



**DATA ANALYTICS AND**  
**VISUALIZATION OF SUPER MARKET**  
**USING TABLEAU**  
**MINI PROJECT REPORT**



Submitted by

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*In partial fulfillment for the award of the degree*

*of*

**BACHELOR OF ENGINEERING**

**IN**

**COMPUTER SCIENCE AND ENGINEERING**

**Er . PERUMAL MANIMEKALAI COLLEGE OF ENGINEERING**

**ANNA UNIVERSITY    ::    CHENNAI    600-025**

**JUNE 2022**

## **BONAFIDE CERTIFICATE**

Certified that this project report title **“Data Analytics And Visualization Of Super Market Using Tableau”** is the bonafide work of **“MOHAMMED KHUBABE.S (610819104028) RABBANI.S (610819104036) SUBASH.M (610819104049)”** who carried out the project work under my supervision.

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Submitted for the university project viva-voce Examination held on  
.....at **Er. PERUMAL MANIMEKALAI COLLEGE OF  
ENGINEERING, HOSUR.**

**INTERNAL EXAMINER**

**EXTERNAL EXAMINER**

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Our most sincere salutations go to **ANNA UNIVERSITY, CHENNAI** that gave us an opportunity to have sound base of Computer Science and Engineering.

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**Er. PERUMAL MANIMEKALAI  
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## **Department of Computer Science & Engineering**

### **Vision and Mission of the Department**

#### **Vision:**

Envisions Computer Science Engineering Graduates with profound skills and knowledge embedded with innovative thinking for entrepreneurial, career and societal needs.

#### **Mission:**

- M1:** To imbibe high quality knowledge, skills and practices of computer science engineering through quality infrastructure and resources.
- M2:** To endow the students to solve simple solutions to complex engineering problems through software.
- M3:** To provide strong software development skills for lifelong learning, to meet the challenges of industry and society.

#### **Program Educational Objectives**

- PEO1:** Have good knowledge in fast evolving computer science engineering tools and systems, towards employability, higher studies and research.
- PEO2:** Develop high end software and firmware systems through technical, problem solving and soft skills with ethical standards.
- PEO3:** Believe in self, nurture to be a team member with leadership qualities, engineer products and systems with sustainable development, have lifelong learning attitudes.



### **PROGRAM OUTCOMES (POs):**

**PO1 Engineering knowledge:** Apply the knowledge of mathematics, science, engineering fundamentals and an engineering specialization to the solution of complex engineering Problems.

**PO2 Problem analysis:** Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences and engineering sciences.

**PO3 Design/development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health, safety, cultural, societal and environmental considerations.

**PO4 Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis, and interpretation of data and synthesis of the information to provide valid conclusions.

**PO5 Modern tool usage:** Create, select, apply appropriate techniques, resources, modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

**PO6 The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, cultural issues and the consequent responsibilities relevant to the professional engineering practice.

**PO7 Environment and sustainability:** Understand the impact of the professional engineering solutions in societal, environmental contexts, demonstrate the knowledge and need for sustainable development.

**PO8 Ethics:** Apply ethical principles, commit to professional ethics, responsibilities and norms of the engineering practice.

**PO9 Individual and team work:** Function effectively as an individual, as a member or leader in diverse teams and in multidisciplinary settings.

**PO10 Communication:** Communicate effectively on complex engineering activities with the engineering community with society at large being able to comprehend, write effective reports, design documentation, make effective presentations and receive clear instructions.

**PO11 Project management and finance:** Demonstrate knowledge, understanding of the engineering and management and leader in a team, to manage projects and in multidisciplinary environments.

**PO12 Life-long learning:** Recognize the need, ability to engage in independent and lifelong learning in the broadest context of technological change.

**PROGRAM SPECIFIC OUTCOMES (PSOs):**

**PSO1:** Apply standard practices in software development using open source programming environments to deliver a high quality and cost effective products and solutions.

**PSO2:** Design, analyze and develop systems in the areas of networking, software engineering, artificial intelligence, machine learning, Internet of Things and Cloud computing.

**PSO3:** Apply programming skill, Agile and Extreme Programming to solve the industrial and societal problems.



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## **DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING**

### **CS8611 – MINI PROJECT**

Mini project mapping with Cos, POs and PSOs:

Course Outcome:

CO1: Execute practical knowledge within the chosen area of expertise for project development

CO2: Identify, analyze, design and handle prototype projects with a complete and organized approach

CO3: Contribute as an individual or in a team in development of technical projects

CO4: Develop effective communication skills for presentation of project related activities

CO5: Prepare mini project reports and examination

<b>S.No</b>	<b>Name of the Mini project</b>	<b>Mapping with COs</b>	<b>Mapping with POs and PSOs</b>
1.	DATA ANALYTICS AND VISUALIZATION OF SUPER MARKET USING TABLEAU	CO1, CO2, CO3, CO4 and CO5	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12 & PSO1, PSO2 and PSO3

## ABSTRACT

The project "**DATA ANALYTICS AND VISUALIZATION OF SUPER MARKET USING TABLEAU**" is mainly designed to visualize and analyze the Super Market available across United States that offers the details about variety of products. This is the software requirement specification for analysis and visualizing the top products in United States using Tableau. This **DATA ANALYTICS AND VISUALIZATION OF SUPER MARKET USING TABLEAU** is built for the sake of ensuring efficiency and clear data saving and manipulation as well as neat work on the visualization. The summarized view of details can be viewed for monitoring purpose. We can be well maintained the data up to date. This software is user-friendly so you can easily understand the fundamentals of software.



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# **1.SYNOPSIS**

## **1.1TITLE:**

**“DATA ANALYTICS AND VISUALIZATION OF SUPER MARKET USING TABLEAU”**

## **1.2 OBJECTIVE**

The objective of this project entitled **“DATA ANALYTICS AND VISUALIZATION OF SUPER MARKET USING TABLEAU”** is to provide services to the users in very effective manner that satisfies the users necessary.

## **1.3 DESCRIPTION**

- The project deals with software essential activities done, but in easier way by computing the whole management system. These days the people are facing different types of problems.
- The maintenance of the project is a very crucial and important function in this current scenario. This project overcomes the difficulty by providing various types of facilities to the users.
- The Aim of project is to provide useful information of the data. It provides a user friendly interface for understanding the data.

## 2.LITERATURE SURVEY

### 2.1 BIBLIOMETRIC ANALYSIS

Tool used is web of science, keywords provided is visual analytics , for all subject areas , period considered is from 2017 to 2020. This search provided me with 304 articles which was analyzed by the tools provided by Web of Science.

The result of the analysis and the interpretation is as given below:

Bibliometric analysis on the broad area of study provided an overall outlook on the area of literatures.

As technology advances the relative importance of the visual analytics also increases. It emphasizes the importance of study in the area of visual analytics. Even though the researchers in the area are not uncommon, we could find a reasonable scope for a new method. Detailed literature review is conducted their after on articles and inferences havebeen derived from search with keyword visual analytics AND tableau tool.

D.Shih et al. (2011) [4] has worked on new technique called as Paired analysis. This new approach in which a Visual Analytics tool experts works side-by-side with a domain expert. The Role of domain expert is to ask questions for which collected data from VA tool might address. Then the tool expert creates visualizations to help in finding patterns that might answer these questions. The author also concluded main advantage of Visual analytics tool that the short lag time between the hypothesis generation and rapid visual display of Data. Author has used biological datasets to demonstrate the utility and flexibility of Visual Analysis approach during this study.

A. Stirling et al. (2020), integrated visual analytics tool with electronic health record system which helps to get better insight, understanding into clinical care and management. Further organizing visual analytics tools into themes allowed informatics team to more efficiently provide visual products to clinical collaborators [6]. As discussed above work of health care domain can be performed better using visual analytics tool. It will result in faster decision making and end customer will be benefited in terms of time.

## **3.SYSTEM ANALYSIS**

### **2.1 ABOUT THE PROJECT**

**“Data Analytics and Visualization of Super Market Using Tableau”** is to analyze the Indian food using tableau which provides an easy way to visualize the different ingredients available in India. The project developed using Tableau Software.

The objective is not only to visualize the data, but also to provide the full analysis of the Indian ingredient. It mainly consists of various courses and dishes available.

### **2.2 EXISTING SYSTEM:**

- The existing system is a CSV file with information of data so takes more time in keeping records.
- To analyze the data we need a software.

### **2.3 PROPOSED SYSTEM:**

- The proposed system is the computerized system and this would eliminate the drawbacks in the existing systems like, to find any particular information from the data.
- Records can be updated within seconds.
- It eliminates the need of studying the data.
- User friendliness is provided in the application.

## 4.NEED OF VISUALIZATION

Data visualization is the graphical representation of information and data. By using visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data.

In the world of Big Data, data visualization tools and technologies are essential to analyze massive amounts of information and make data-driven decisions.

Data visualization helps to tell stories by curating data into a form easier to understand, highlighting the trends and outliers. A good visualization tells a story, removing the noise from data and highlighting the useful information.

When you think of data visualization, your first thought probably immediately goes to simple bar graphs or pie charts. While these may be an integral part of visualizing data and a common baseline for many data graphics, the right visualization must be paired with the right set of information. There's a whole selection of visualization methods to present data in effective and interesting ways. **Common general types of data visualization:**

- Charts
- Tables
- Graphs
- Maps
- Dashboards



## **5. SYSTEM SPECIFICATION**

### **5.1 HARDWARE REQUIREMENTS (MINIMUM)**

<b>TYPE</b>	<b>NAME</b>
Processor	Intel Pentium 4 or newer
RAM Capacity	2GB
Hard Disk capacity	1.5 GB

### **5.2 SOFTWARE REQUIREMENTS (MINIMUM)**

<b>TYPE</b>	<b>NAME</b>
Operating System	Windows 8,10 and 11
Front End Tools	Tableau public
Browser	Internet Explorer 6.0. Chrome etc.

### **5.3 INPUT AND OUTPUT DEVICES**

- Monitor
- Keyboard
- Mouse

## 6.SOFTWARE SPECIFICATION

### 6.1 Tableau

Tableau is one of the most powerful and recognized data visualization tools used in the business intelligence industry, helping data professionals simplify raw data in a very clean and detailed format. From a bird eye view, you can say tableau creates the data in a way that can be studied by professionals at any level in a given organization. Our Tableau tutorial covers an array of topics from how to create different charts and graphs, to various functions in tableau to dashboards and more .

Tableau is a visual analytics platform transforming the way we use data to solve problems—empowering people and organizations to make the most of their data.

Tableau products query relational databases, online analytical processing cubes, cloud databases, and spreadsheets to generate graph-type data visualizations. The software can also extract, store, and retrieve data from an in-memory data engine .

Tableau helps people and organizations become more data-driven with the most beloved modern analytics platform in the world.

Tableau helps people see and understand data. Our visual analytics platform is transforming the way people use data to solve problems. See why organizations of all sizes trust Tableau to help them be more data-driven.



## **6.2 Tableau products**

Tableau products include

- Tableau Desktop
- Tableau Server
- Tableau Online
- Tableau Prep Builder
- Tableau Vizable
- Tableau Public (free to use)
- Tableau Reader (free to use)
- Tableau Mobile
- Tableau Cloud
- Tableau Prep
- Tableau CRM

## **6.3 Tableau uses**

Following are the main uses and applications of Tableau:

- Business Intelligence
- Data Visualization
- Data Collaboration
- Data Blending
- Real-time data analysis
- Query translation into visualization
- To import large size of data
- To create no-code data queries
- To manage large size metadata



## 6.4 Tableau Public

Tableau Public is free software that can allow anyone to connect to a spreadsheet or file and create interactive data visualizations for the web.

