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Course: Data Analytics with Tableau
Assignment: Assignment 1

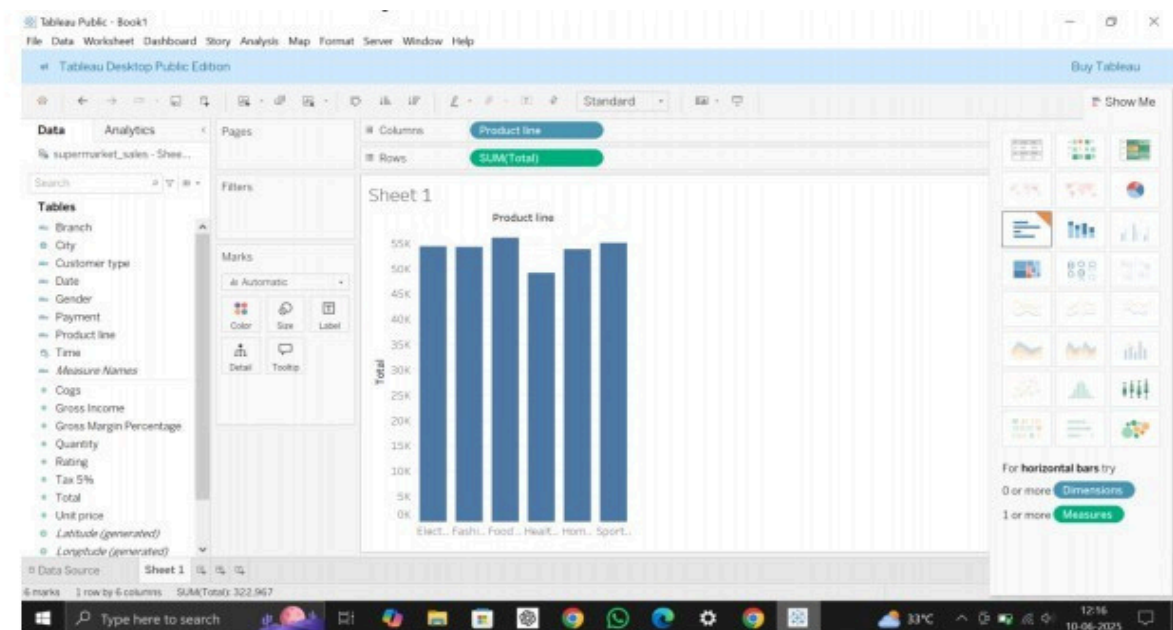## Assignment 1: Data Analytics with Tableau

Title:

Supermarket Sales Data Visualization and Analysis

Introduction:

This assignment focuses on analyzing supermarket sales data collected from three branches over a period of three months. Using Tableau, various visualizations were created to understand sales trend customer distribution, and product performance. The insights from this analysis can help the supermarket improve decision-making, marketing strategies, and customer experience.
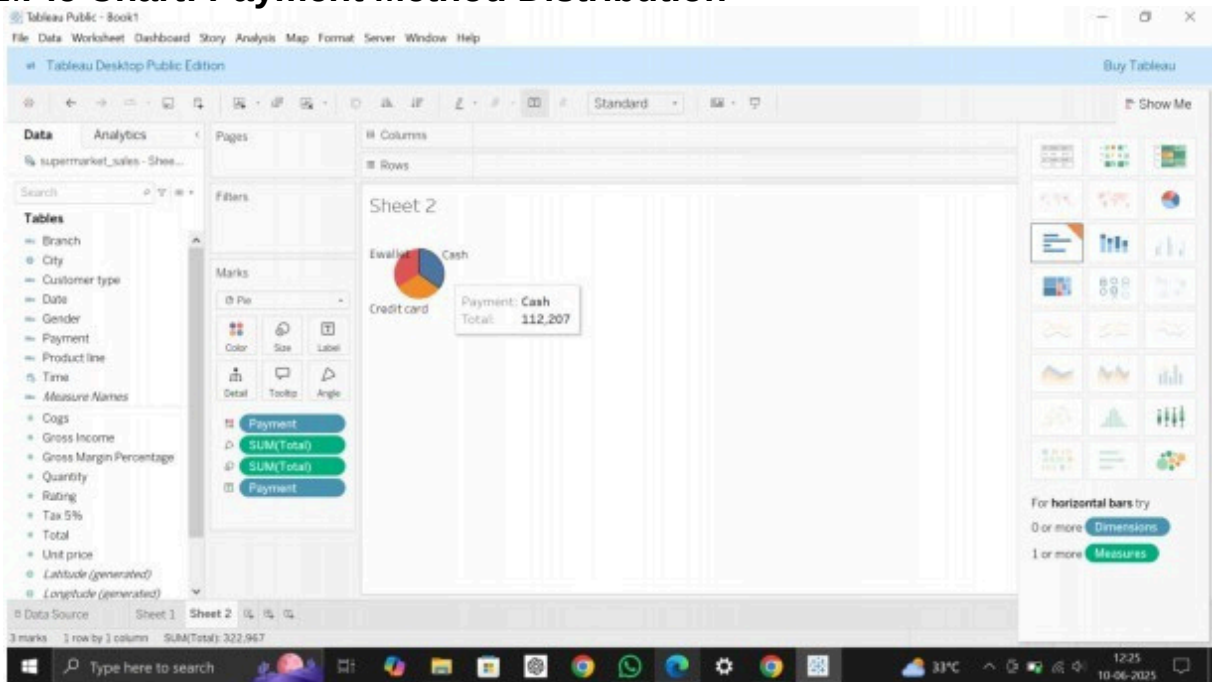
Visualizations:
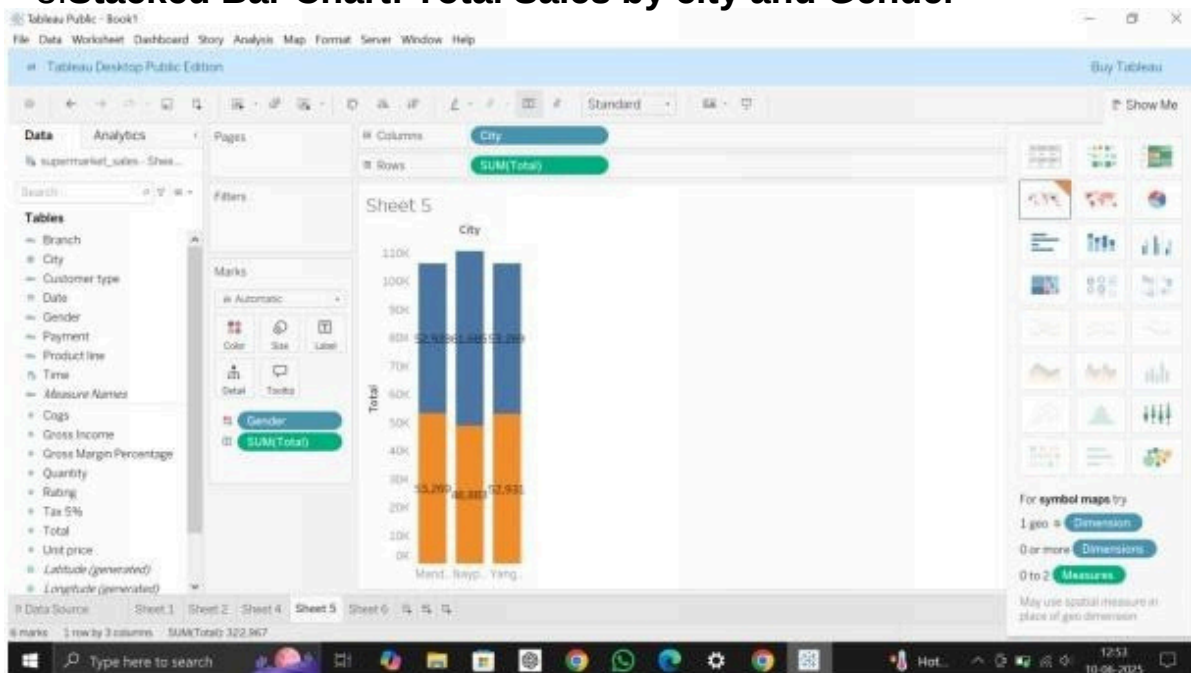### 1.Bar Chart: Total Sales by Product Line

- **Description:** This bar chart shows the total sales for each product line. It helps identify which product lines are generating the most revenue.
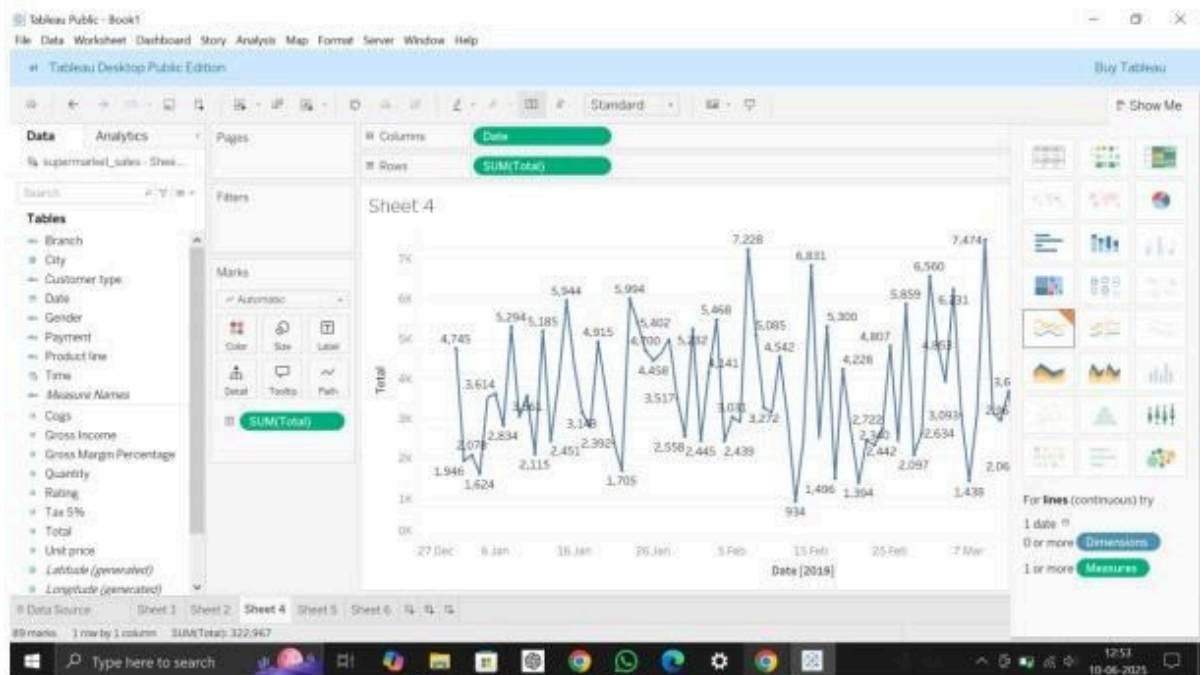
2. Pie Chart: Payment Method Distribution

