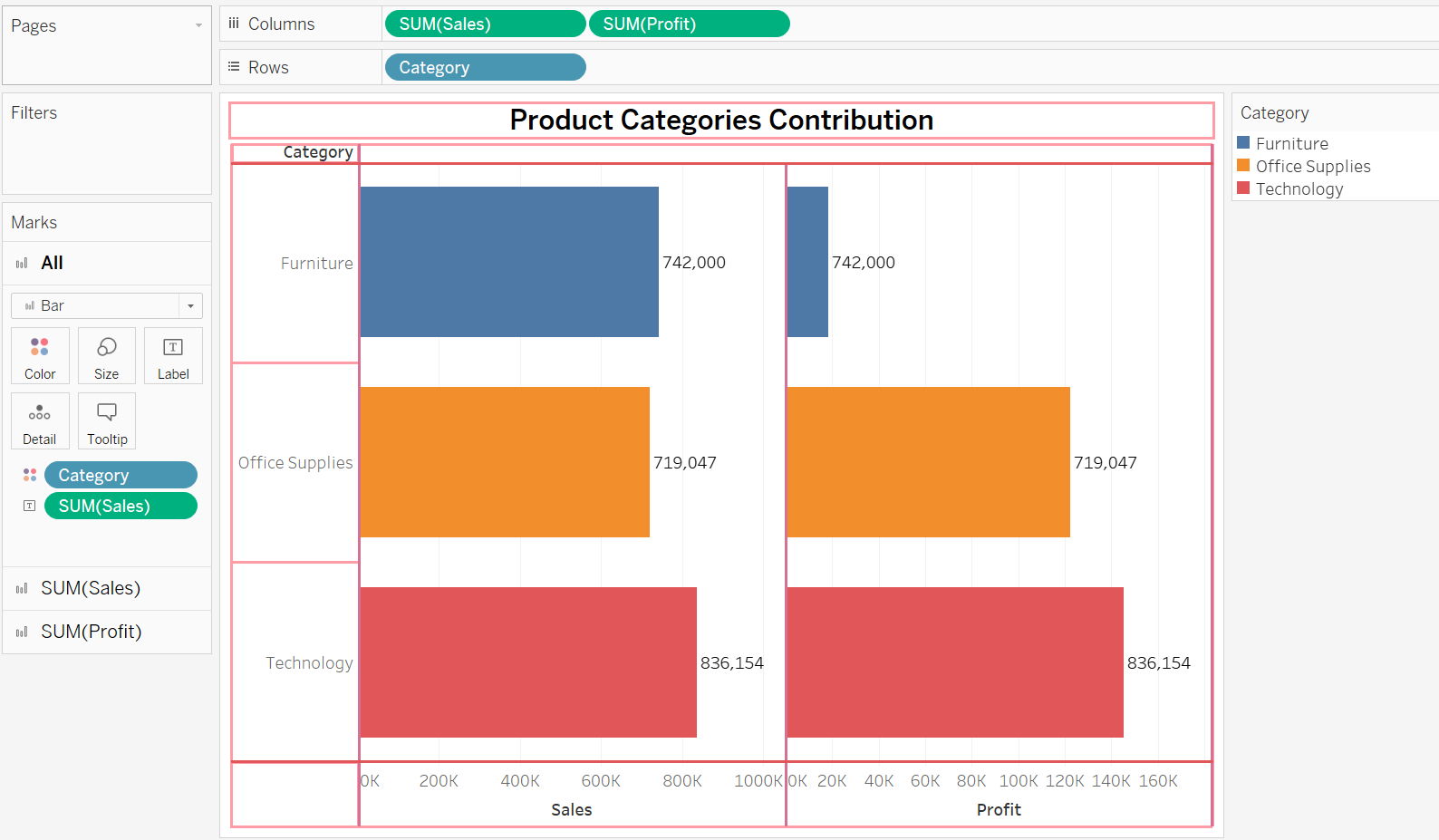
NAME: CHILUKOTI USHA SRI

ROLL NO:21481A0223

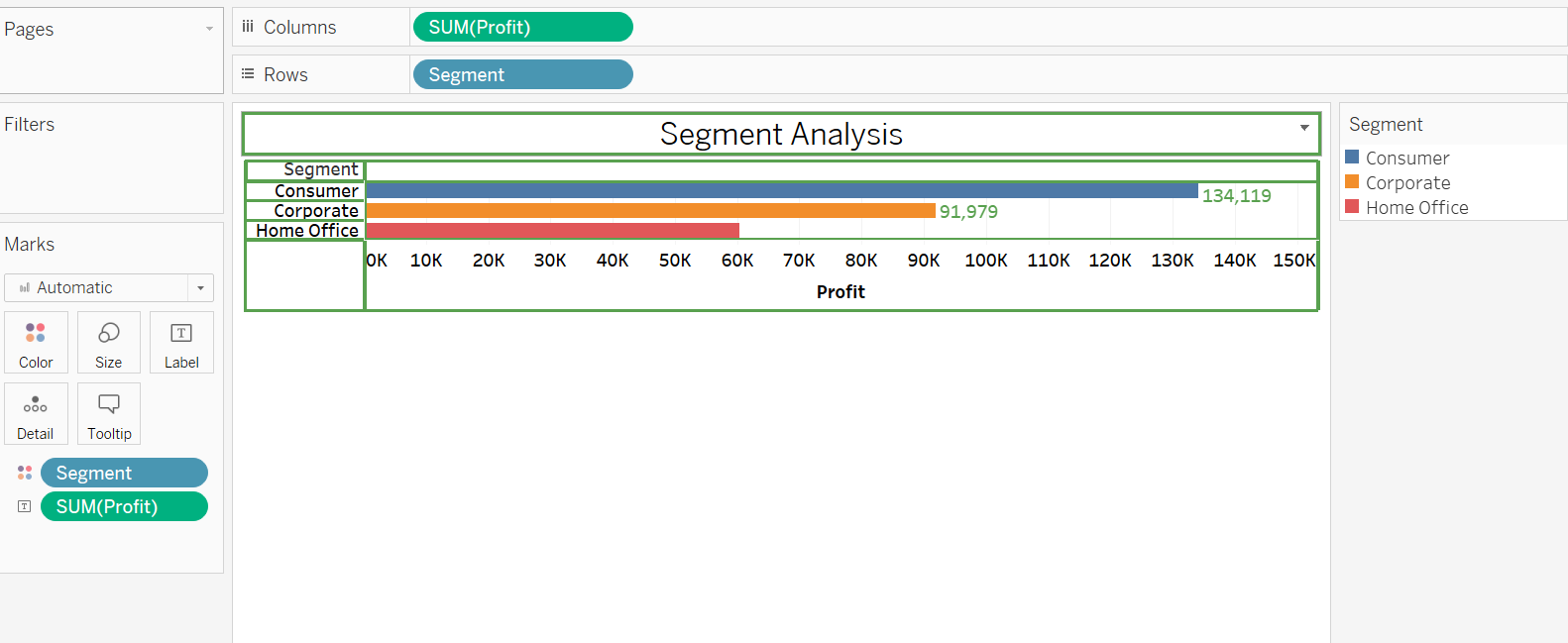
**Data Analytics**

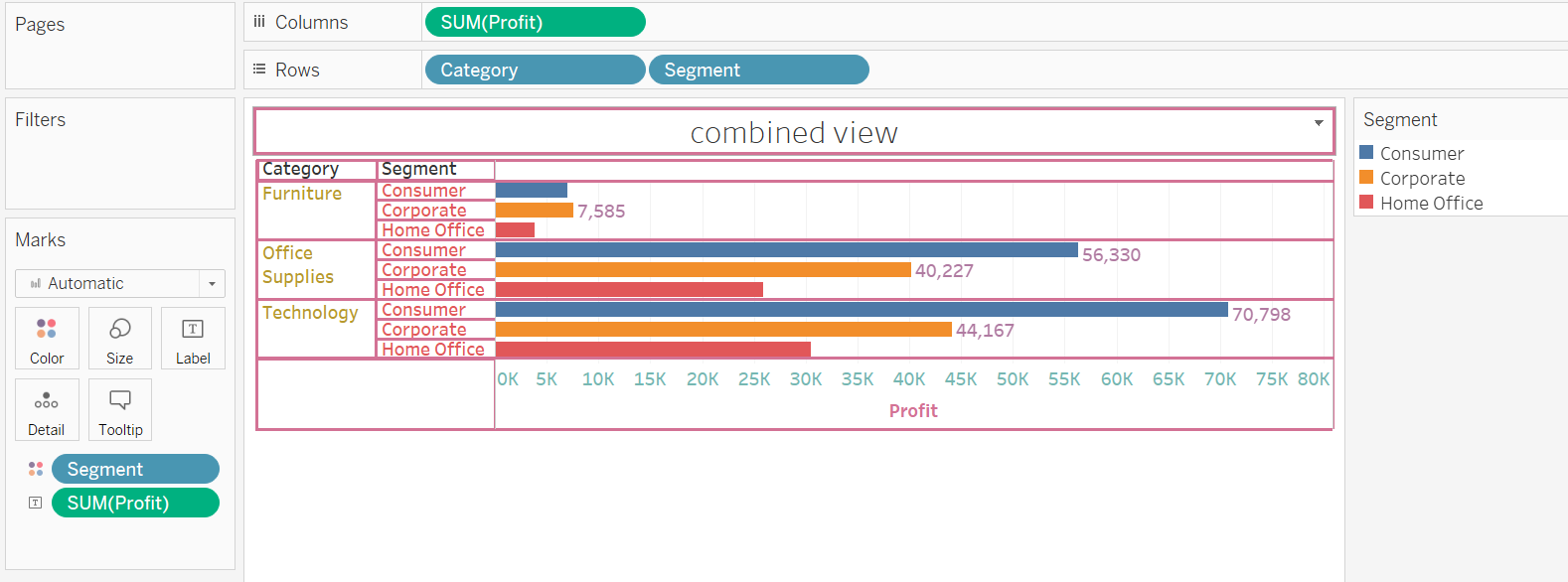
**Project (Team – 11)**

* Determine which product categories contribute most significantly to Supermarkets overall profitability

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* Analyze profitability across different customer segments to understand variations in purchasing behaviour and preferences.





* Utilize Tableau to create insightful visualizations that depict category-wise profit trends and segment-specific profitability patterns.