Tableau Public is a free platform to publicly share and explore data visualizations online. Anyone can create visualizations using either Tableau Desktop Professional Edition or Tableau Public Web Authoring.

Tableau Public users have created visualizations on every possible topic. Browse our curated channels of community-created visualizations or search for topics by keyword with the help of hashtags

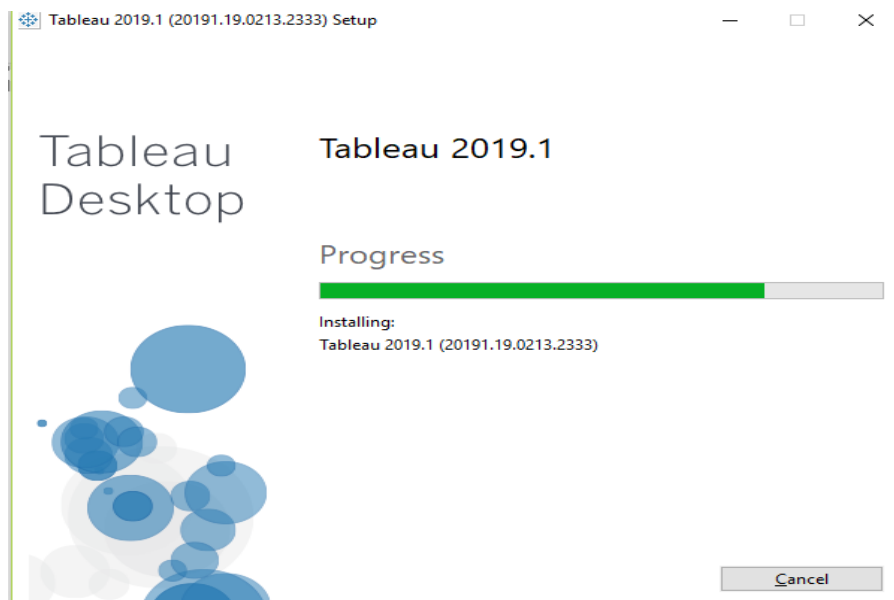
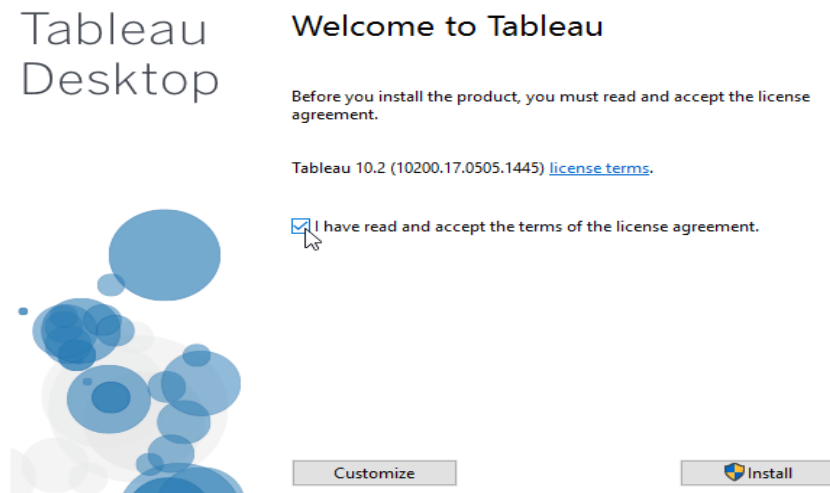


Visualizations published to Tableau Public are available for anyone to see online. Tableau Public is a platform for public (not private) data.

Anyone can explore and contribute to the millions of visualizations on Tableau Public. Saving locally and refreshing data are limited.

Vizzes on Tableau Public can handle millions of viewers. All infrastructure is managed by Tableau Public at no cost.

## 6.5 Installing Tableau public

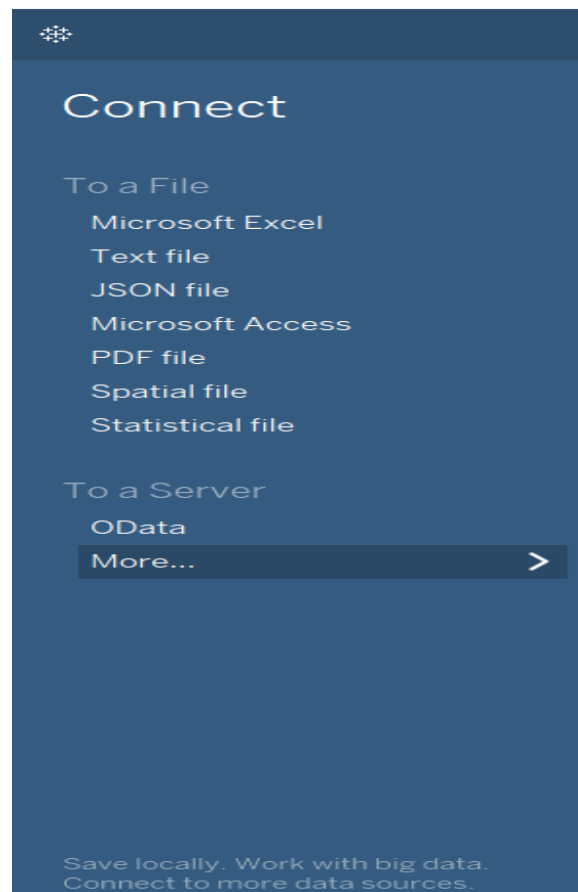


## 6.6 Data Sources

Connect to these data sources with Tableau Desktop Public Edition.

- Google Sheets
- JSON files
- Microsoft Excel 2007 or later
- Odata
- PDF
- Spatial files (Esri Shapefiles, KML, GeoJSON, and MapInfo file types)
- Statistical Files; SAS (\*.sas7bdat), SPSS (\*.sav), and R (\*.rdata, \*.rda)
- Text files – comma separated value (.csv) files
- Tons of web data with the [Web Data Connector](#)

## 6.7 Connecting to Data



## 6.8 Sample data source after connection

Tableau Public - Book1

File Data Window Help

Connections [Add](#)

Sample - Superstore  
Microsoft Excel

Sheets

- Orders
- People
- Returns
- New Union

Orders (Sample - Superstore)

Filters  
0 [Add](#)

Orders

Need more data?  
Drag tables here to relate them. [Learn more](#)

Orders 21 fields 9994 rows 100 rows

Name	#	Abc	Orders	Orders	Abc	Abc	Abc	Abc
Orders	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment
	1	CA-2016-152156	08-11-2016	11-11-2016	Second Class	CG-12520	Claire Gute	Consum
	2	CA-2016-152156	08-11-2016	11-11-2016	Second Class	CG-12520	Claire Gute	Consum
	3	CA-2016-138688	12-06-2016	16-06-2016	Second Class	DV-13045	Darrin Van Huff	Corporat
	4	US-2015-108966	11-10-2015	18-10-2015	Standard Class	SO-20335	Sean O'Donnell	Consum
	5	US-2015-108966	11-10-2015	18-10-2015	Standard Class	SO-20335	Sean O'Donnell	Consum
	6	CA-2014-115812	09-06-2014	14-06-2014	Standard Class	BH-11710	Brosina Hoffman	Consum
	7	CA-2014-115812	09-06-2014	14-06-2014	Standard Class	BH-11710	Brosina Hoffman	Consum

Type	Field Name	Physical Table	Remote Fie...
#	Row ID	Orders	Row ID
Abc	Order ID	Orders	Order ID
📅	Order Date	Orders	Order Date
📅	Ship Date	Orders	Ship Date

