DATA ANALYTICS WITH TABLEAU
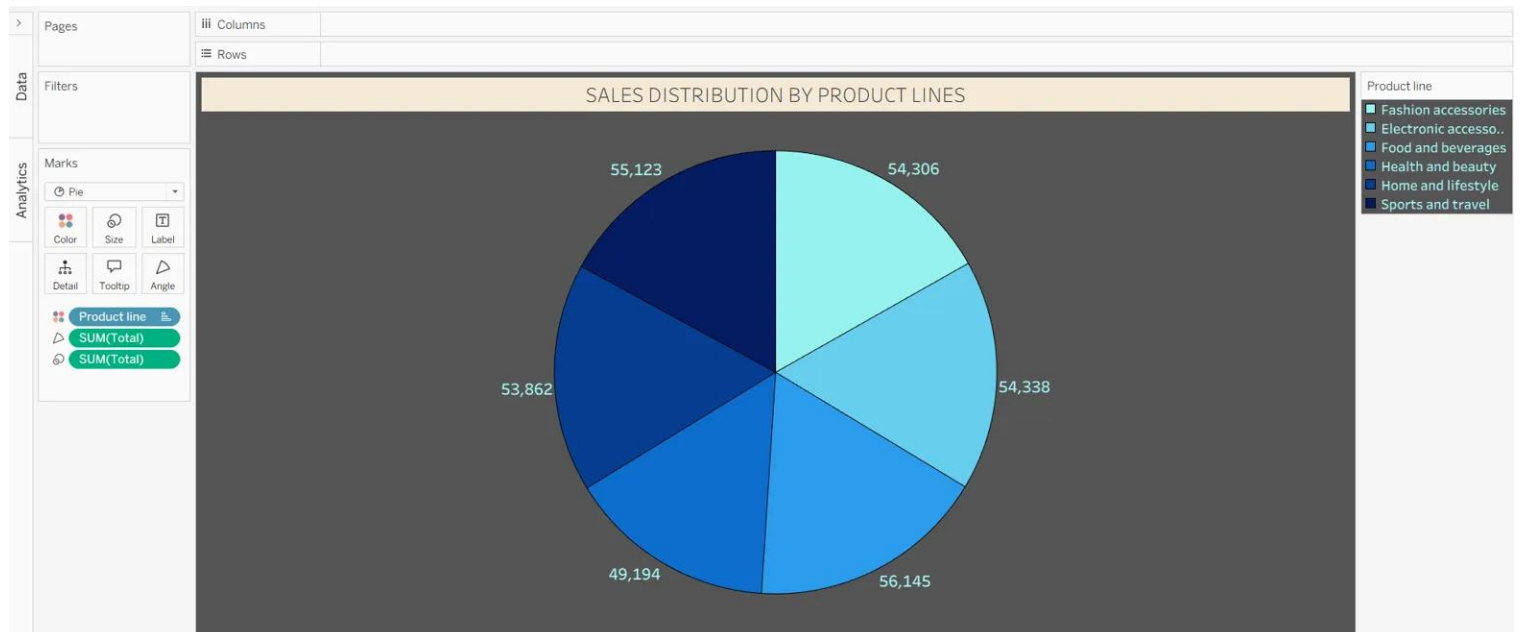## SUPERMARKET SALES ANALYTICS REPORT
ASSIGNMENT-1

1. Total Sum in Each City

