# Supermarket Sales vs Product Dashboard

This interactive dashboard provides a holistic view of sales performance across products, branches, and customer segments using a range of insightful visualizations. The goal is to analyze overall sales trends, product line performance, and profitability using both numerical and visual storytelling.

# □ 1. Donut Chart – Sales Distribution by Product Line

The **Donut Chart** gives a clear overview of how total sales are distributed across different product lines such as *Health and Beauty, Food and Beverages, Fashion Accessories*, etc. Each slice represents the share of each product line in total revenue, offering an at-a-glance understanding of top-performing categories.

# ☐ 2. Area Chart – Daily Sales Trend

The **Area Chart** highlights the fluctuation of total sales over time, plotted by day. This visualization helps identify seasonal patterns, peak shopping days, and any anomalies in revenue. It provides a temporal context to the sales data, making it easier to track growth or decline trends over the dataset period.

# ☐ 3. Text Table – Sales Breakdown by Branch and Gender

The **Text Table** offers a simple yet powerful view of sales segmented by **branch** and **customer gender**. This allows stakeholders to compare how different branches perform in terms of revenue generated by male and female customers, which could inform marketing or staffing strategies.

# $\ \square$ 4. Highlighted Table – Sales Performance by Product Line and Payment Method

This **Highlighted Table** cross-tabulates **product lines** with **payment methods** (e.g., Cash, Ewallet, Credit Card). The intensity of the color highlights areas of strong performance, enabling quick identification of popular combinations like high sales of electronics via e-wallets.

# **● 5. Word Cloud – Product Line Popularity**

The **Word Cloud** visually represents the popularity of product lines based on either frequency of purchases or total revenue. Larger, bolder words indicate more popular or higher-revenue-generating categories. This informal yet effective visualization provides a fast visual cue of what's trending in customer purchases.

# ☐ 6. Funnel Chart – Sales Pipeline by Product Line

The **Funnel Chart** illustrates a descending view of total sales by product line, from highest to lowest. This format helps identify the "conversion-like" drop-off between top and low-performing product categories. It's especially useful for understanding where to focus marketing or inventory adjustments.

# □ 7. Waterfall Chart – Gross Income Contribution by Product Line

The **Waterfall Chart** visualizes the **step-by-step impact** of each product line on overall **gross income**. Positive and negative contributions are color-coded to show which product lines are increasing or dragging down total profitability. This helps in understanding product-level profitability beyond just sales volume.

# **Conclusion:**

The **Sales vs Product Dashboard** leverages diverse visual techniques to explore multiple dimensions of supermarket performance. From temporal trends and categorical comparisons to profit insights and customer behavior, this dashboard supports **data-driven decision-making** for sales optimization, inventory management, and strategic planning.

#### Tableau Public - DA Assignment Dashboard 2 File Data Worksheet Dashboard Story Analysis Man Format Server Window Hele Tableau Desktop Public Edition Buy Tableau # ← → □ · □ □ □ · □ □ · □ □ · □ □ · □ □ · □ A Entire View · □ □ · □ Show Me Dashboard Layout Sales by Product Line ■ Electronic accessories Default Fashion accessories Phone Gender Sports and travel Electronic Device Preview Health and beauty 52,93 53,269 Home and lifestyle 52.928 53.26 accessories Sports and travel min 555x500 - max 155... 2.906.701 7.94% Sheets Text Table Highlighted. Word Cloud Electronic accessorie Funnel Chart Fashion accessories WaterFall .. Food and beverages Health and beauty Home and lifestyle Objects 920 Sports and travel 952 d bey 854 SUM([Total]) DD Horizontal Contain... ☐ Vertical Container 56.145 -49 194 A Text → Pulse Metric Image Data Source Donut Chart Area Chart Text Table Highlighted Table Word Cloud Funnel Chart WaterFall Chart ⊞ SALES vs PRODUCT 🚉 🗒 🖫 6 marks 1 row by 6 columns Running Sum of SUM(Total): 1,111,099

#### **DASHBOARD-2**