DA ASSIGNMENT-2:

Question:

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 supermarket company which has recorded in 3 different branches for 3 months data.

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 experience (scale of 1 to 10)

Task:

Upload the dataset to Tableau, delete the unnecessary columns

Create below Visualisation:

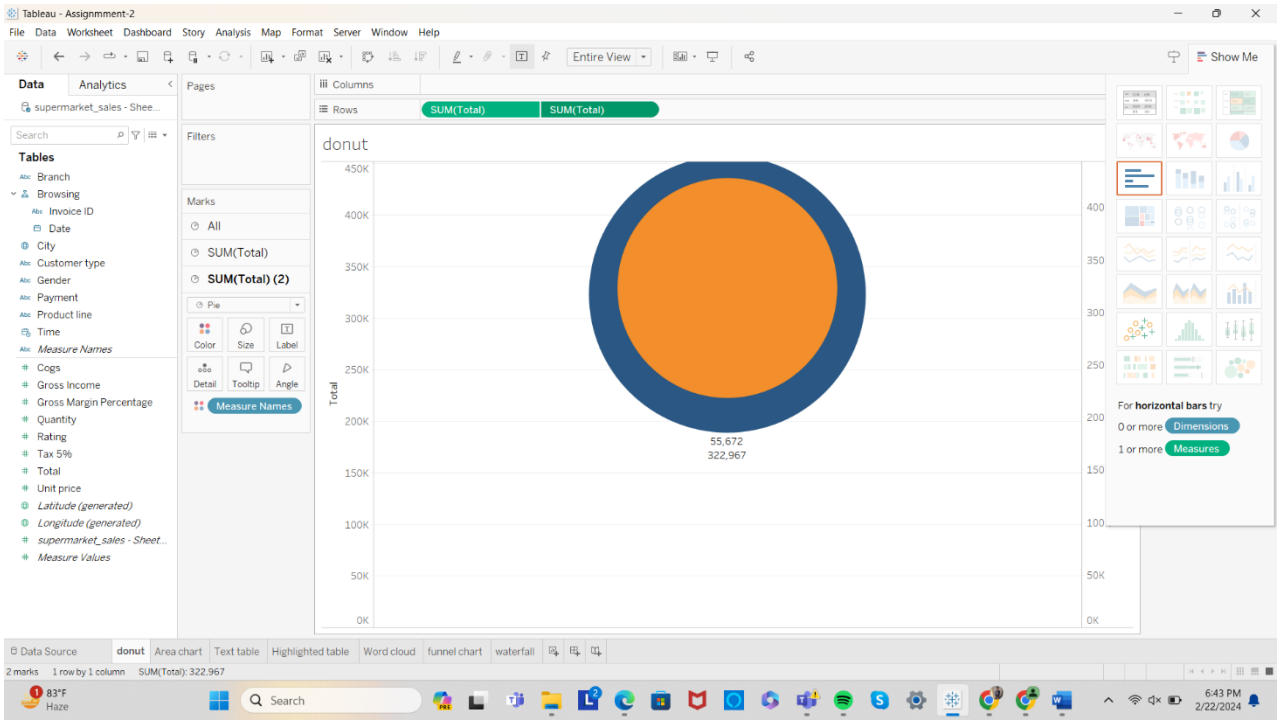
- DonutChart
- AreaChart
- Text table
- Highlighted table
- WordCloud
- Funnel Chart
- Waterfall

The given data set is:
Supermarket_sales

Upload this excel sheet in the tableau and go to Data Source and to the data pane there the list of attributes will be displayed.