2. Sales Distribution by Product Lines

3. Customer Type by Product Line

4. Payment Method by Each Month

5. Sales by Month

DATA ANALYTICS WITH TABLEAU
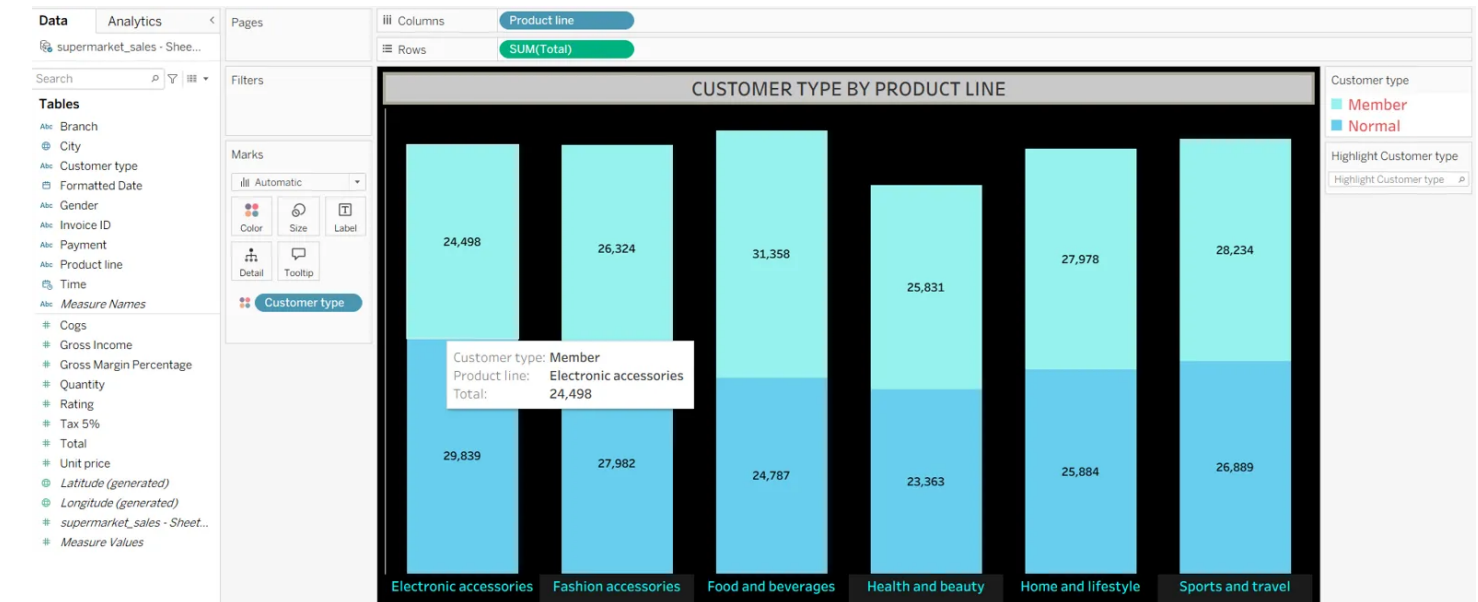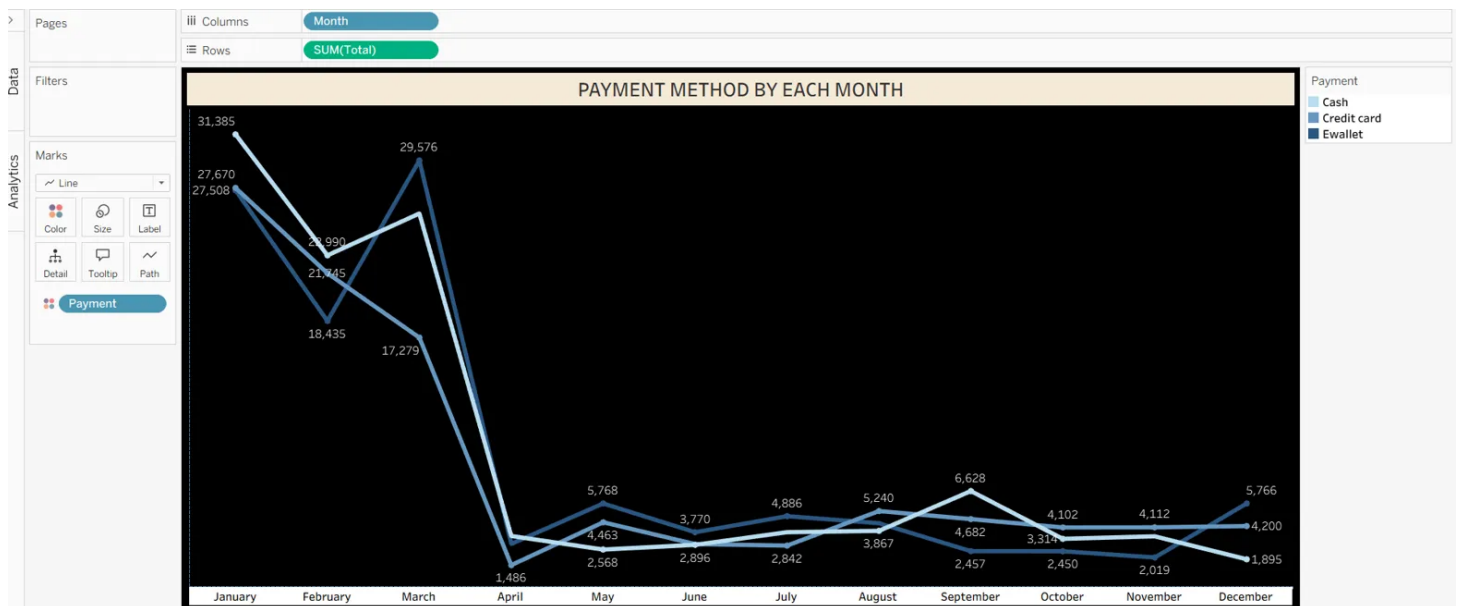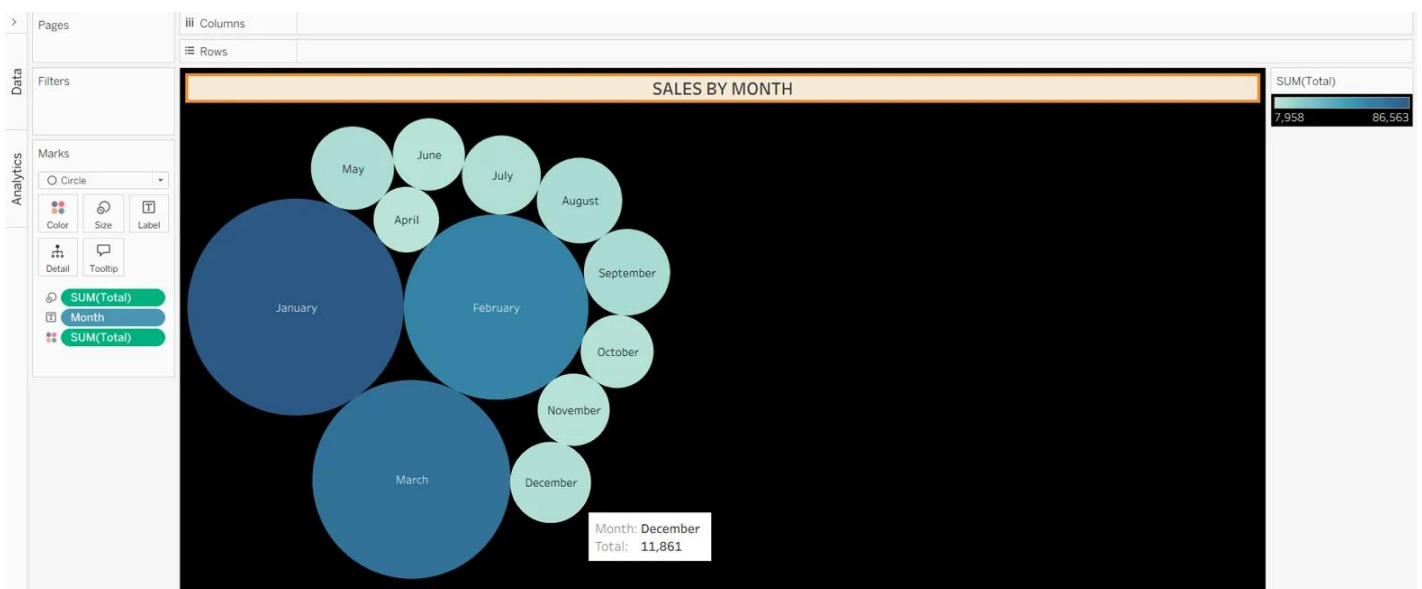