Data Source Sheet1

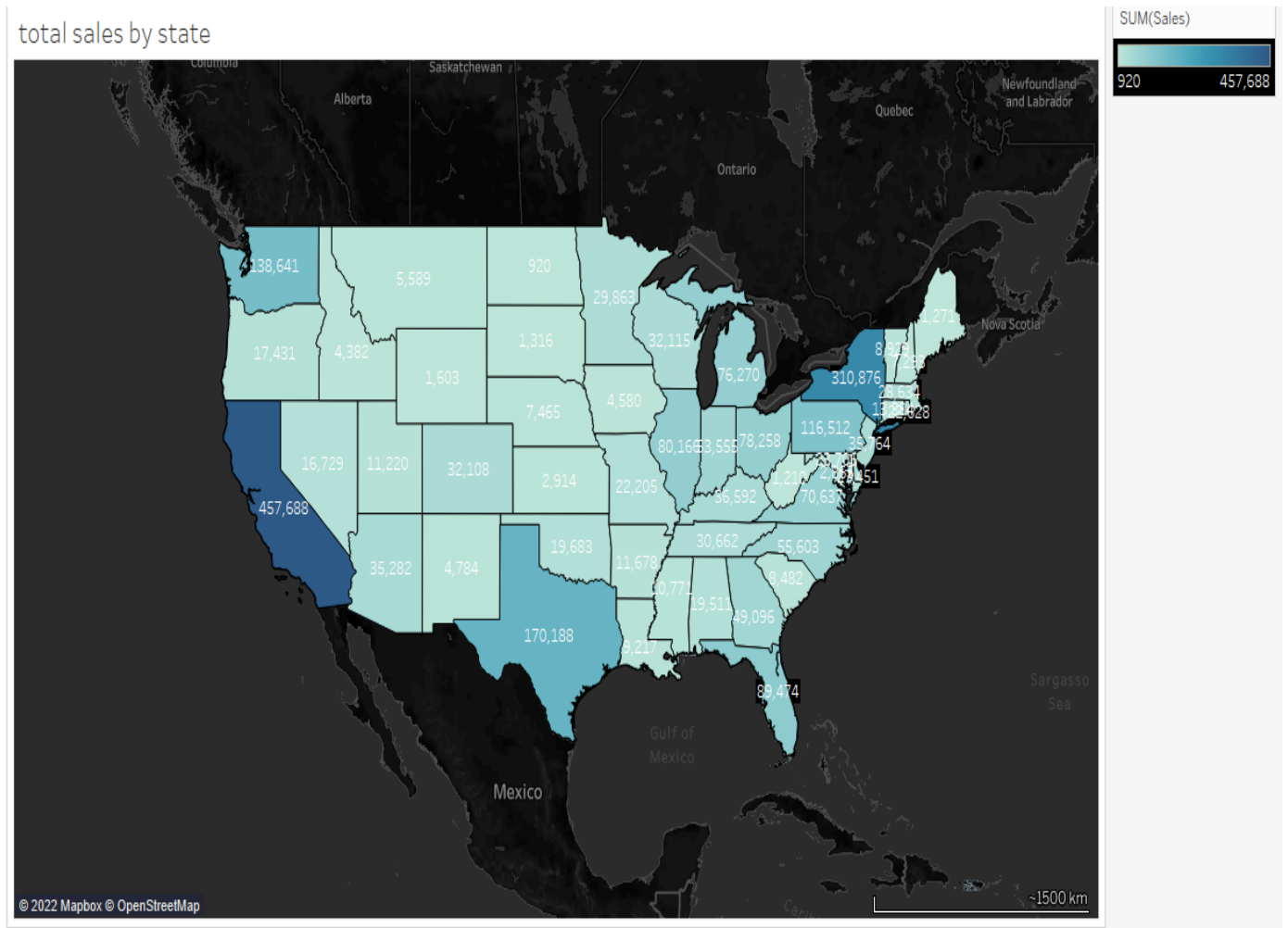
## 6.9 Data Set screenshot

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Na	Segment	Country	City	State	Postal Code	Region	Product ID	Category	Sub-Category	P
2		1 CA-2016-152156	08-11-2016	11-11-2016	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-BO-1000	Furniture	Bookcases	B
3		2 CA-2016-152156	08-11-2016	11-11-2016	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-CH-1000	Furniture	Chairs	H
4		3 CA-2016-138688	12-06-2016	16-06-2016	Second Class	DV-13045	Darrin Van H	Corporate	United States	Los Angeles	California	90036	West	OFF-LA-1000	Office Suppli	Labels	S
5		4 US-2015-108966	11-10-2015	18-10-2015	Standard Cla	SO-20335	Sean O'Donn	Consumer	United States	Fort Lauderdale	Florida	33311	South	FUR-TA-1000	Furniture	Tables	B
6		5 US-2015-108966	11-10-2015	18-10-2015	Standard Cla	SO-20335	Sean O'Donn	Consumer	United States	Fort Lauderdale	Florida	33311	South	OFF-ST-1000	Office Suppli	Storage	E
7		6 CA-2014-115812	09-06-2014	14-06-2014	Standard Cla	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	FUR-FU-1000	Furniture	Furnishings	E
8		7 CA-2014-115812	09-06-2014	14-06-2014	Standard Cla	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	OFF-AR-1000	Office Suppli	Art	N
9		8 CA-2014-115812	09-06-2014	14-06-2014	Standard Cla	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-1000	Technology	Phones	M
10		9 CA-2014-115812	09-06-2014	14-06-2014	Standard Cla	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	OFF-BI-1000	Office Suppli	Binders	D
11		10 CA-2014-115812	09-06-2014	14-06-2014	Standard Cla	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	OFF-AP-1000	Office Suppli	Appliances	B
12		11 CA-2014-115812	09-06-2014	14-06-2014	Standard Cla	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	FUR-TA-1000	Furniture	Tables	C
13		12 CA-2014-115812	09-06-2014	14-06-2014	Standard Cla	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-1000	Technology	Phones	K
14		13 CA-2017-114412	15-04-2017	20-04-2017	Standard Cla	AA-10480	Andrew Allen	Consumer	United States	Concord	North Carolin	28027	South	OFF-PA-1000	Office Suppli	Paper	X
15		14 CA-2016-161389	05-12-2016	10-12-2016	Standard Cla	IM-15070	Irene Maddoi	Consumer	United States	Seattle	Washington	98103	West	OFF-BI-1000	Office Suppli	Binders	Fi
16		15 US-2015-118983	22-11-2015	26-11-2015	Standard Cla	HP-14815	Harold Pawla	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-AP-1000	Office Suppli	Appliances	H
17		16 US-2015-118983	22-11-2015	26-11-2015	Standard Cla	HP-14815	Harold Pawla	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-BI-1000	Office Suppli	Binders	St
18		17 CA-2014-105893	11-11-2014	18-11-2014	Standard Cla	PK-19075	Pete Kriz	Consumer	United States	Madison	Wisconsin	53711	Central	OFF-ST-1000	Office Suppli	Storage	St
19		18 CA-2014-167164	13-05-2014	15-05-2014	Second Class	AG-10270	Alejandro Grc	Consumer	United States	West Jordan	Utah	84084	West	OFF-ST-1000	Office Suppli	Storage	Fi
20		19 CA-2014-143336	27-08-2014	01-09-2014	Second Class	ZD-21925	Zuschuss Doi	Consumer	United States	San Francisc	California	94109	West	OFF-AR-1000	Office Suppli	Art	N
21		20 CA-2014-143336	27-08-2014	01-09-2014	Second Class	ZD-21925	Zuschuss Doi	Consumer	United States	San Francisc	California	94109	West	TEC-PH-1000	Technology	Phones	C
22		21 CA-2014-143336	27-08-2014	01-09-2014	Second Class	ZD-21925	Zuschuss Doi	Consumer	United States	San Francisc	California	94109	West	OFF-BI-1000	Office Suppli	Binders	W
23		22 CA-2016-137330	09-12-2016	13-12-2016	Standard Cla	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AR-1000	Office Suppli	Art	N
24		23 CA-2016-137330	09-12-2016	13-12-2016	Standard Cla	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AP-1000	Office Suppli	Appliances	A
25		24 US-2017-156909	16-07-2017	18-07-2017	Second Class	SF-20065	Sandra Flana	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-CH-1000	Furniture	Chairs	G
26		25 CA-2015-106320	25-09-2015	30-09-2015	Standard Cla	EB-13870	Emily Burns	Consumer	United States	Orem	Utah	84057	West	FUR-TA-1000	Furniture	Tables	B
27		26 CA-2016-121755	16-01-2016	20-01-2016	Second Class	EH-13945	Eric Hoffman	Consumer	United States	Los Angeles	California	90049	West	OFF-BI-1000	Office Suppli	Binders	W
28		27 CA-2016-121755	16-01-2016	20-01-2016	Second Class	EH-13945	Eric Hoffman	Consumer	United States	Los Angeles	California	90049	West	TEC-AC-1000	Technology	Accessories	Ir
29		28 US-2015-150630	17-09-2015	21-09-2015	Standard Cla	TB-21520	Tracy Blumst	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-BO-1000	Furniture	Bookcases	R

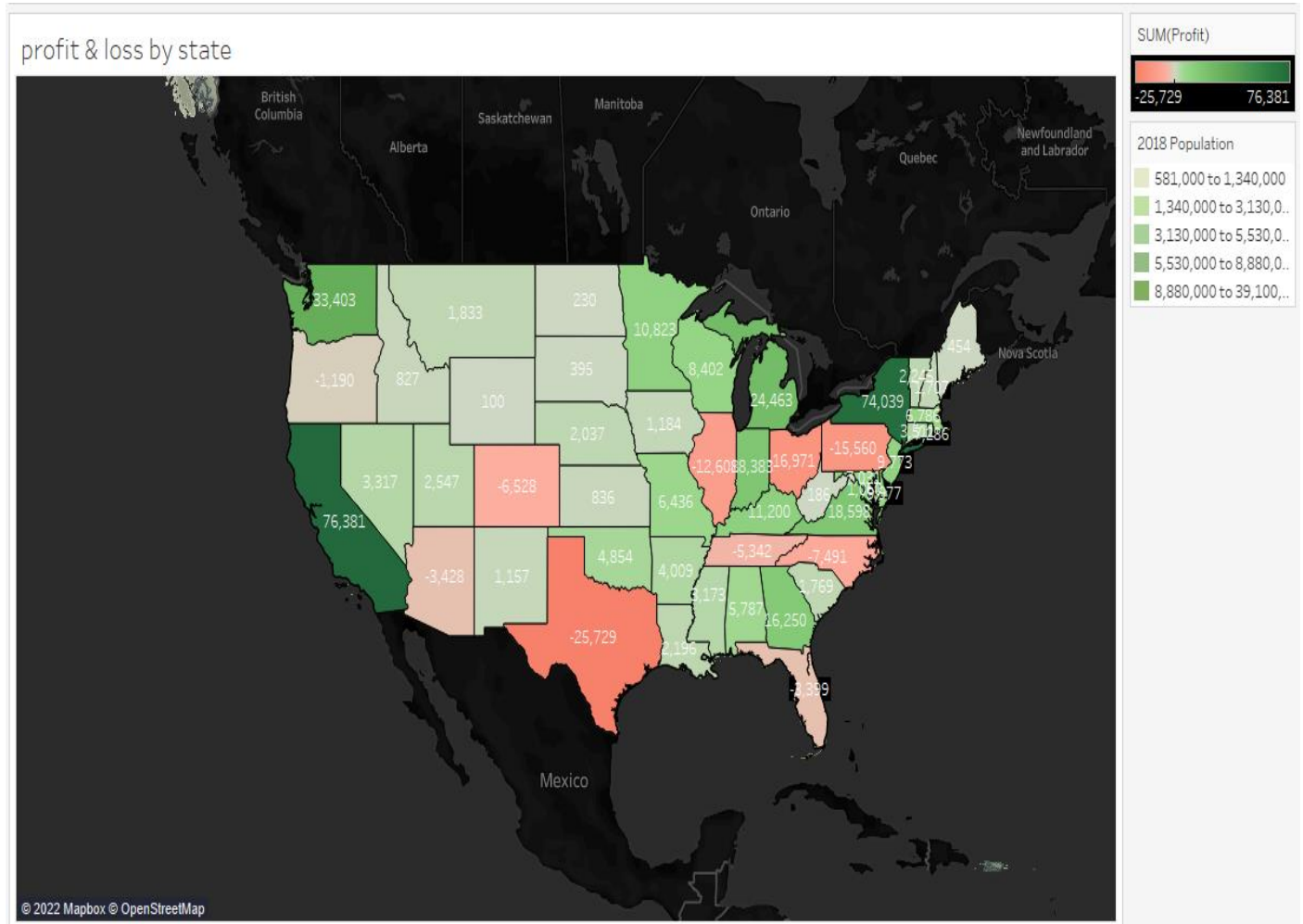
	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	Customer ID	Customer Name	Segment	Country	City	State	Postal Code	Region	Product ID	Category	Sub-Category	Product Name	Sales	Quantity	Discount	Profit	
2	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-BO-1000	Furniture	Bookcases	Bush Somers	261.96	2	0	41.9136	
3	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-CH-1000	Furniture	Chairs	Hon Deluxe F	731.94	3	0	219.582	
4	DV-13045	Darrin Van H	Corporate	United States	Los Angeles	California	90036	West	OFF-LA-1000	Office Suppli	Labels	Self-Adhesive	14.62	2	0	6.8714	
5	SO-20335	Sean O'Donn	Consumer	United States	Fort Lauderdale	Florida	33311	South	FUR-TA-1000	Furniture	Tables	Bretford CR4	957.5775	5	0.45	-383.031	
6	SO-20335	Sean O'Donn	Consumer	United States	Fort Lauderdale	Florida	33311	South	OFF-ST-1000	Office Suppli	Storage	Eldon Fold 'N	22.368	2	0.2	2.5164	
7	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	FUR-FU-1000	Furniture	Furnishings	Eldon Express	48.86	7	0	14.1694	
8	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	OFF-AR-1000	Office Suppli	Art	Newell 322	7.28	4	0	1.9656	
9	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-1000	Technology	Phones	Mitel 5320 IP	907.152	6	0.2	90.7152	
10	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	OFF-BI-1000	Office Suppli	Binders	DXL Angle-Vi	18.504	3	0.2	5.7825	
11	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	OFF-AP-1000	Office Suppli	Appliances	Belkin F5C20	114.9	5	0	34.47	
12	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	FUR-TA-1000	Furniture	Tables	Chromcraft R	1706.184	9	0.2	85.3092	
13	BH-11710	Brosina Hoffr	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-1000	Technology	Phones	Konftel 250 C	911.424	4	0.2	68.3568	
14	AA-10480	Andrew Allen	Consumer	United States	Concord	North Carolin	28027	South	OFF-PA-1000	Office Suppli	Paper	Xerox 1967	15.552	3	0.2	5.4432	
15	IM-15070	Irene Maddox	Consumer	United States	Seattle	Washington	98103	West	OFF-BI-1000	Office Suppli	Binders	Fellowes PB2	407.976	3	0.2	132.5922	
16	HP-14815	Harold Pawla	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-AP-1000	Office Suppli	Appliances	Holmes Repli	68.81	5	0.8	-123.858	
17	HP-14815	Harold Pawla	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-BI-1000	Office Suppli	Binders	Storex DuraTi	2.544	3	0.8	-3.816	
18	PK-19075	Pete Kriz	Consumer	United States	Madison	Wisconsin	53711	Central	OFF-ST-1000	Office Suppli	Storage	Stur-D-Stor S	665.88	6	0	13.3176	
19	AG-10270	Alejandro Grc	Consumer	United States	West Jordan	Utah	84084	West	OFF-ST-1000	Office Suppli	Storage	Fellowes Sup	55.5	2	0	9.99	
20	ZD-21925	Zuschuss Dor	Consumer	United States	San Francisco	California	94109	West	OFF-AR-1000	Office Suppli	Art	Newell 341	8.56	2	0	2.4824	
21	ZD-21925	Zuschuss Dor	Consumer	United States	San Francisco	California	94109	West	TEC-PH-1000	Technology	Phones	Cisco SPA 50	213.48	3	0.2	16.011	
22	ZD-21925	Zuschuss Dor	Consumer	United States	San Francisco	California	94109	West	OFF-BI-1000	Office Suppli	Binders	Wilson Jones	22.72	4	0.2	7.384	
23	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AR-1000	Office Suppli	Art	Newell 318	19.46	7	0	5.0596	
24	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AP-1000	Office Suppli	Appliances	Acco Six-Outl	60.34	7	0	15.6884	
25	SF-20065	Sandra Flana	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-CH-1000	Furniture	Chairs	Global Delux	71.372	2	0.3	-1.0196	
26	EB-13870	Emily Burns	Consumer	United States	Orem	Utah	84057	West	FUR-TA-1000	Furniture	Tables	Bretford CR4	1044.63	3	0	240.2649	
27	EH-13945	Eric Hoffman	Consumer	United States	Los Angeles	California	90049	West	OFF-BI-1000	Office Suppli	Binders	Wilson Jones	11.648	2	0.2	4.2224	
28	EH-13945	Eric Hoffman	Consumer	United States	Los Angeles	California	90049	West	TEC-AC-1000	Technology	Accessories	Imation 8GB	90.57	3	0	11.7741	
29	TR-21520	Tracy Blumst	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-BO-1000	Furniture	Bookcases	Riverside Pal	3083.43	7	0.5	-1665.0522	

