

## **DA Assignment - 2**

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)

**Dataset:** [Link](#)

**Task:**

Upload the dataset to Tableau, delete the unnecessary columns

**Create below visualization:**

- Donut Chart
- Area Chart
- Text table
- Highlighted table
- WordCloud
- Funnel Chart
- Waterfall

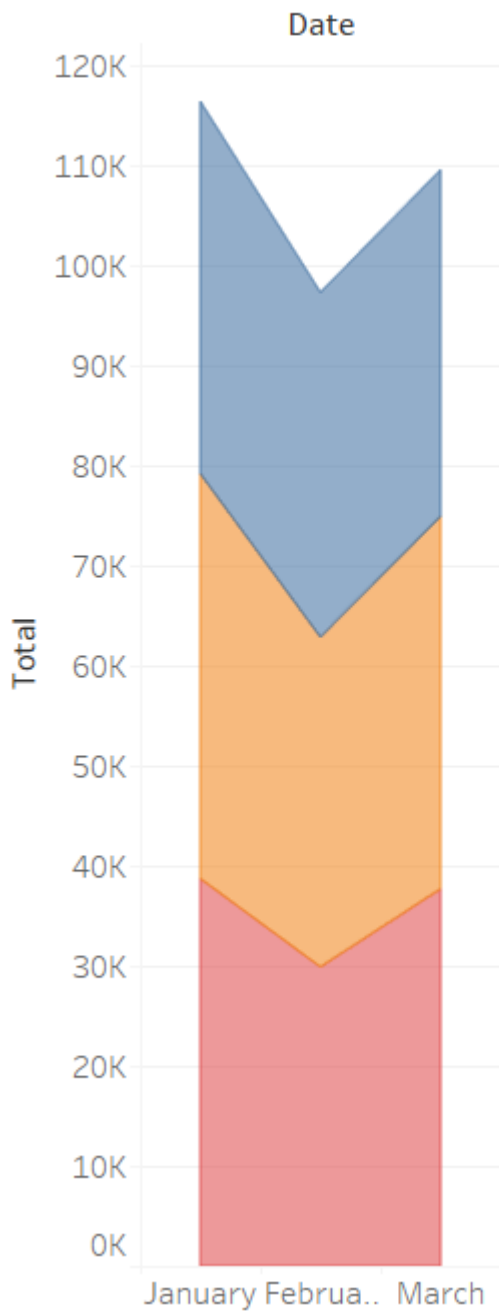
**Process To Submit:**

Take Screenshot of Visualization and paste them in Doc > Save it as pdf and Submit the pdf file.

Donut Chart – Sales by Product Line



## Area Chart – Sales Over Time



Text Table – Gross Income by City and Branch

City	Branch		
	A	B	C
Mandalay		5,057.0	
Naypyitaw			5,265.2
Yangon	5,057.2		
Grand Total	5,057.2	5,057.0	5,265.2

## Highlighted Table – Rating by Product Line

Product line	
Electronic accessori..	1,177.2
Fashion accessories	1,251.2
Food and beverages	1,237.7
Health and beauty	1,064.5
Home and lifestyle	1,094.0
Sports and travel	1,148.1

## Word Cloud – Most Sold Product Line

Health and beauty

Product line: Health and beauty  
Quantity: 854

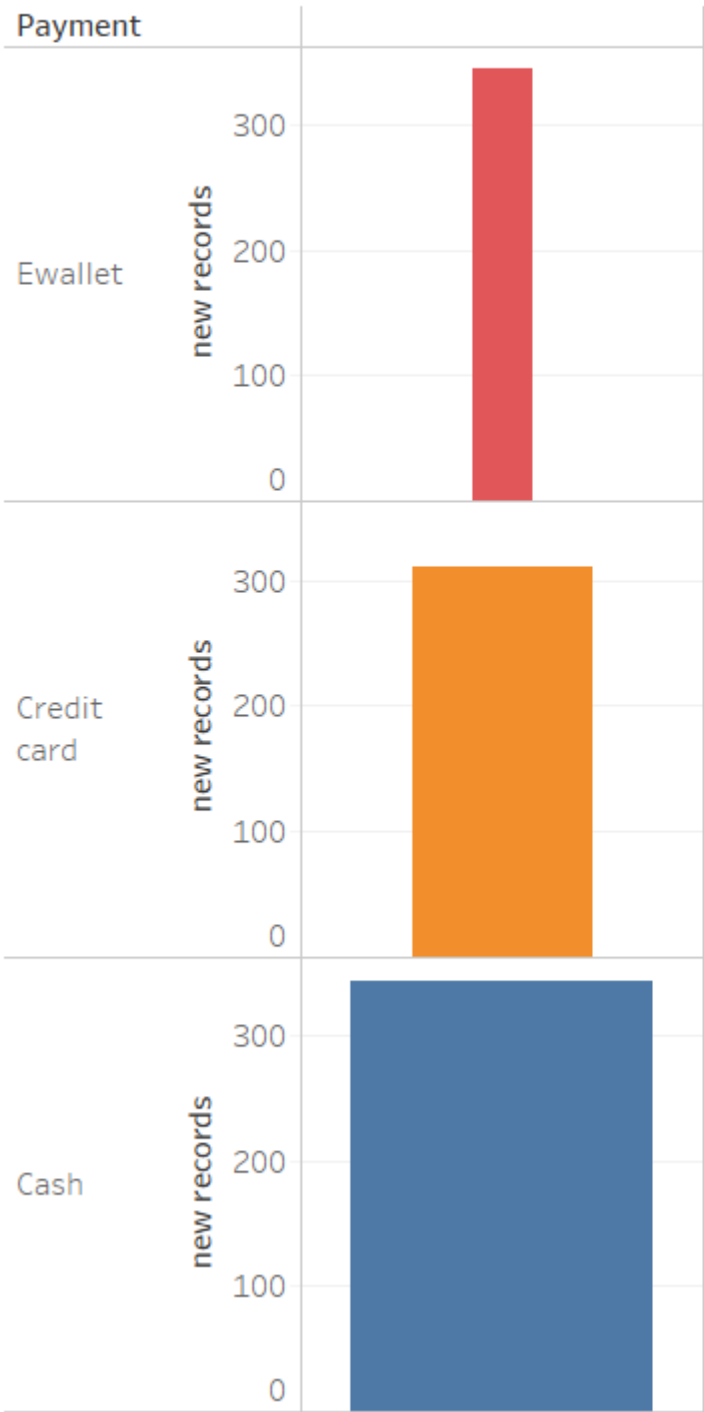
Sports and travel Food and b

Electronic accessories

Fashion accessories

Home and l

# Funnel Chart – Count of Payments



Payment  
Ewallet  
Credit card  
Cash

Payment  
Ewallet  
Credit card  
Cash

# Waterfall Chart – Gross Income by Month

