DA ASSIGNMENT-1:

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:

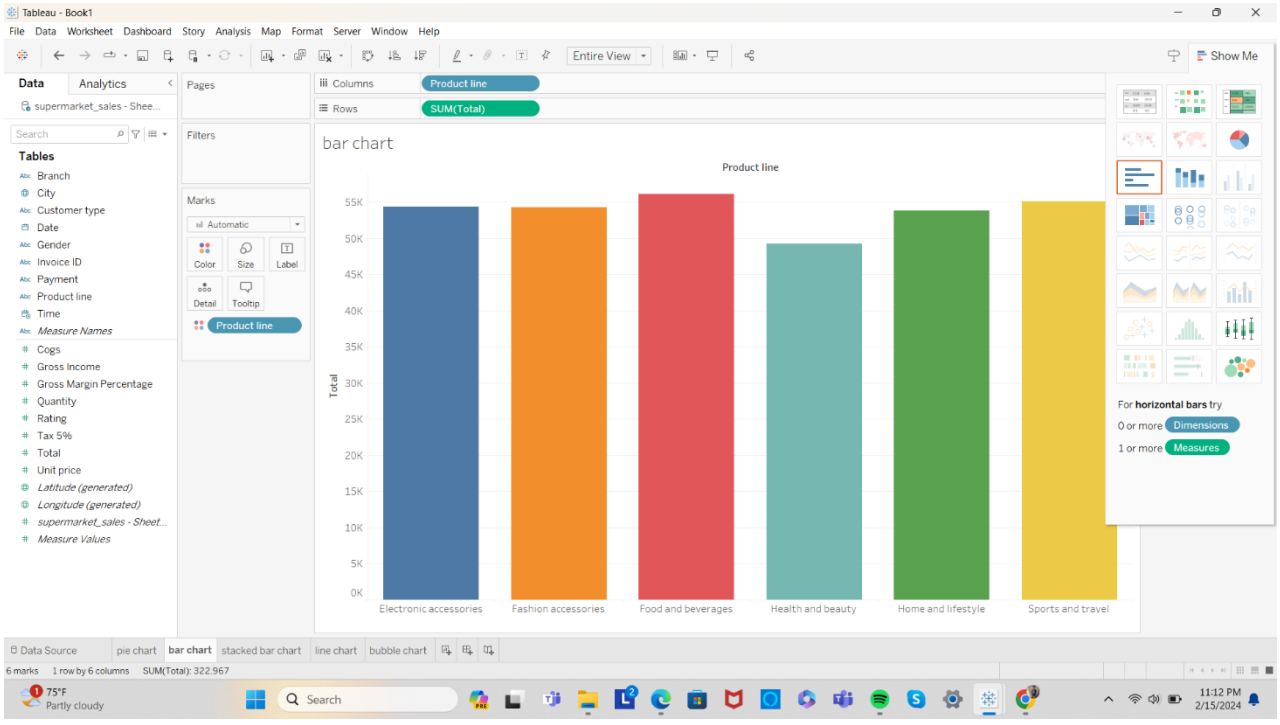
- Bar Chart
- Pie Chart
- Stacked Bar Chart
- Line Chart
- Bubble Chart

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.