## 7. WORKSHEET PROCESS

## 7.1 TOTAL SALES BY STATE

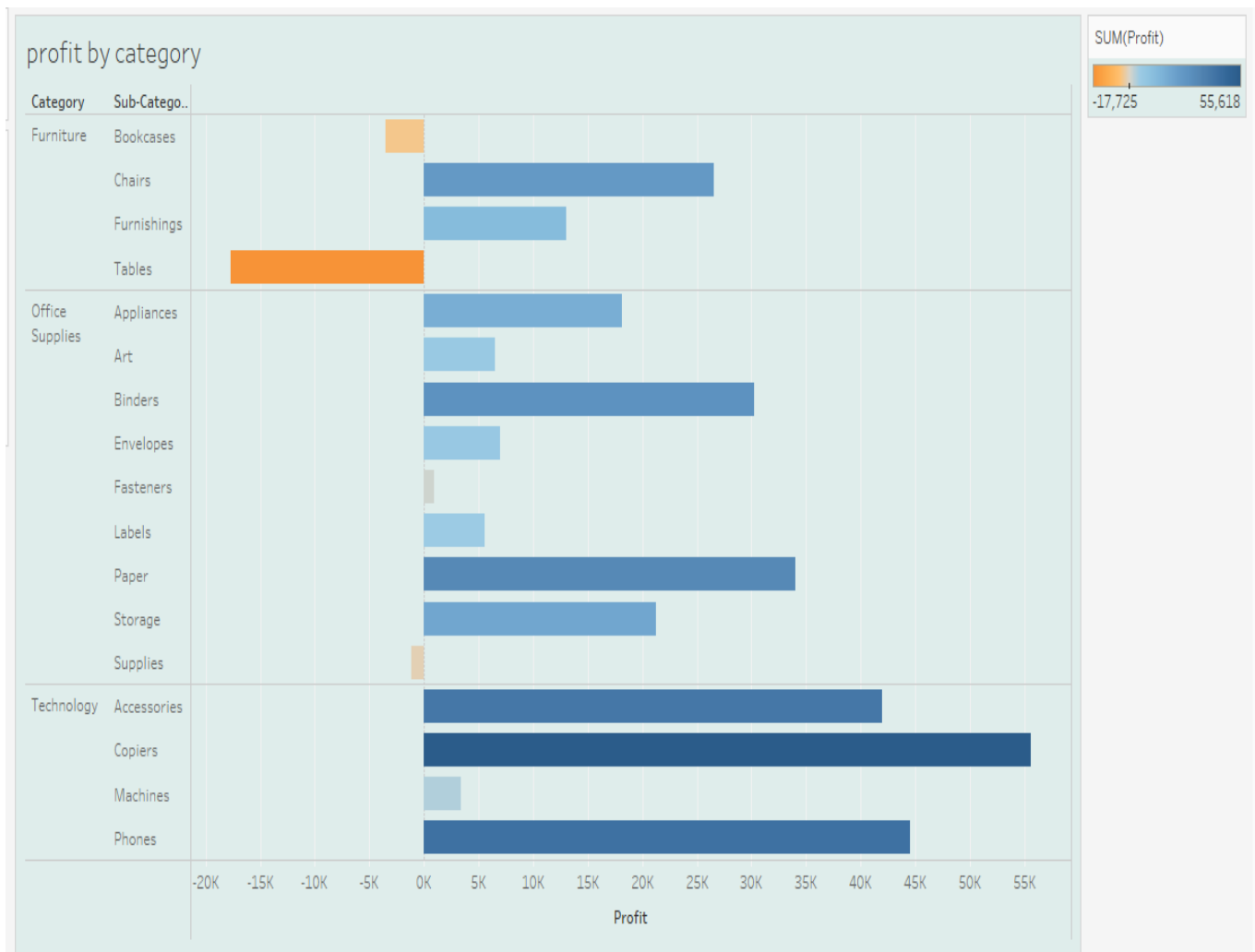


## 7.2 PROFIT & LOSS BY STATE

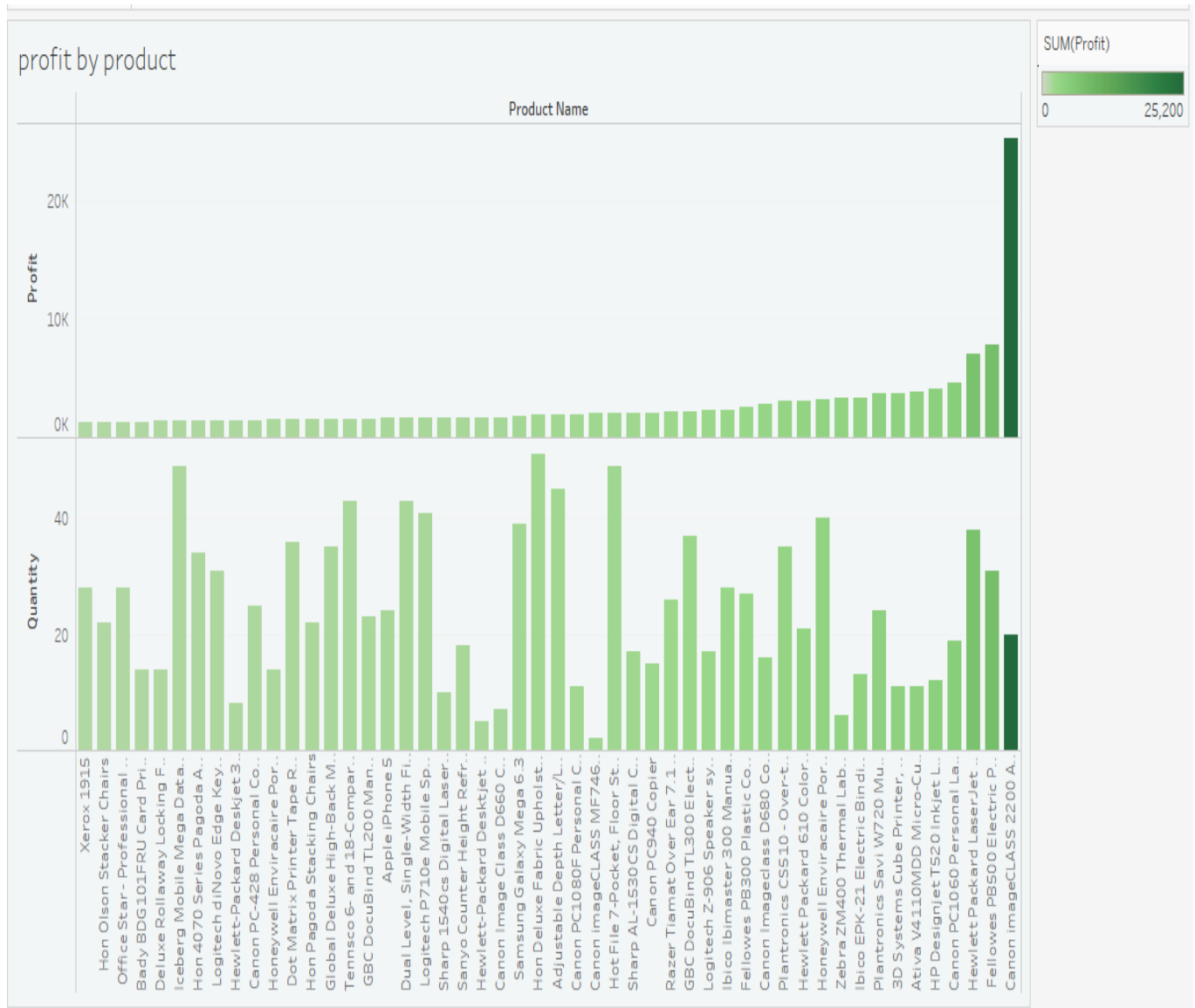




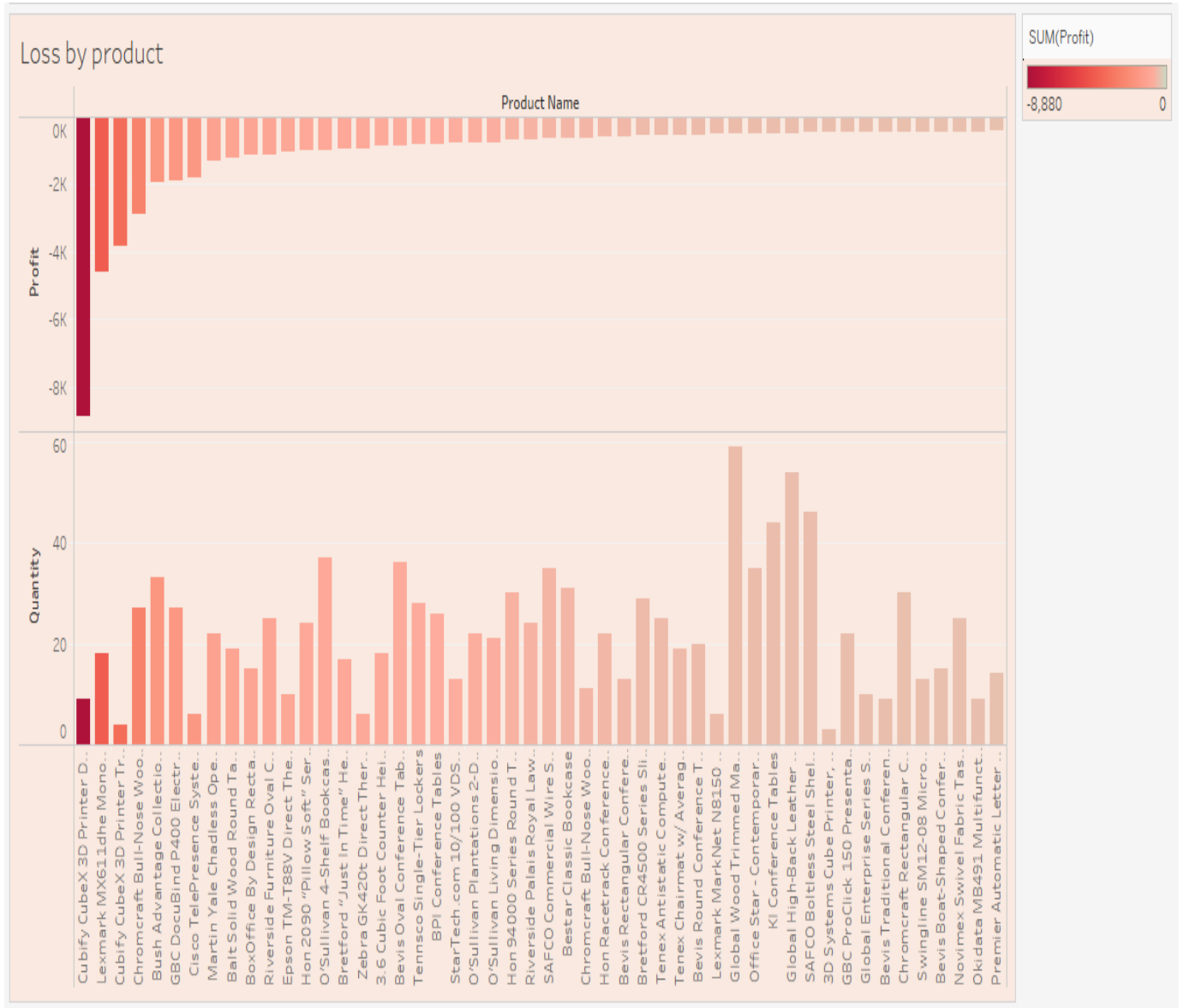
## 7.3 PROFIT BY CATEGORY



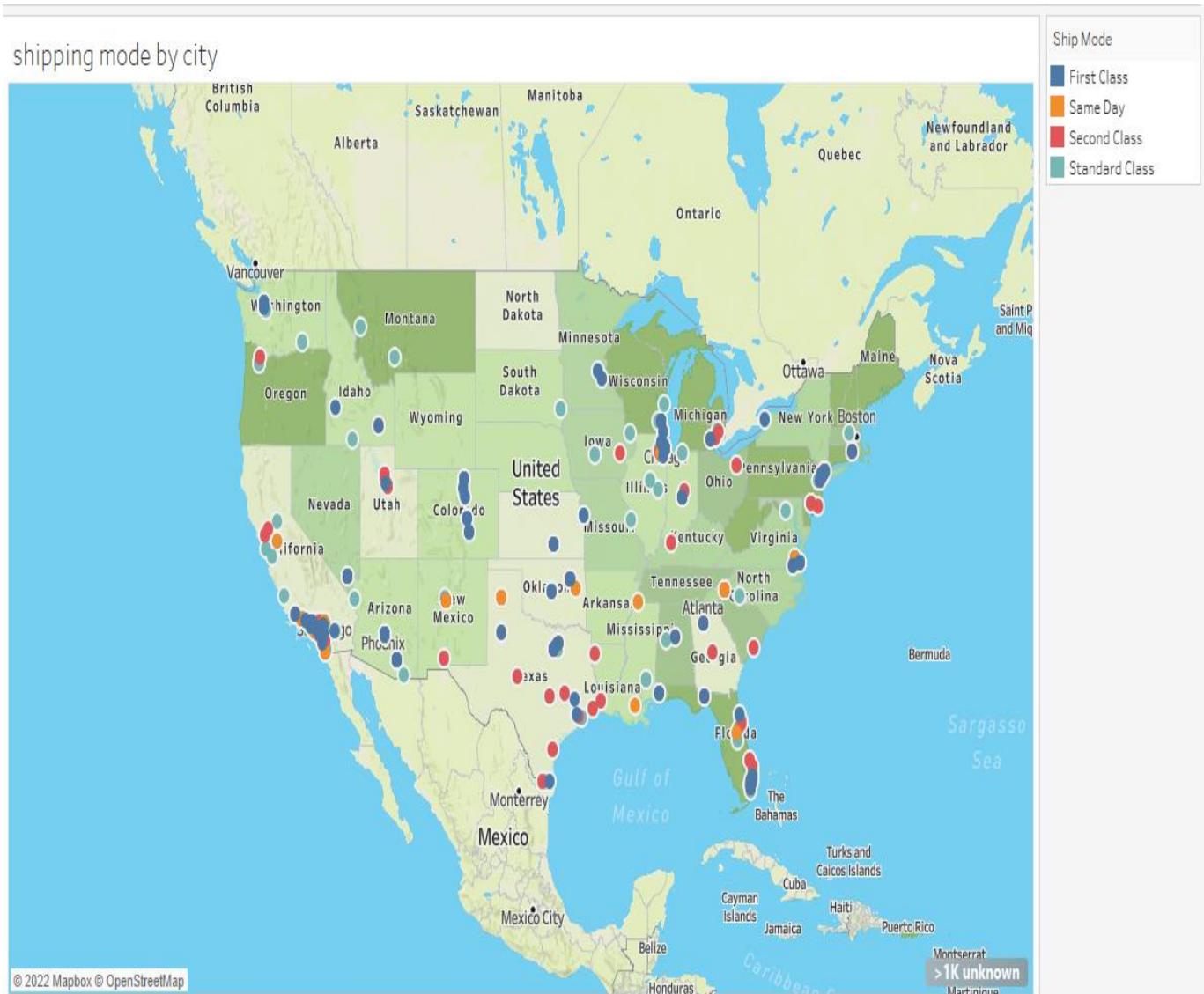
## 7.4 PROFIT BY PRODUCT



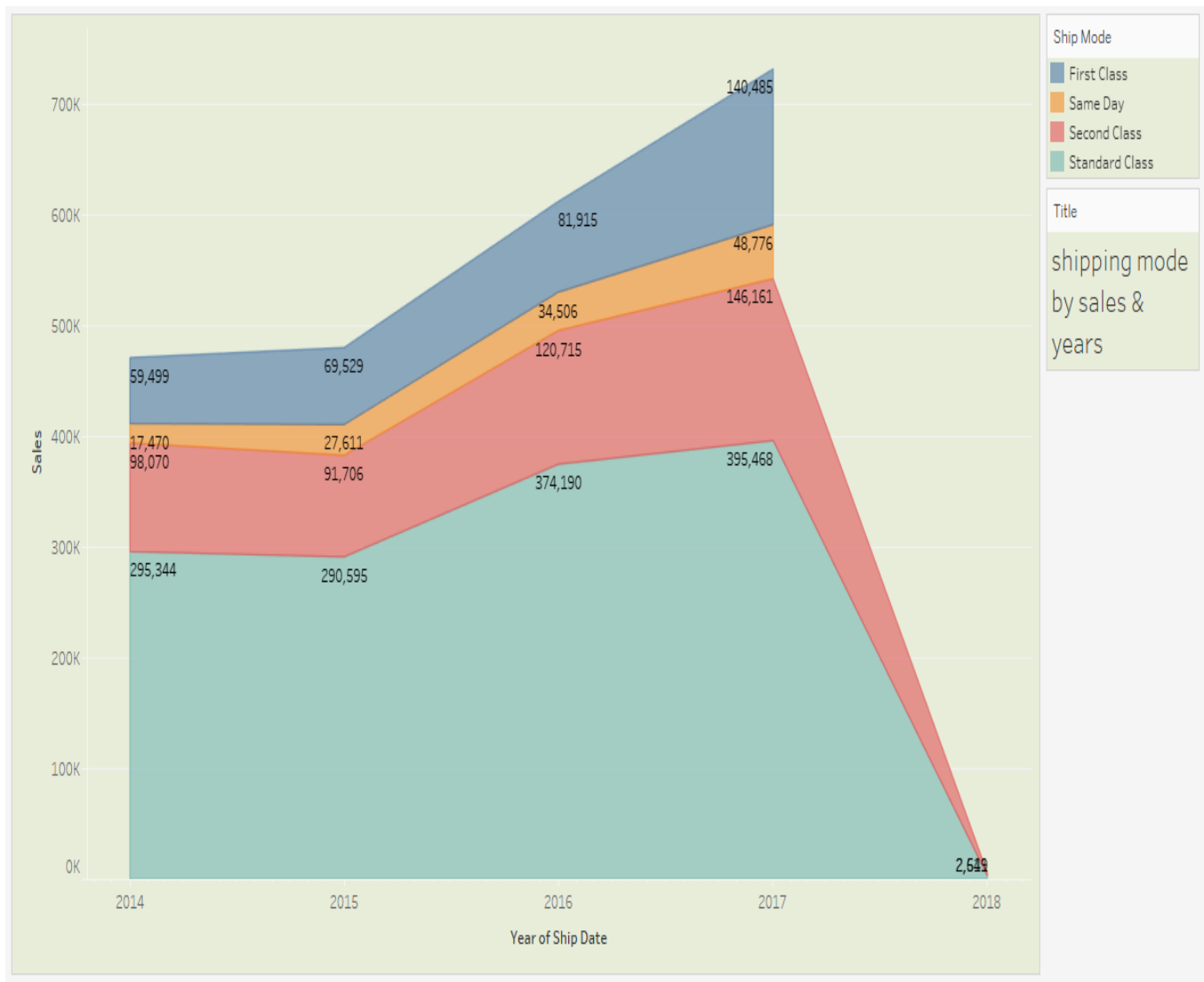
## 7.5 LOSS BY PRODUCT



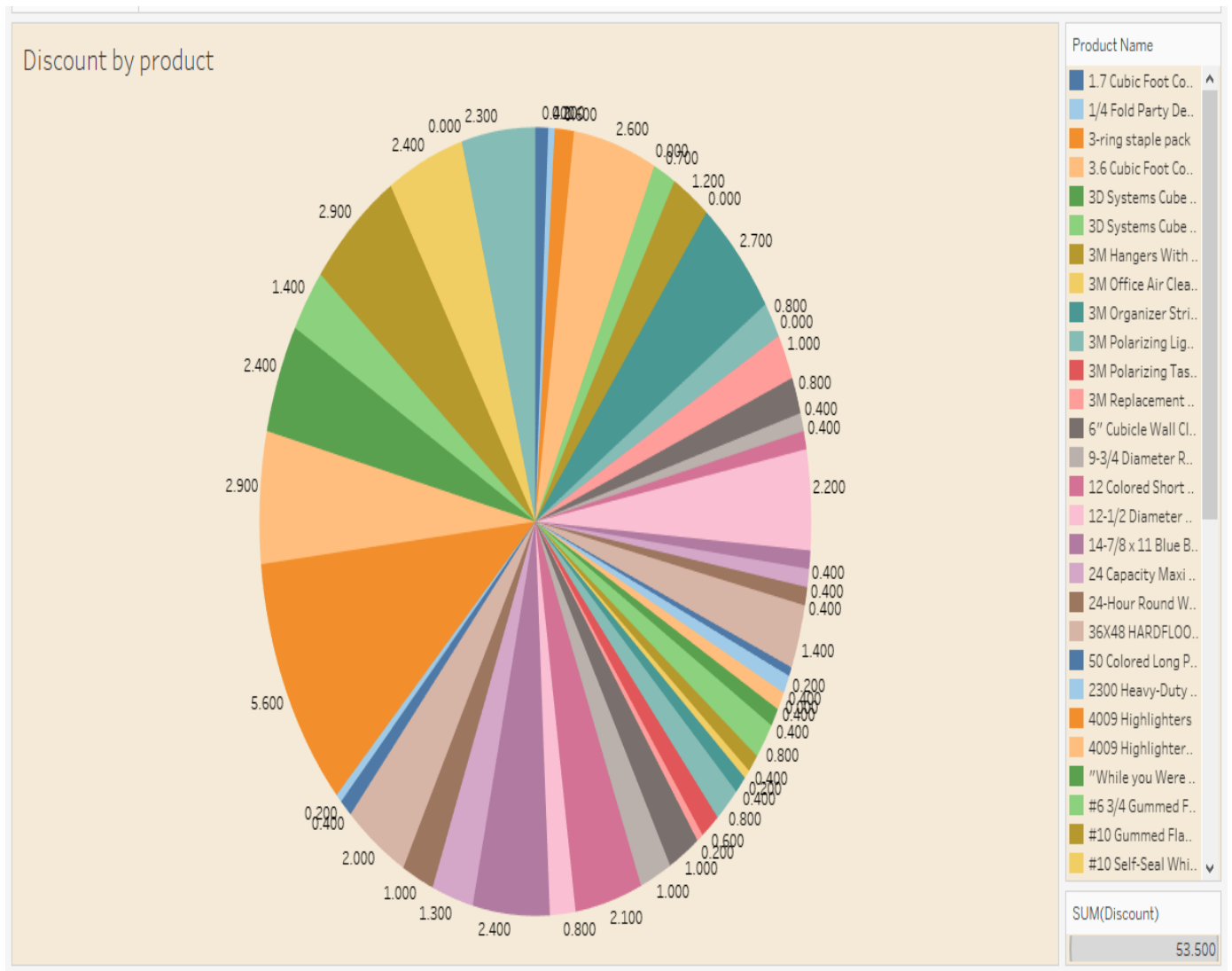
## 7.6 SHIPPING MODE BY CITY



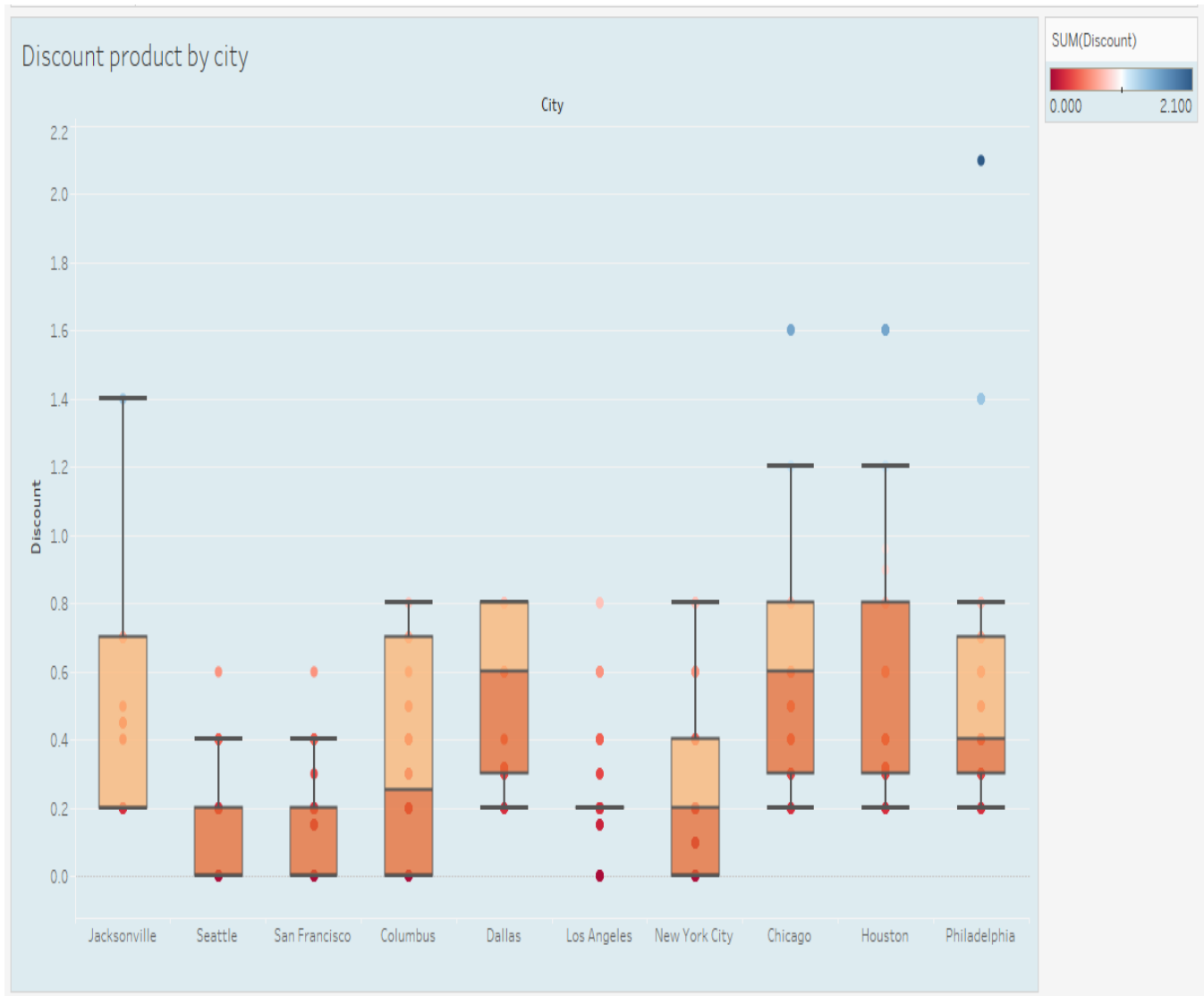