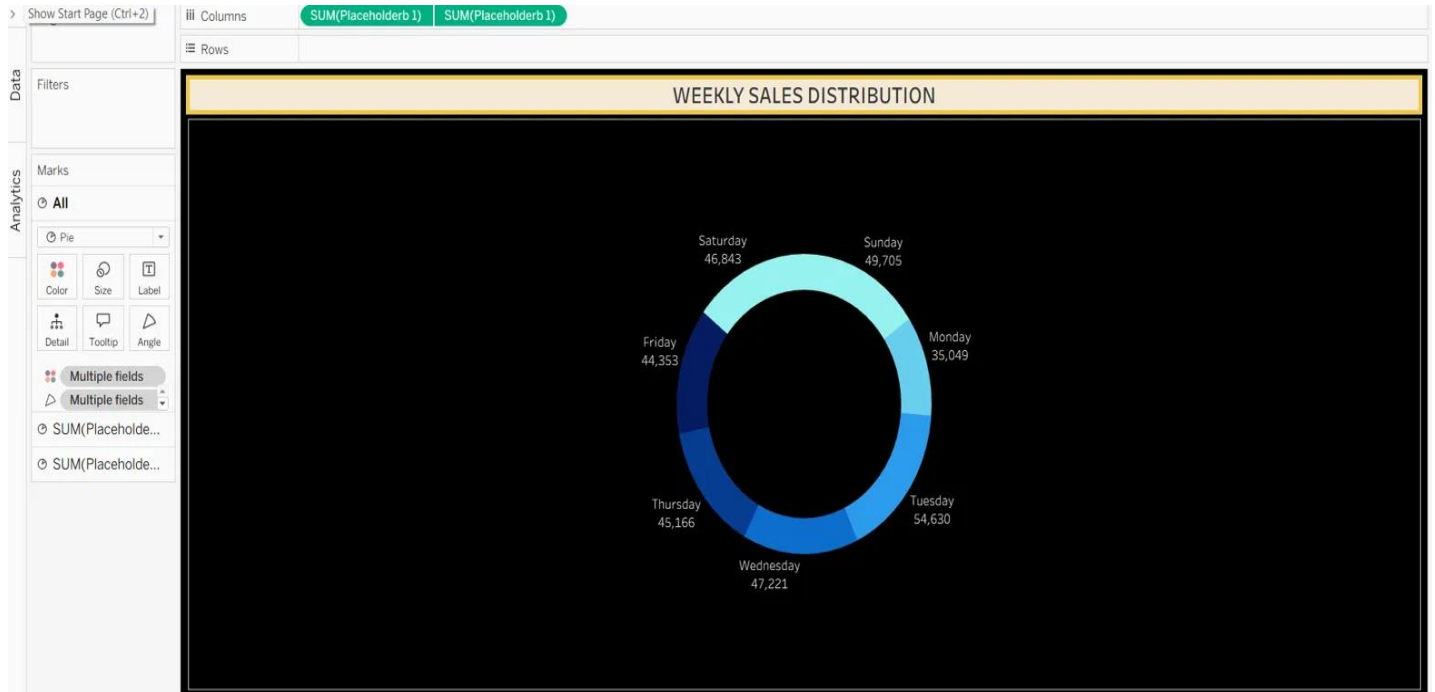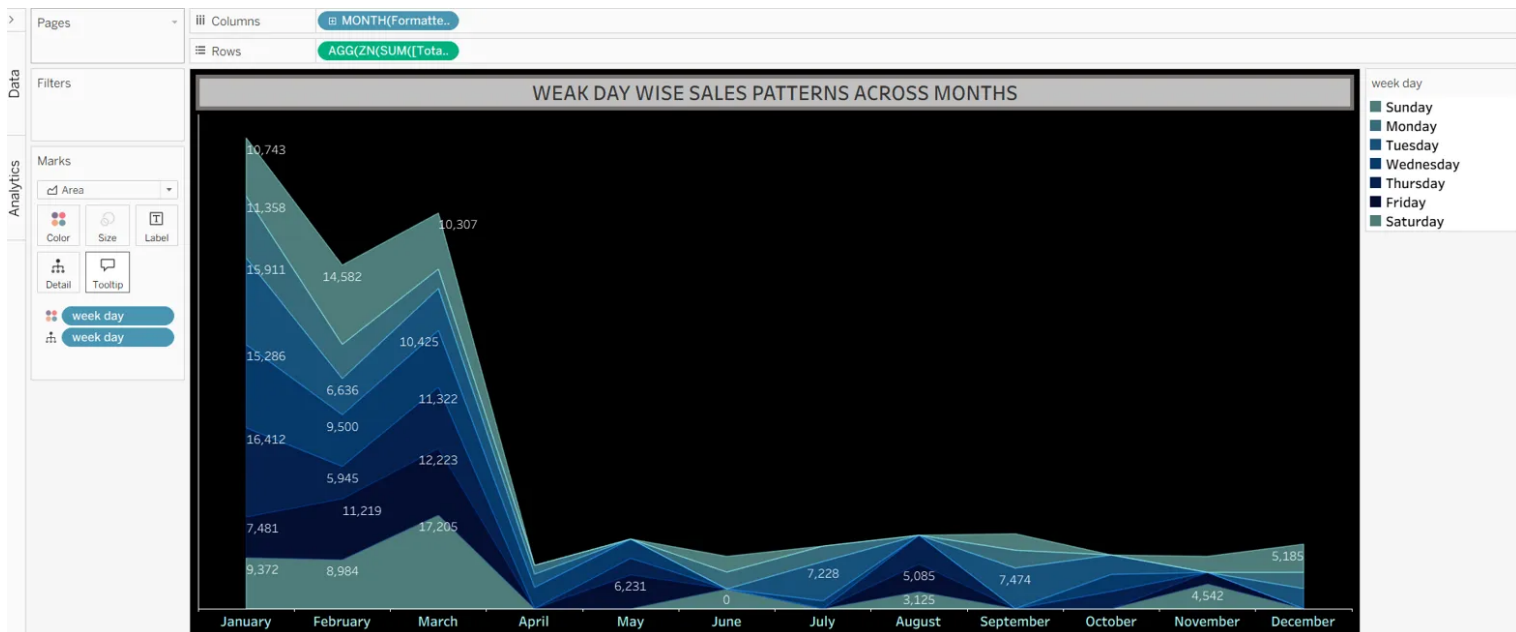## SUPERMARKET SALES ANALYTICS REPORT
ASSIGNMENT-2