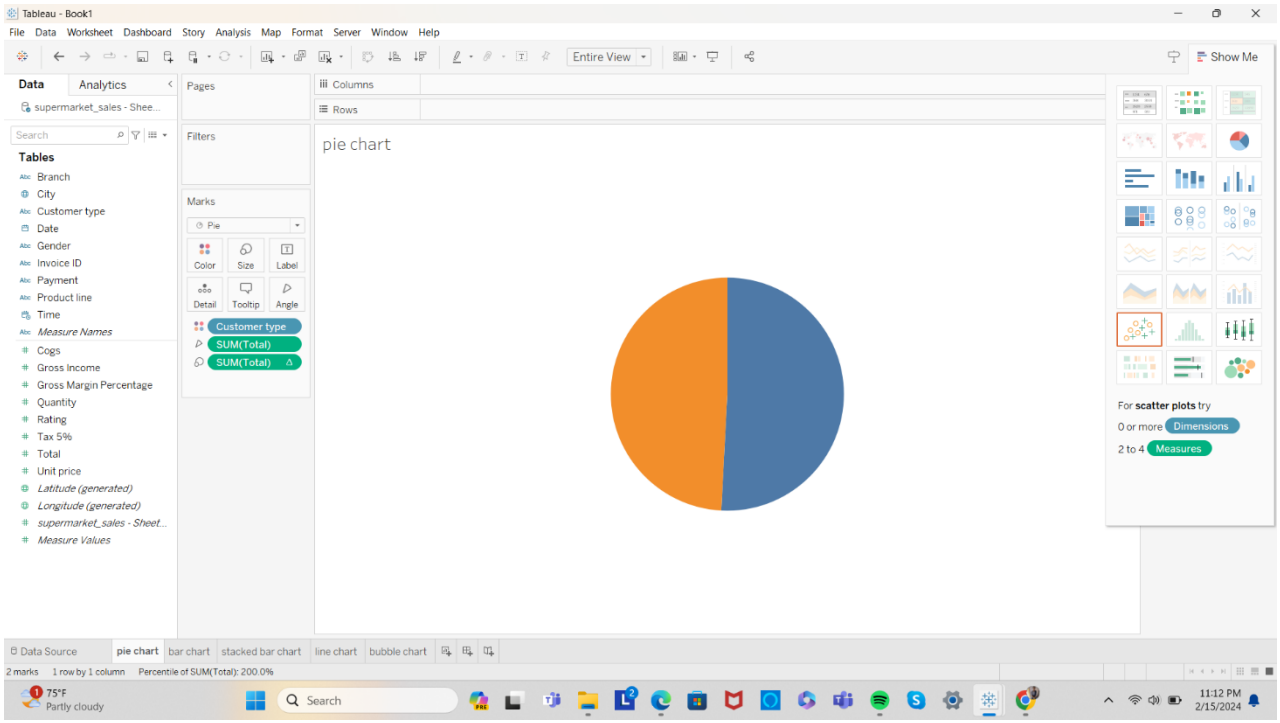
BAR CHART:

- Create a sheet with name “bar chart”
- Use the "Product line" column on the Rows
- Use the "Total" column on the Columns to represent the total sales for each product line
- Add the “Product line” to the color shelf, to variate with the colors
- Keep it in the Entire View.



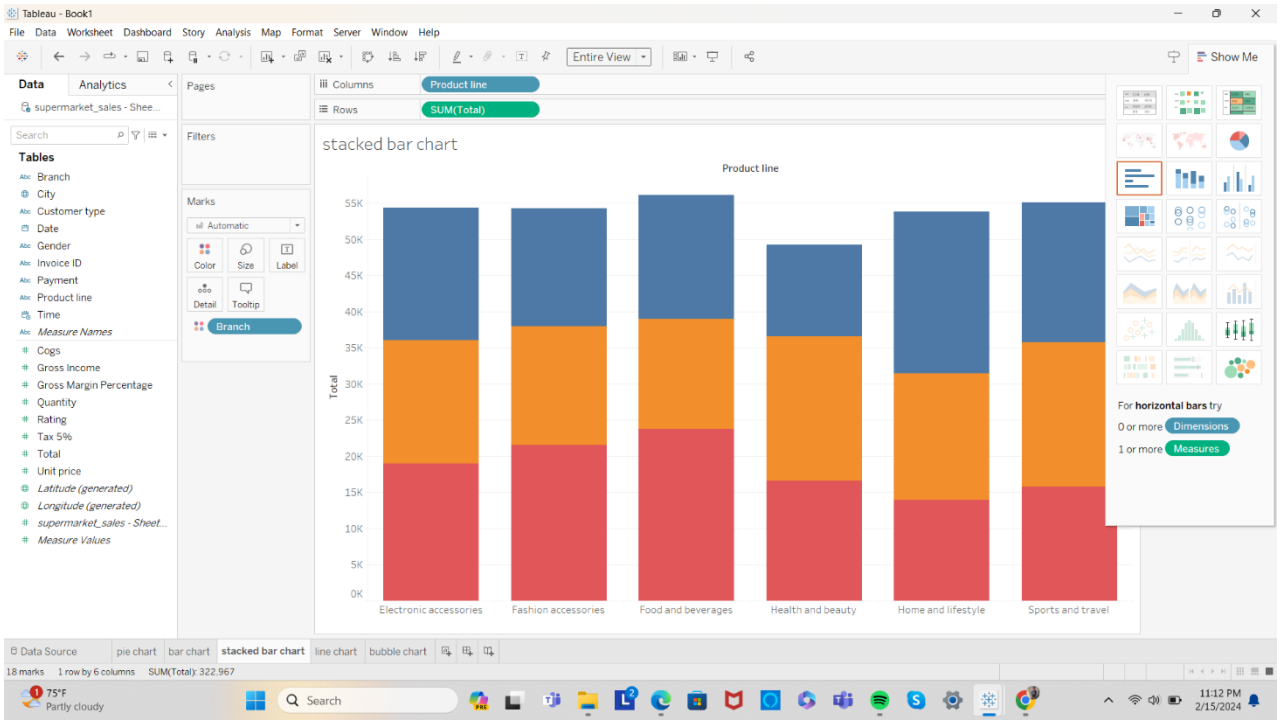
PIE CHART:

- Create a sheet with name “pie chart”
- Use the "Customer type" column on the Color shelf to differentiate between member and non-member customers
- Use the "Total" column on the Size shelf to represent the proportion of total sales for each customer type
- Keep it in the Entire View.