## 7.7 SHIPPING MODE BY SALES & YEARS



## 7.8 DISCOUNT BY PRODUCT

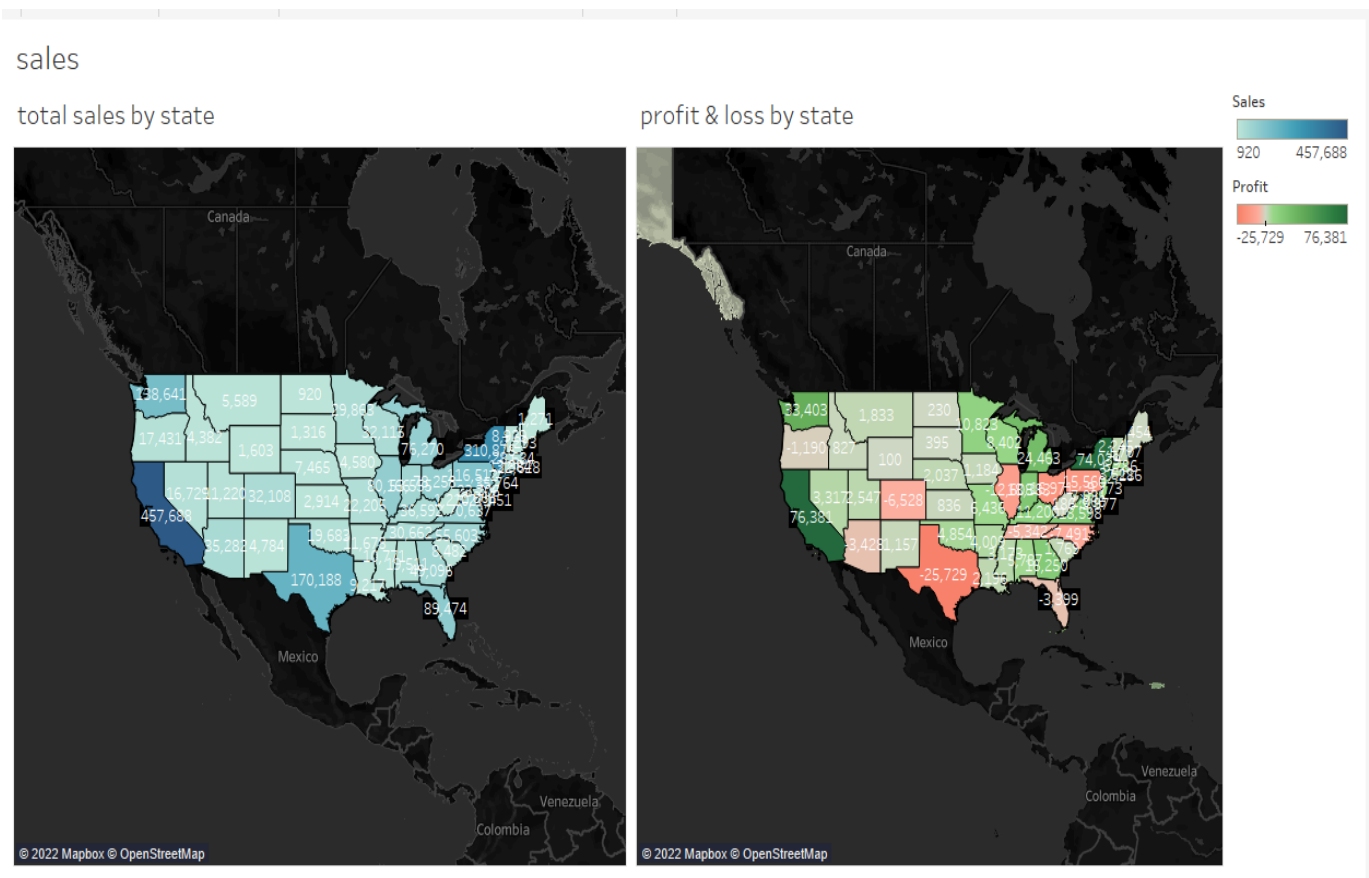


## 7.9 DISCOUNT PRODUCT BY CITY



# 8.DASHBOARDS

## 8.1 SALES

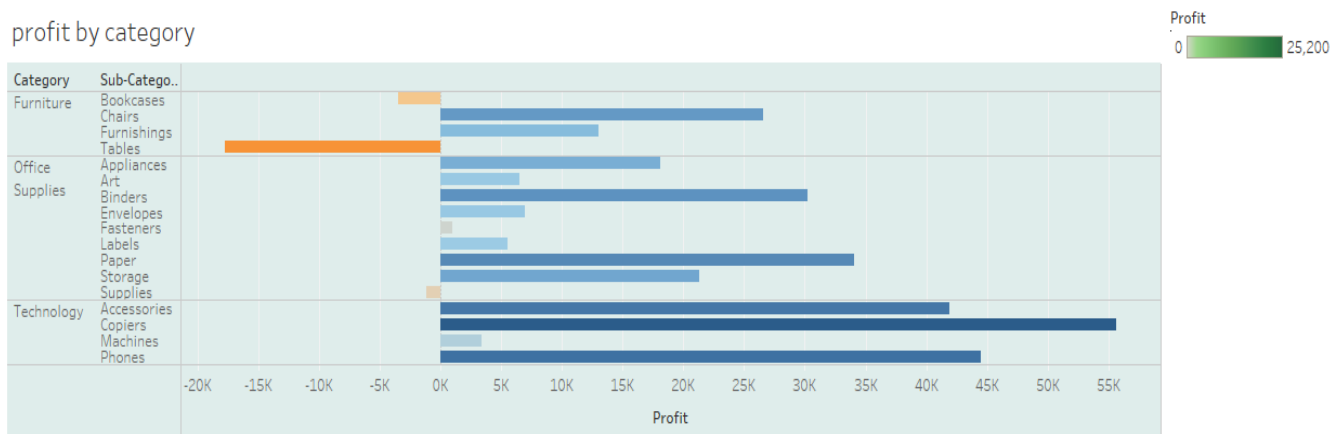




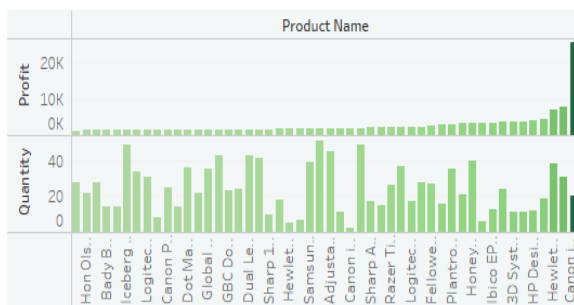
## 8.2 PROFIT & LOSS

profit & loss

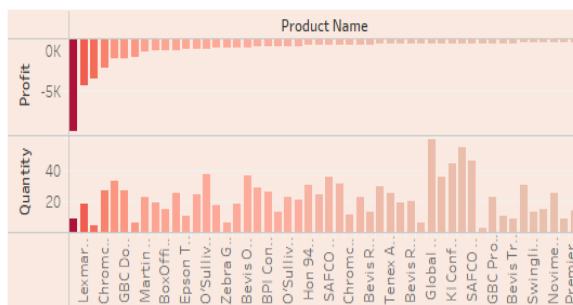
profit by category



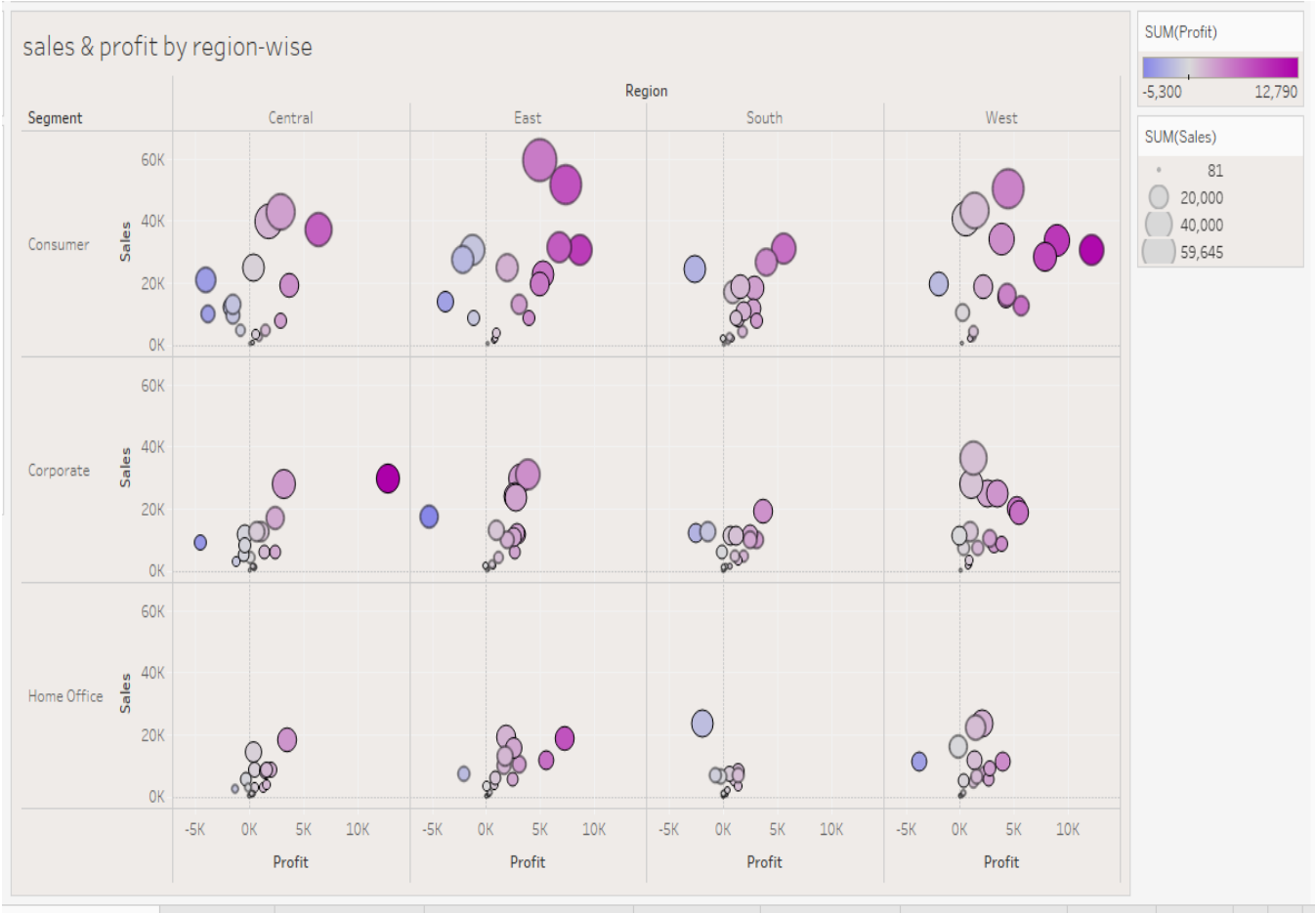
profit by product



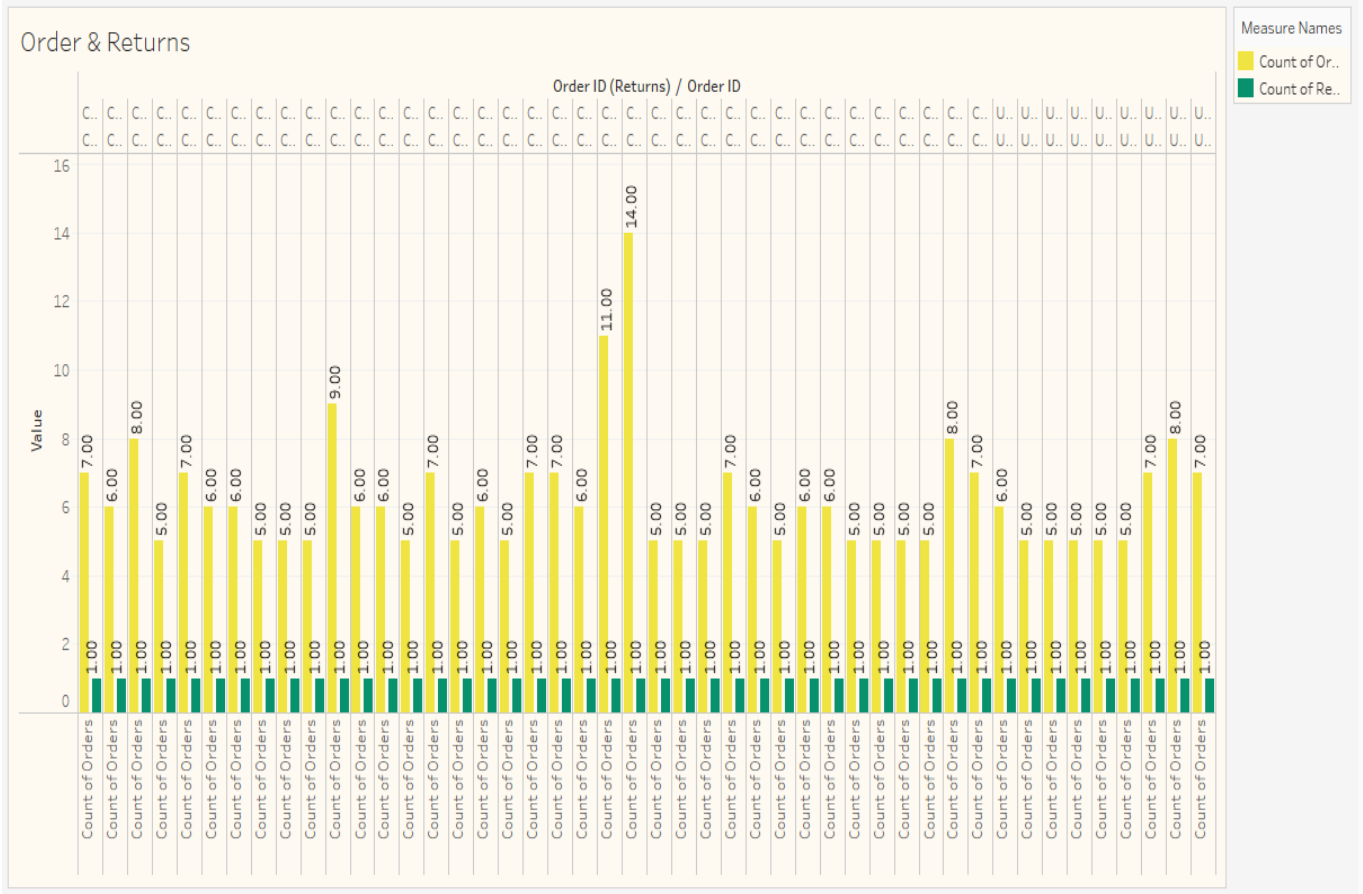
Loss by product



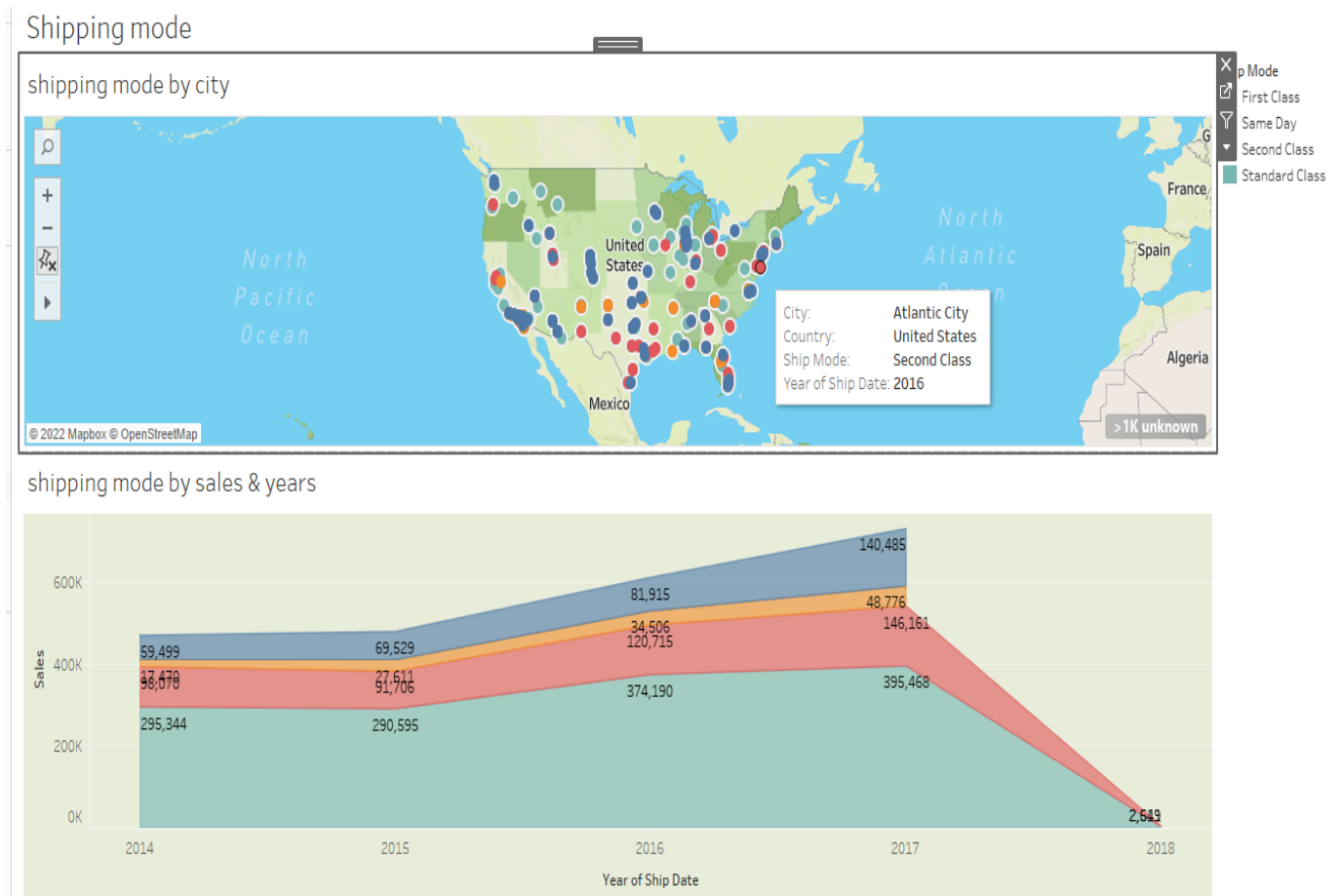
8.3 SALES & PROFIT BY REGION-WISE



8.4 ORDER & RETURNS