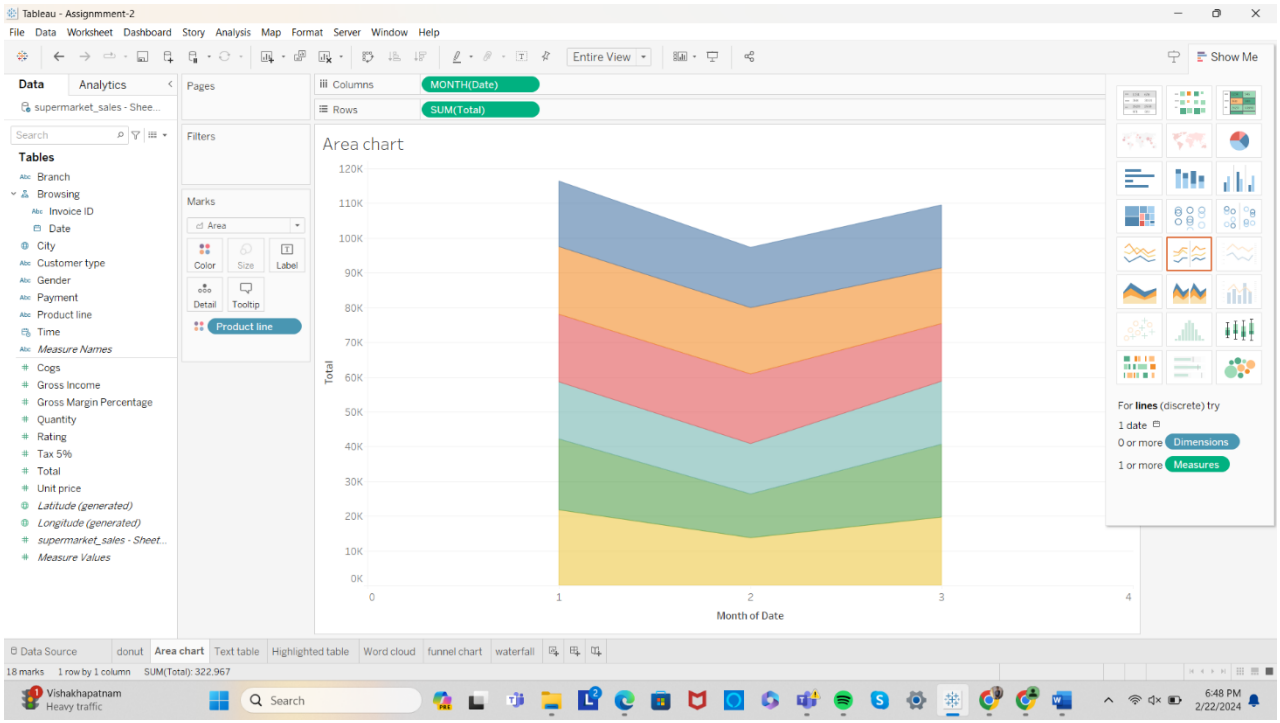
DONUT CHART:

- Create a sheet with name “donut chart”
- Use the "Total" field on the Rows
- Again use the "total" field on the Rows, so that now SUM(Total) and SUM(Total) (2) will be created
- Accordingly now add the label field, text field and format it accordingly
- The merging will takes place with the help of “dual axis”, so now apply the color , keep the Mark in “pie” and variate the difference.
- Keep it in the Entire View.