1. Weekly Sales Distribution Analysis
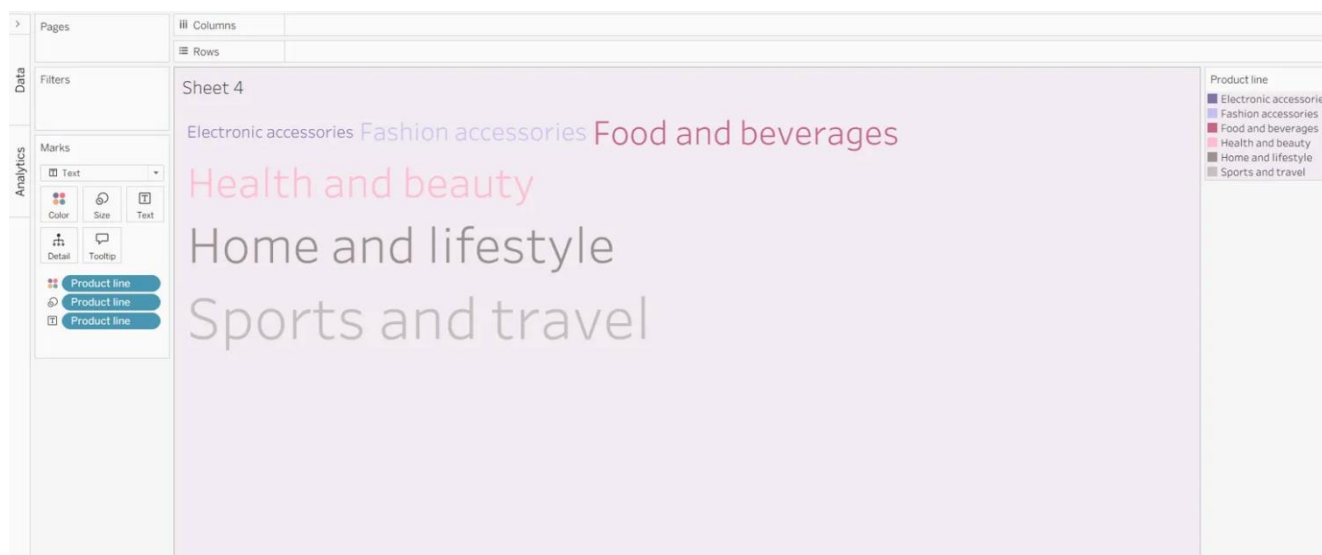

2. Weekday Sales Patterns Across Months

3. Branch-wise Sales by Product Line

Columns: Branch
Rows: Product line

BRANCH WISE SALES BY PRODUCT LINE

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

4. Customer Type Sales Summary

Rows: Product line | Branch | Customer type

CUSTOMER TYPE SALES SUMMARY

SUM(Total)
₹5,791.77   13K

Product line	Branch	Customer type	
Electronic accessories	A	Member	₹9,145.69
		Normal	₹9,171.42
	B	Member	₹7,424.85
		Normal	₹9,626.59
	C	Member	₹7,927.95
		Normal	₹11,041.02
Fashion accessories	A	Member	₹6,942.5
		Normal	₹9,389.93
	B	Member	₹7,339.53
		Normal	₹9,073.78
	C	Member	₹12,041.85
		Normal	₹9,518.22
Food and beverages	A	Member	₹8,877.06
		Normal	₹8,286.04
	B	Member	₹9,423.12
		Normal	₹5,791.77
	C	Member	₹13,057.44
		Normal	₹10,709.41
Health and beauty	A	Member	₹6,438.89
		Normal	₹6,158.86
	B	Member	₹11,327.82
		Normal	₹8,652.84
	C	Member	₹8,064.33
		Normal	₹8,551.00
Home and lifestyle	A	Member	₹12,556.30
		Normal	₹9,860.90

