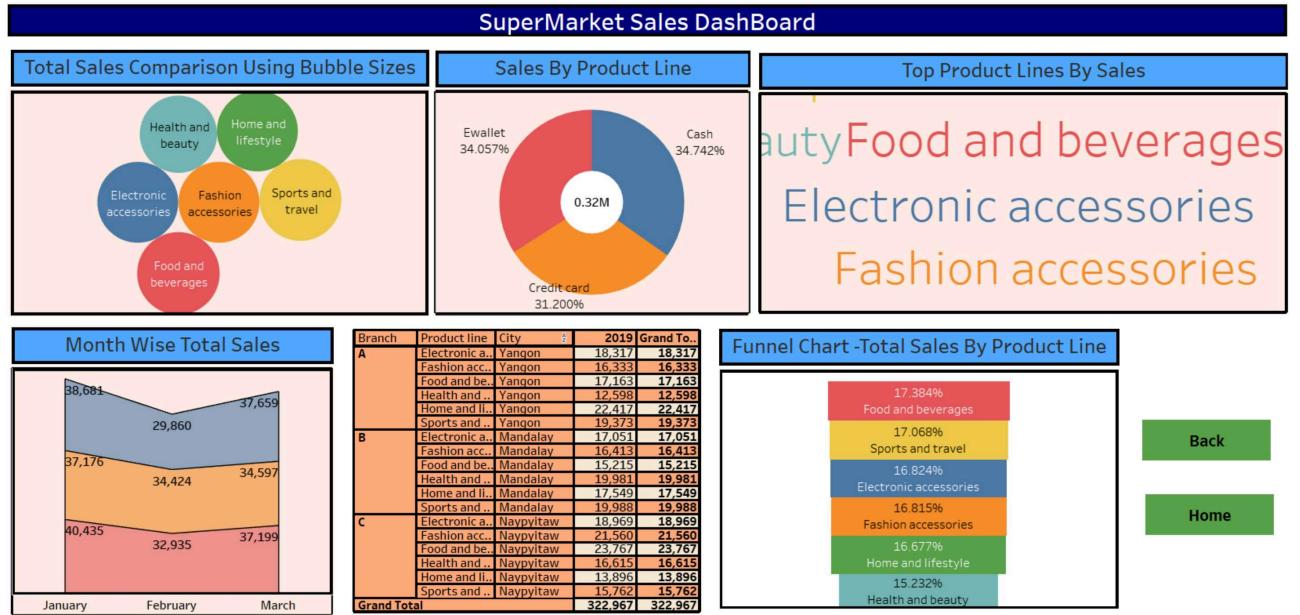
This dashboard analyzes historical sales data from a supermarket chain across three branches (A, B, C) over a 3-month period. It provides visual insights into sales trends, customer behavior, and performance by product category.

#### **Process Followed:**

1. Uploaded Dataset to Tableau from Excel.
2. Removed unnecessary columns.
3. Created visualizations:
  - Bar Chart
  - Pie Chart
  - Stacked Bar Chart
  - Line Chart
  - Bubble Chart
  - Donut Chart
  - Area Chart
  - Text Table
  - Highlighted Table
  - WordCloud
  - Funnel Chart
  - Waterfall
  - KPI Tiles
4. Combined visualizations into a single interactive dashboard.

# Dashboard:





## Conclusion:

This interactive dashboard made it easy to understand which products and branches performed best. It also helped identify differences between member and normal customers. These insights can be really useful for planning offers, improving customer experience, and making better business decisions based on data.