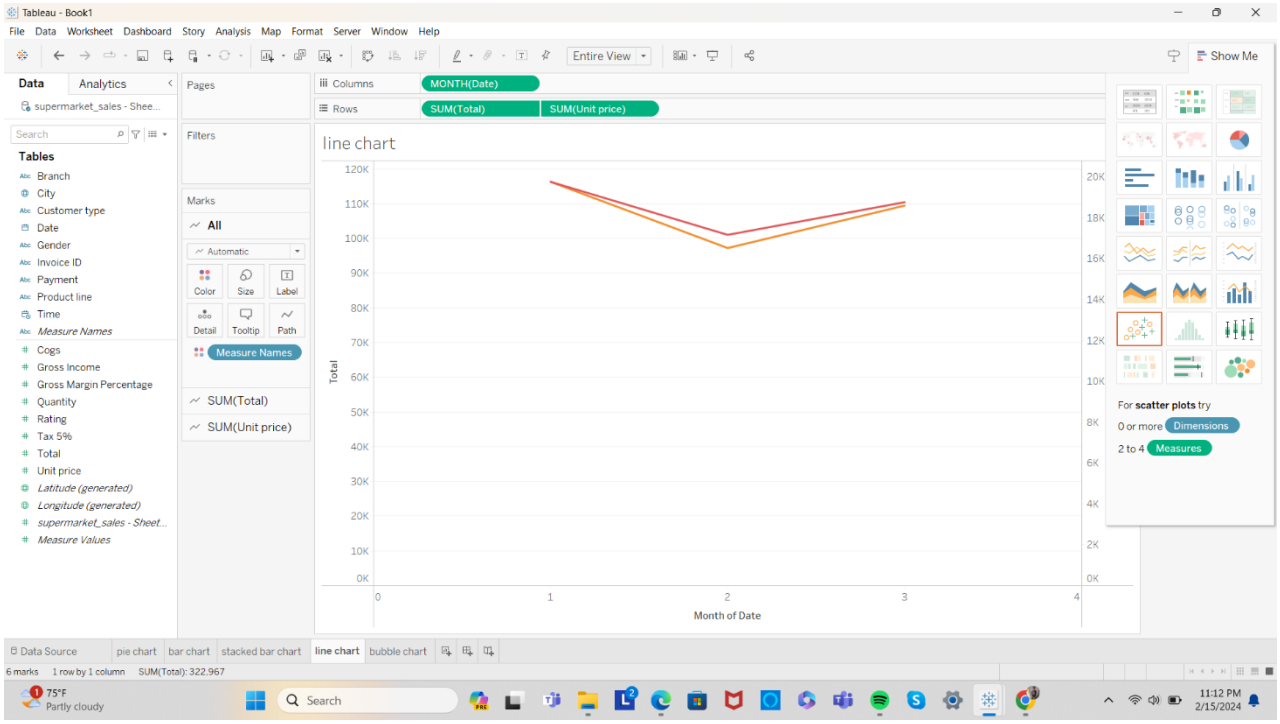
STACKED BAR CHART:

- Create a sheet with name “stacked bar chart”
- Use the "Branch" column on the Columns shelf to create separate bars for each branch
- Use the "Total" column on the Rows shelf to represent the total sales for each branch
- You can further differentiate within each bar using the "Product line" column on the Color shelf to show the distribution of sales by product line
- Keep it in the Entire View.



LINE CHART:

- Create a sheet with name “line chart”
- Use the "Date" column , right click on it and select the "Month" on the Columns shelf to represent time
- Use the "Total" column on the Rows shelf to represent the total sales over time
- Use the "Measure Names" on the Color shelf
- Keep it in the Entire View.



BUBBLE CHART:

- Create a sheet with name “bubble chart”
- Bubble charts typically represent three variables: x-axis, y-axis, and size of the bubble
- Use the "Rating" column on the X-axis to represent customer satisfaction
- Use the "Total" column on the Y-axis to represent total sales
- Use the "Customer type" column on the Color shelf to differentiate between member and non-member customers
- Use the "Quantity" column on the Size shelf to represent the quantity of products purchased
- Keep it in the Entire View.