5. Product Line Overview

Sheet 4

Electronic accessories Fashion accessories Food and beverages
Health and beauty
Home and lifestyle
Sports and travel

Product line
Electronic accessories
Fashion accessories
Food and beverages
Health and beauty
Home and lifestyle
Sports and travel

6. Customer Engagement Funnel Analysis
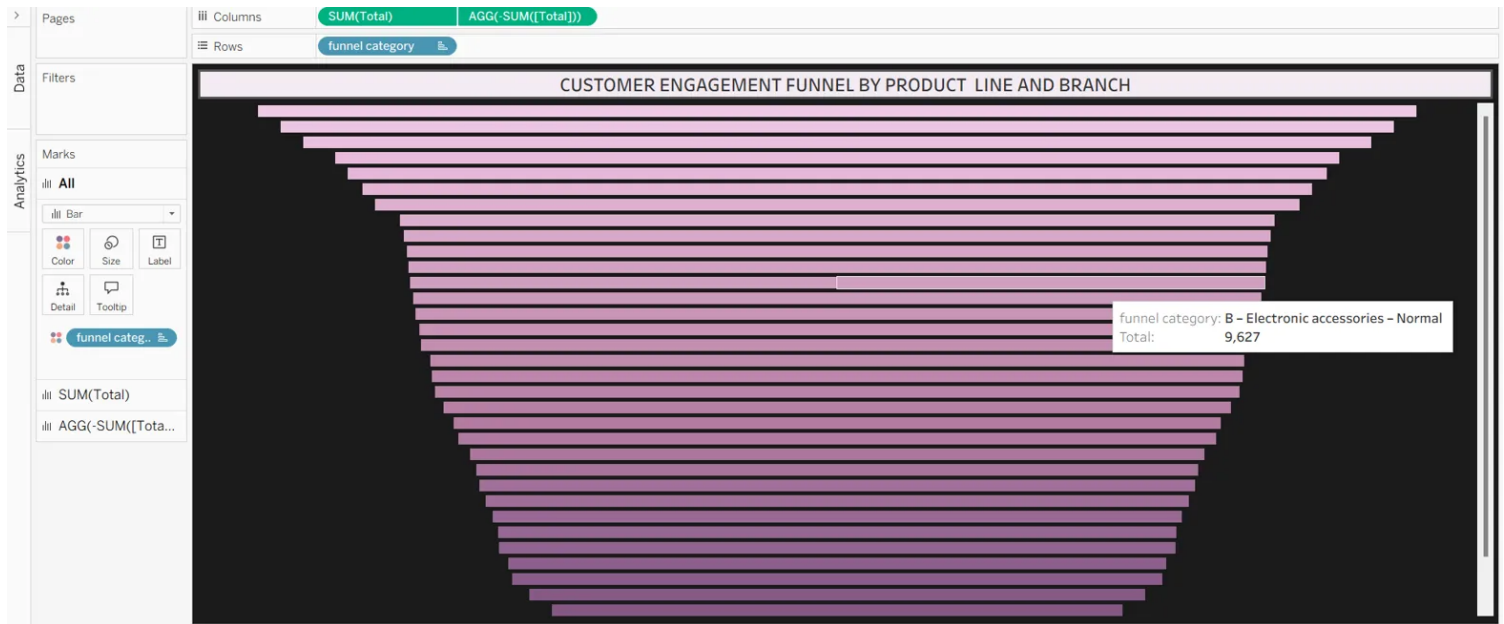
7. Total Sales Contribution by Product Line

SUPER MARKET ANALYSIS DASHBOARDS

DASHBOARD-1

SUPER MARKET ANALYSIS DASHBOARD

TOTAL SUM IN EACH CITY
- Mandalay: 106,198
- Naypyitaw: 110,569
- Yangon: 106,200

TOTAL REVENUE
₹ 322,967

SALES DISTRIBUTION BY PRODUCT LINES
55,123 | 54,306 | 53,862 | 54,338 | 49,194 | 56,145

Avg sales

City	
Mandalay	319.87
Naypyitaw	337.10
Yangon	312.35

SALES BY MONTH
January | February | March

PAYMENT METHOD BY EACH MONTH
31,385 | 29,576 | 18,435 | 17,279 | 5,768 | 3,770 | 4,886 | 5,240 | 6,628 | 4,102 | 4,112
1,486 | 2,568 | 2,896 | 2,842 | 3,867 | 2,457 | 2,450 | 2,019

January | February | March | April | May | June | July | August | Septem.. | October | Novemb.. | Decemb..