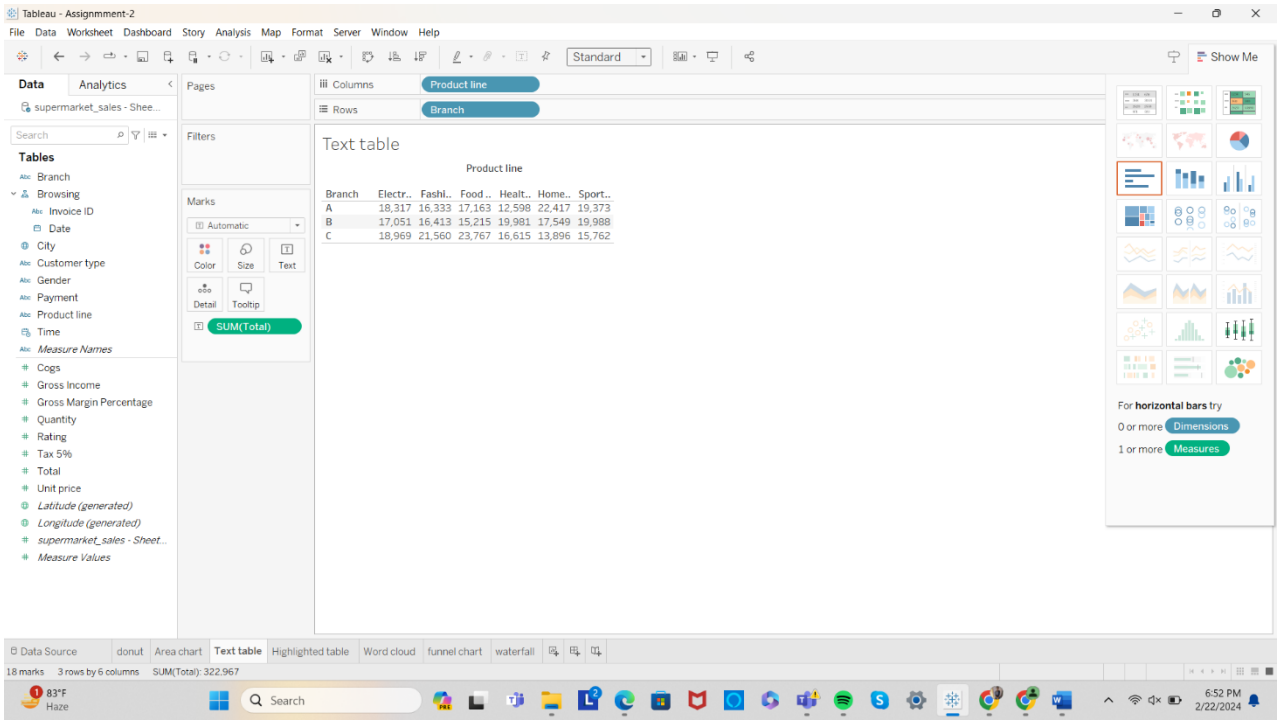
AREA CHART:

- Create a sheet with name “area chart”
- Use the "Date” field on the Columns, here you can select the date accordingly like day, month, year
- Use the “Total” field on the Rows, and calculate it with “SUM”
- Add the “Product Line” field to the Color shelf, to display it with the colors
- In the “Show Me” pane select the Area Chart
- Keep it in the Entire View.



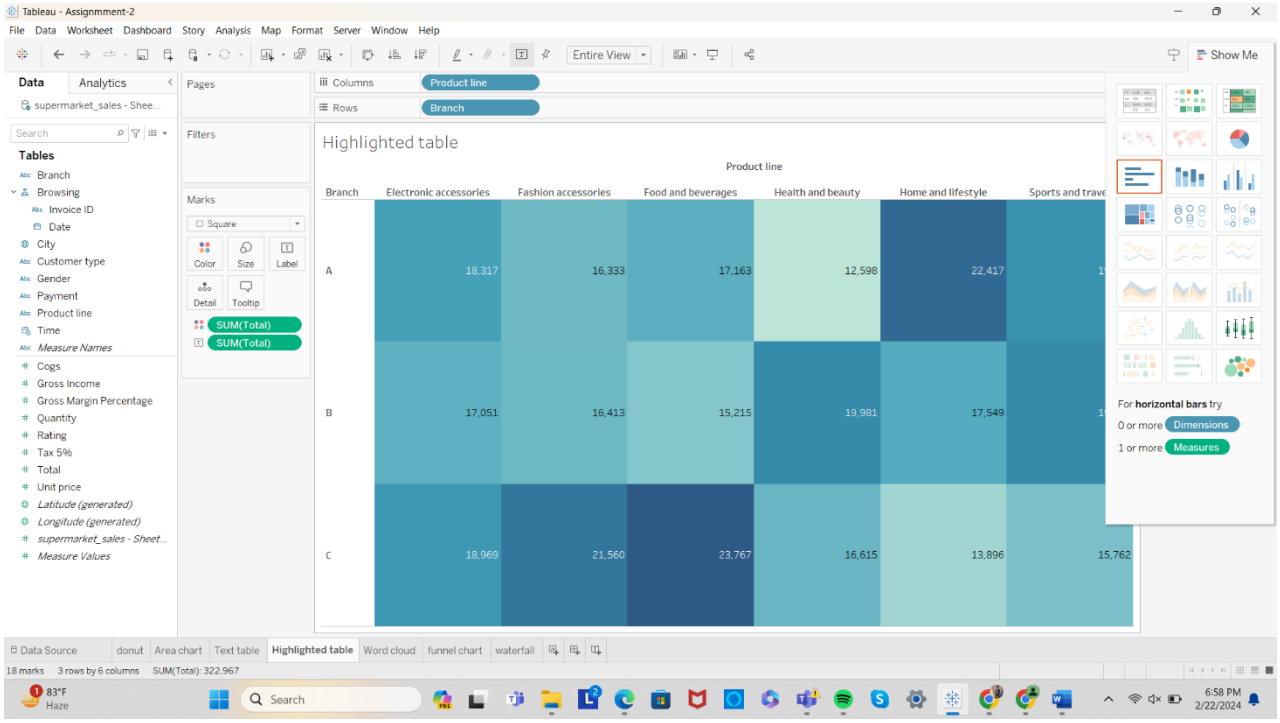
TEXT TABLE:

- Create a sheet with name “text table”
- Use the "Product Line" field on the Columns
- Use the "Branch" field on the Rows
- Use the “total” on the Mark up pane with the Text field
- Select the “Text table” from the Show Me pane
- Keep it in the Entire View.



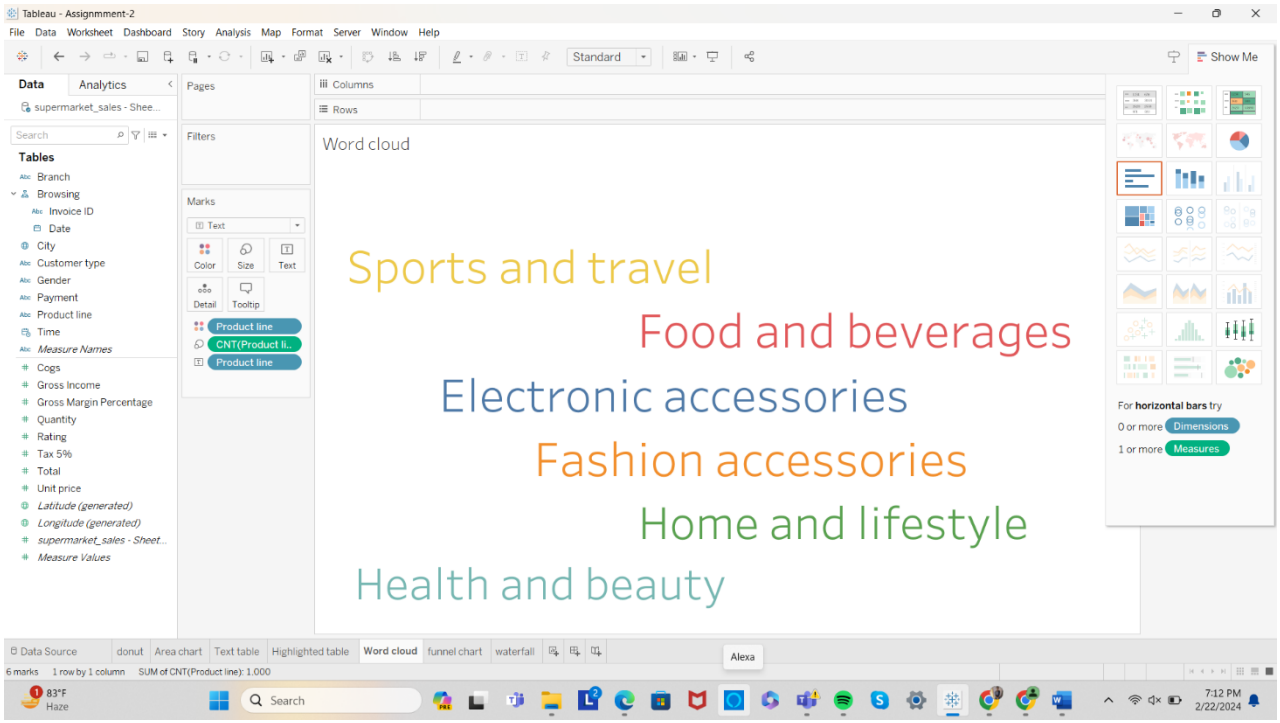
HIGHLIGHTED TABLE:

- Create a sheet with name “highlighted table”
- Use the "Product Line" field on the Columns shelf
- Use the "Branch" field on the Rows shelf
- Use the "Total” field on the Text and the Colors shelf to highlight with the text and colors
- Select the “highlight tables” from the Show Me pane
- Keep it in the Entire View.