- **Description:**

The pie chart displays the proportion of different payment methods used by customers, such as Cash, Credit Card, and Ewallet.

3. Stacked Bar Chart: Total Sales by city and Gender

- **Description:**

This stacked bar chart illustrates total sales across different cities, separated by customer gender. It provides a clear view of how gender contributes to sales in each city.
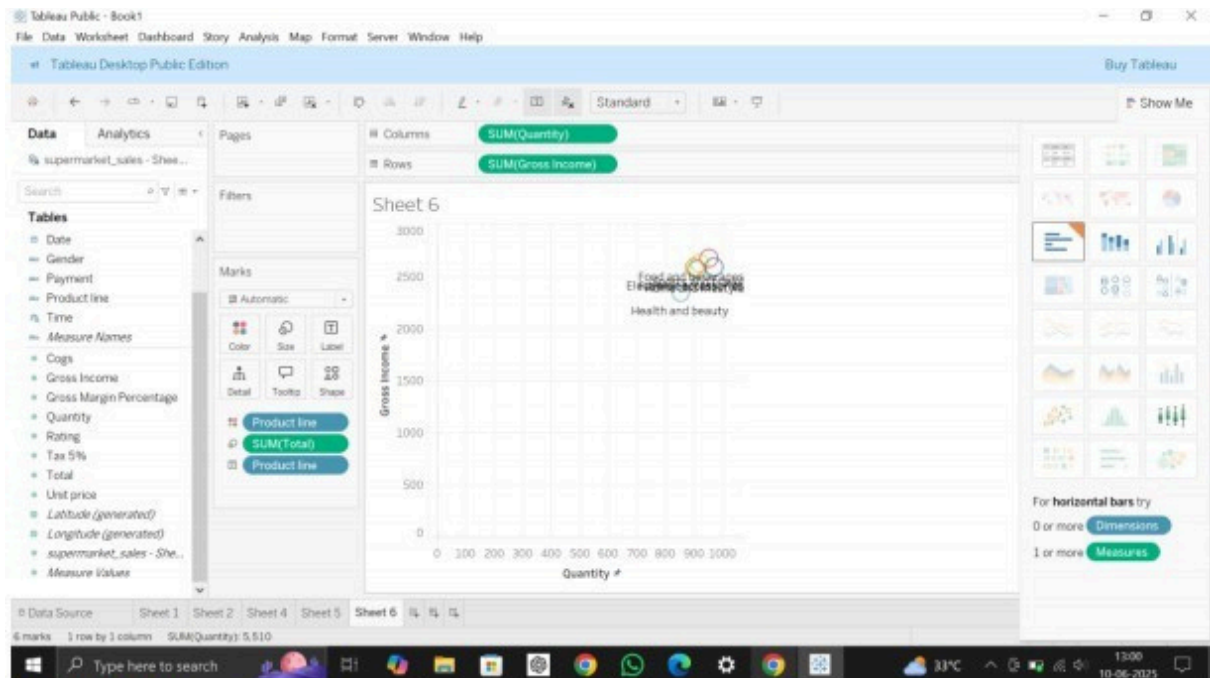
4.Line Chart: Daily Sales Trend

Description:

The line chart visualizes the daily sales trend over three months, helping to identify sales patterns and peaks.

5.Bubble Chart: Quantity vs Gross Income by Product Line

Description:

The bubble chart shows the relationship between quantity sold and gross income for each product line. The size of the bubble represents the total sales volume.

Conclusion:

Through this analysis, we observed key patterns in customer preferences, product performance, and payment methods. These visualizations provide valuable insights that can support business growth and enhance customer satisfaction. Tableau's visual tools made it easy to identify trends and compare different factors effectively.