CUSTOMER TYPE BY PRODUCT LINE
- Electronic acces..: 24,498 / 29,839
- Fashion accesso..: 26,324 / 27,982
- Food and bever..: 31,358 / 24,787
- Health and beau..: 25,831 / 23,363
- Home and lifest..: 27,978 / 25,884
- Sports and travel: 26,889

Customer type: Member
Product line: Sports and travel
Total: 28,234

DASHBOARD-2

SUPER MARKET ANALYSIS

WEEKLY SALES DISTRIBUTION
- Saturday 46,84.
- Sunday 9,705
- Monday 35,049
- Tuesday 54,630
- Wednesday 47,221
- Thursday 45,166
- Friday 44,353

WEAK DAY WISE SALES PATTERNS ACROSS MONTHS
10,743 | 10,307 | 16,412 | 11,219 | 17,205 | 8,984

CUSTOMER TYPE SALES SUMMARY

Product line	Branch	Customer type	
Electronic accessories	A	Member	₹9,145.69
		Normal	₹9,171.42
	B	Member	₹7,424.85
		Normal	₹9,626.59
	C	Member	₹7,927.95

TOTAL SALES CONTRIBUTION BY PRODUCT LINE
54,338 | 108,643 | 164,788 | 213,982 | 267,844 | 322,967

Electroni.. | Fashion.. | Food and.. | Health a.. | Home an.. | Sports a..