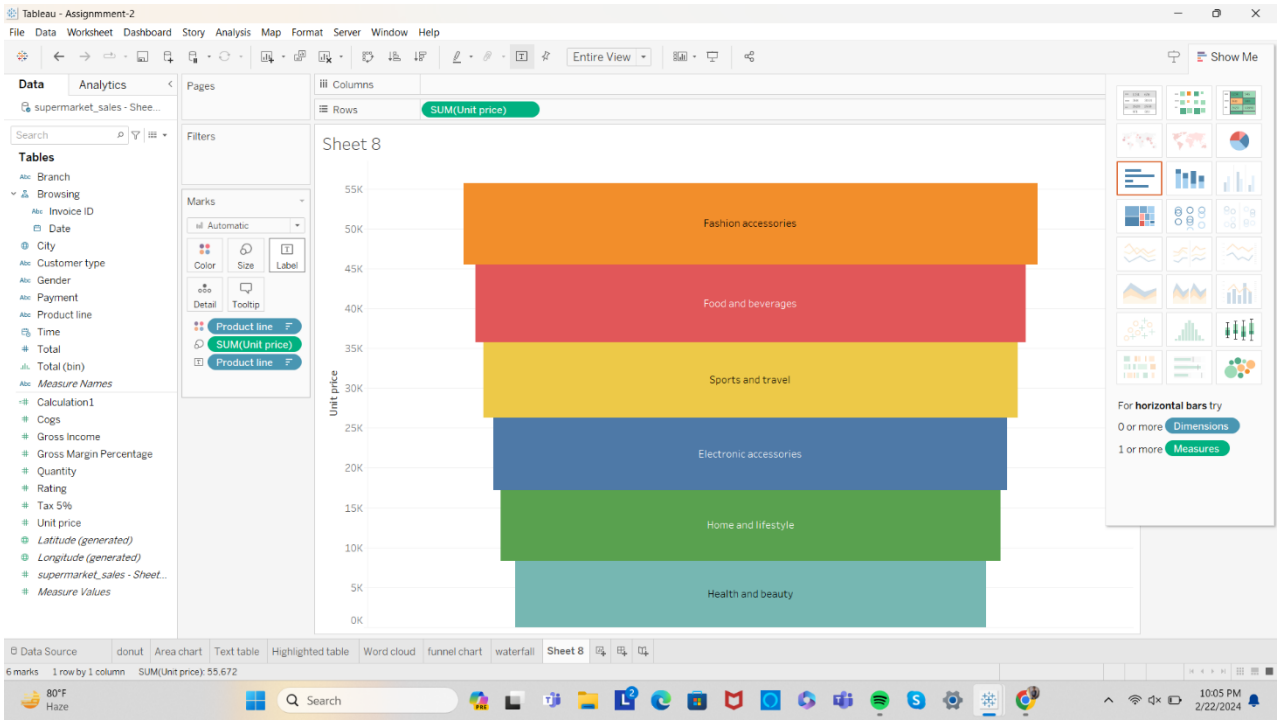
WORD CLOUD:

- Create a sheet with name “word cloud”
- Use the "Product Line" column on the Columns, right click on it , select the measure click on Count
- Also use the “Product Line” on the Colors and also on the Text Shelves too, to increase the size of the text and also to variate with different colors
- Keep it in the Entire View.



FUNNEL CHART:

- Create a sheet with name “funnel chart”
- Use the "Unit Price" field on the Columns, right click on it
- Also use the “Product Line” on the Colors and also the “Unit Price” on the Size shelf, as clicking on the “Sort”, it sorts in the descending order, and by adding the “Unit Price” on the size shelf, it increases its size
- Use the “Product Line” on the Text shelf, to add the text on the funnel chart
- Keep it in the Entire View.



WATERFALL:

- Create a sheet with name “waterfall”
- Use the "City" field on the Columns
- Use the “Date” field on the Columns
- Use the “total’ field on the Rows shelf and right click on it select the “Quick Table Calculation” select the “Running Total”
- In the Marks pane, select the Gantt Bar
- Use the “total” and “City” on the size and the color shelves for variating
- Keep it in the Entire View.