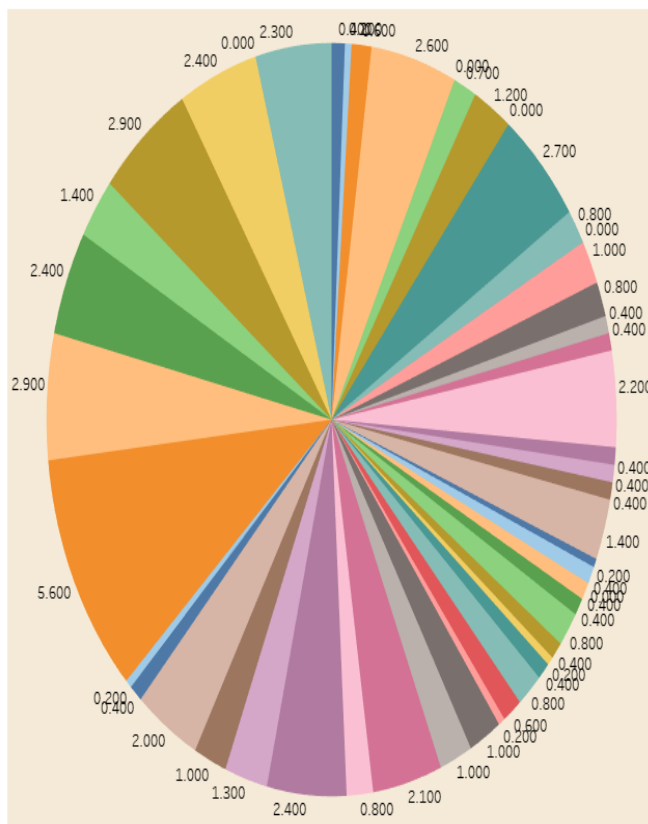
## 8.5 SHIPPING MODE



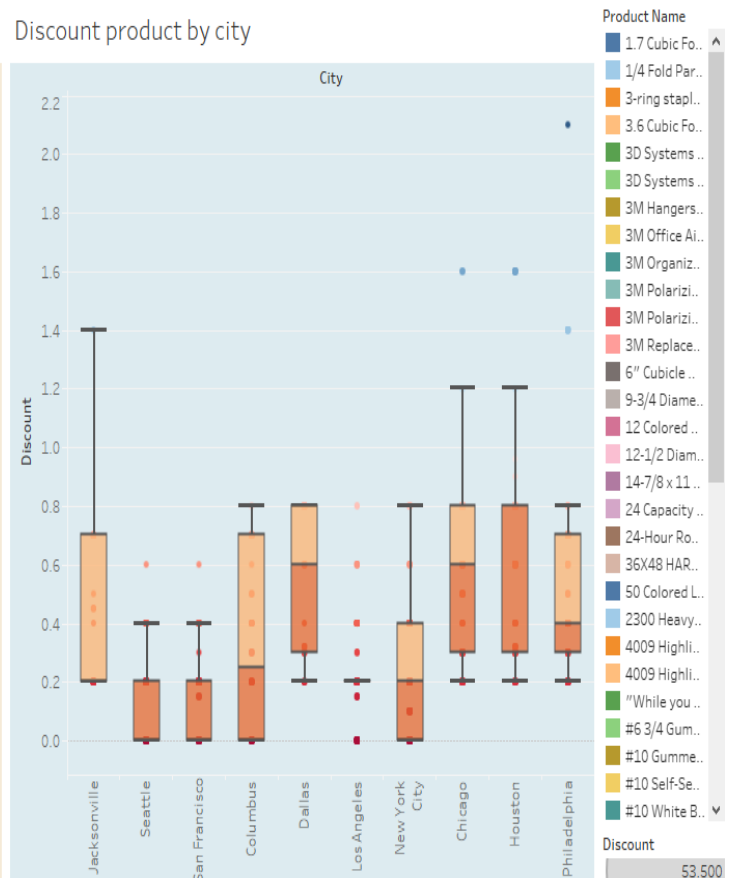
## 8.6 DISCOUNT

Discount

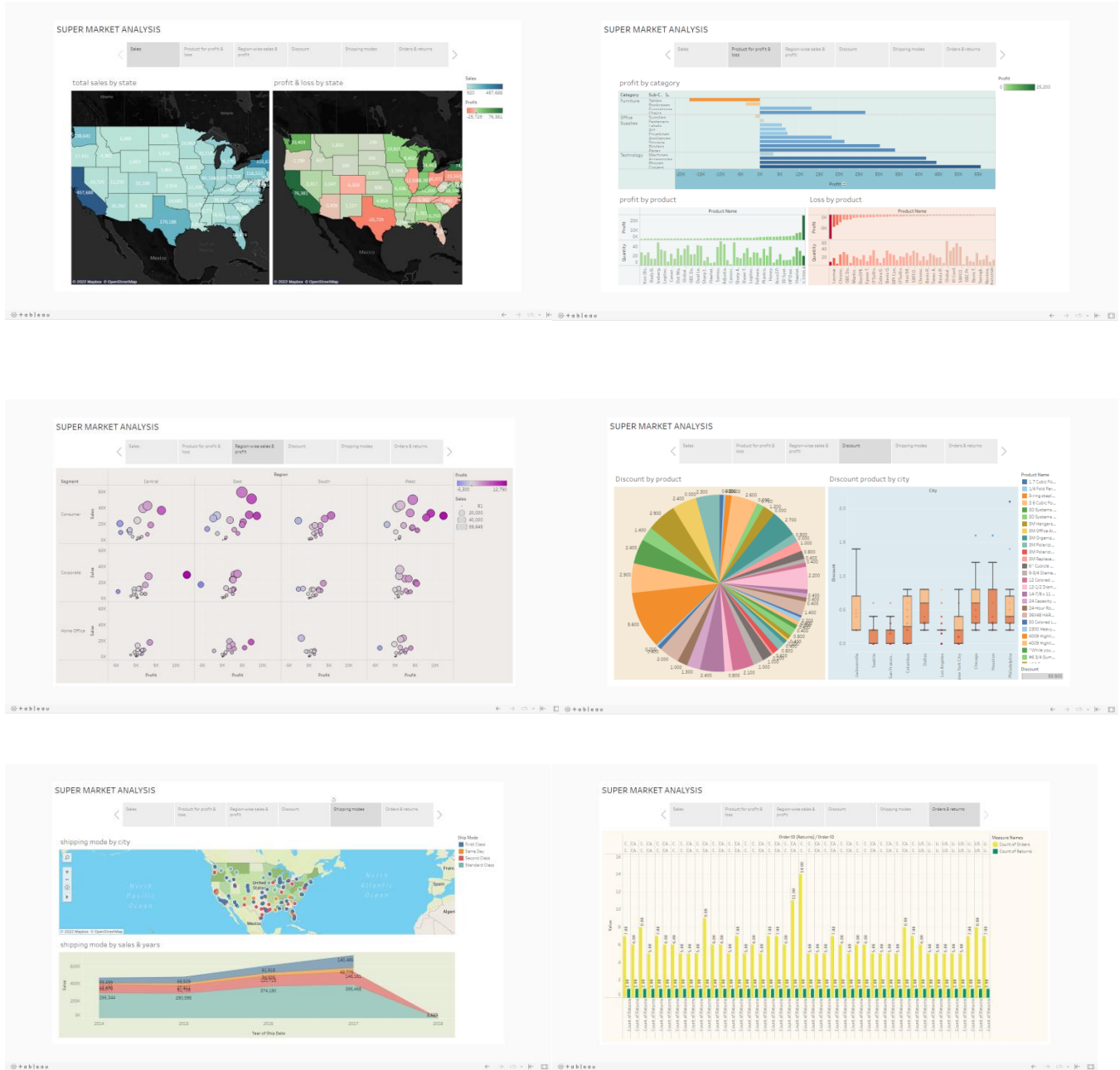
Discount by product



Discount product by city



# 9. STORY



## **10. CONCLUSION**

### **10.1. CONCLUSION**

Thus, the project on "**DATA ANALYTICS AND VISUALIZATION OF SUPER MARKET USING TABLEAU**" was completed with front end as tableau public 2019 successfully. The main purpose of this project is visualizing the given data and analyze it through pictorial representations. Hence the admin can access, manipulate and update the data according to his needs.

The project which we have developed is very convenient to use any user. Our project has all the features to facilitate the major operation of manipulating data. Security has been provided to the authorized person. Here admin have full rights to modify all details in the project.

### **10.2. FURTHER ENHANCMENTS**

As US Super market is consisting of a variety of products and category provided on overall country, there will be a discovery of several products and category over years. So according to the new availability products or category are available the authorized person will give the best analysis to the user.

## 11.REFERENCE

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- [2] <https://simple.wikipedia.org/wiki/Supermarket>
- [3] <https://drive.google.com/file/d/11gs4UgN9qBHc7JsI9E7jZN5FkAEu4XgK/view>
- [4] <https://www.kaggle.com/datasets/aungpyaeap/supermarket-sales>
- [5] <https://community.tableau.com/s/question/0D54T00000CWeX8SAL/sample-superstore-sales-excelxls>