BRANCH WISE SALES BY PRODUCT LINE

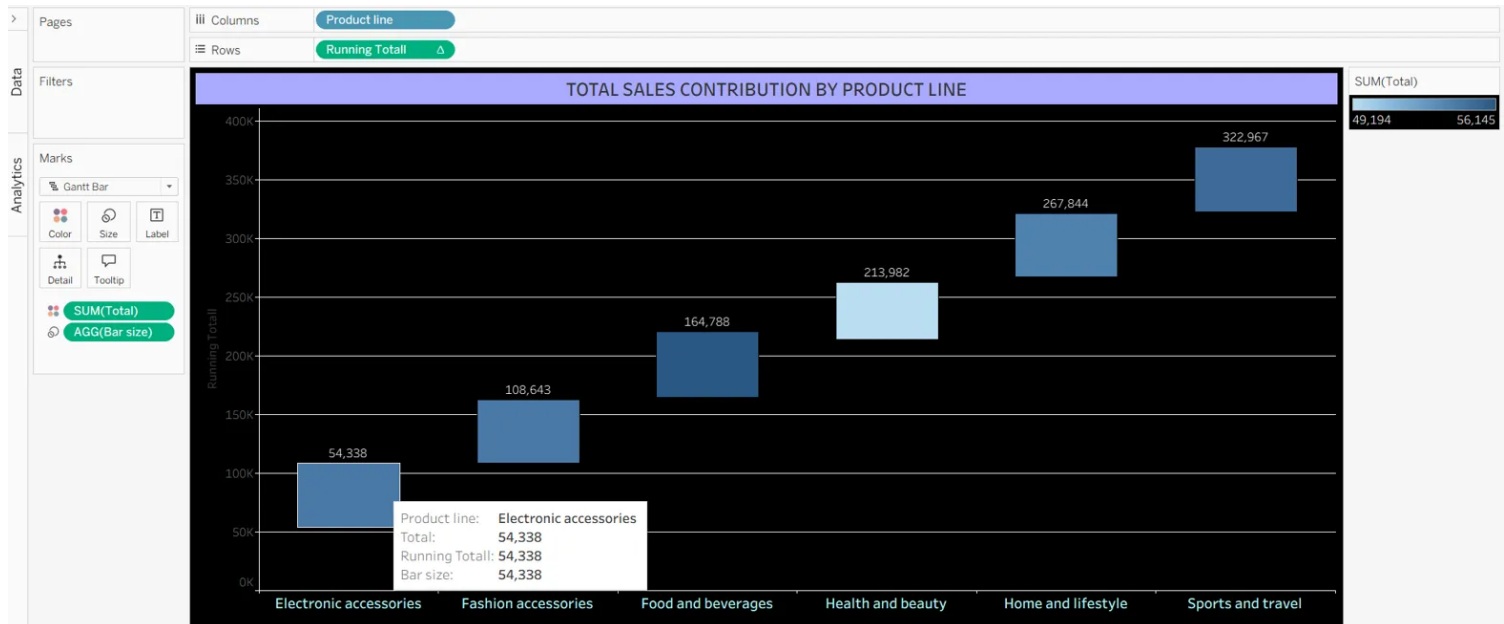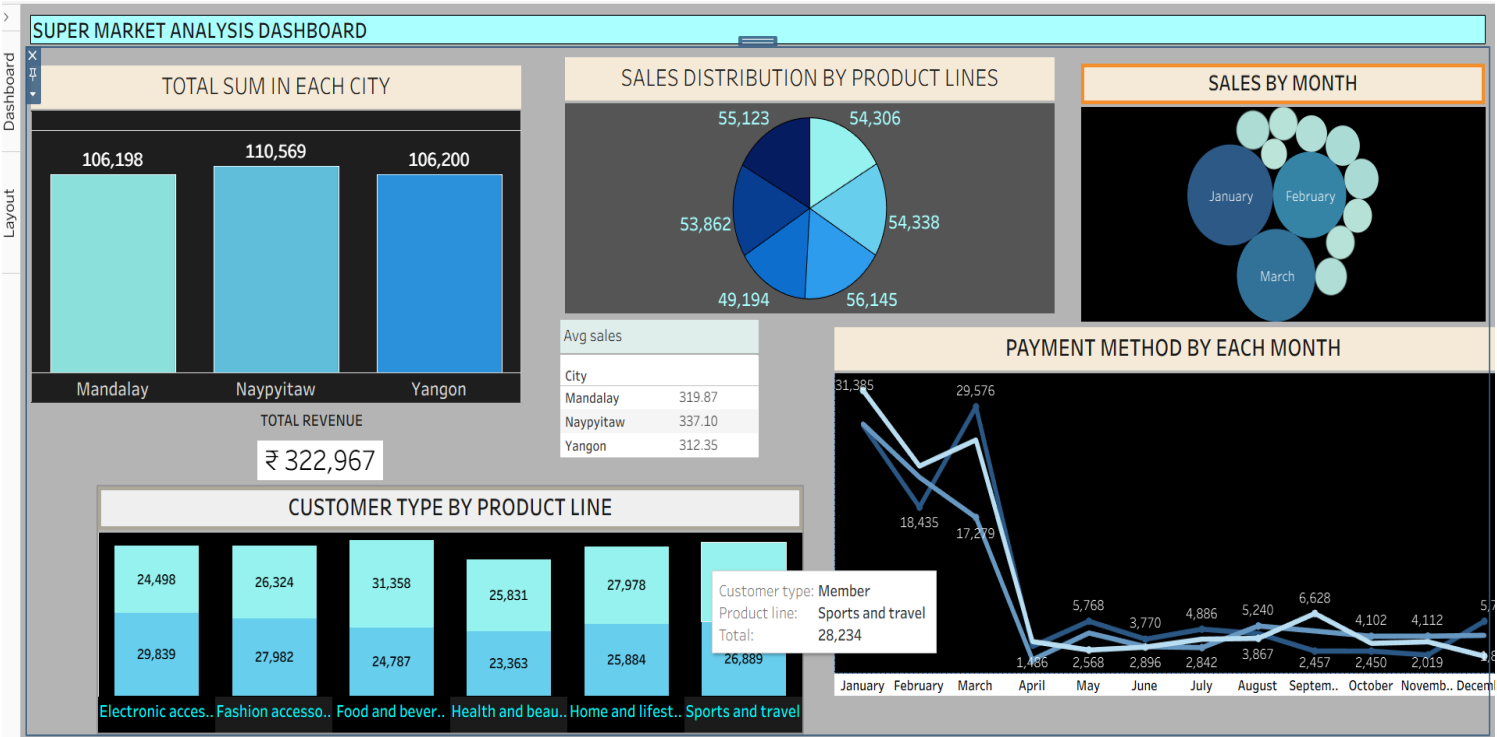| Product line	A	B
Electronic accessories	18,317	17
Fashion accessories	16,333	16
Food and beverages	17,163	15
Health and beauty	12,598	19
Home and lifestyle	22,417	17
Sports and travel	19,373	10

PRODUCT LINES BY TOTAL
Electronic accessories Fashion accessories Food and beverages Health and beauty Home and lifestyle

CUSTOMER ENGAGEMENT FUNNEL BY PRODUCT LINE AND BRANCH