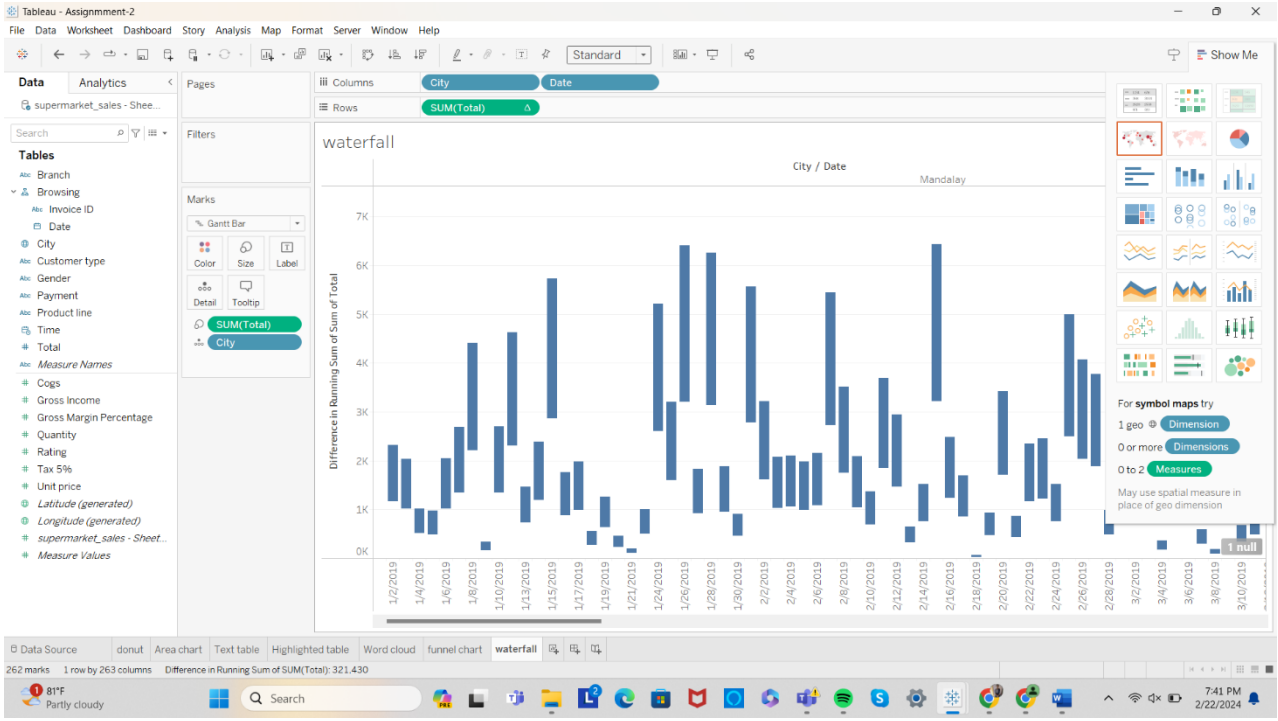


Tableau - Assignment-2
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data
Analytics
supermarket_sales - Shee...
Search
Tables
Branch
Browsing
Invoice ID
Date
City
Customer type
Gender
Payment
Product line
Time
Total
Measure Names
Cogs
Gross Income
Gross Margin Percentage
Quantity
Rating
Tax 5%
Unit price
Latitude (generated)
Longitude (generated)
supermarket_sales - Sheet...
Measure Values
Pages
Filters
Marks
Gantt Bar
Color
Size
Label
Detail
Tooltip
SUM(Total)
City
Columns
City
Date
Rows
SUM(Total)
waterfall
City / Date
Mandalay
Difference in Running Sum of Sum of Total
7K
6K
5K
4K
3K
2K
1K
0K
1 null
For symbol maps try
1 geo Dimension
0 or more Dimensions
0 to 2 Measures
May use spatial measure in place of geo dimension
Data Source
donut
Area chart
Text table
Highlighted table
Word cloud
funnel chart
waterfall
262 marks
1 row by 263 columns
Difference in Running Sum of SUM(Total): 321,430
81°F
Partly cloudy
Search
7:41 PM
2/22/2024