**Problem Statement:**

The Walmart Superstore wants to analyze its sales data to gain insights into its

performance and identify opportunities for growth. The company has a vast amount of

sales data, including information on products, customers, stores, and transactions. The

main objective is to extract meaningful insights from this data to analyse the overall sales

of walmart superstore.

**Analysis:**

**Analysis of Sales:**

* Most sold items are chairs, phones, tables

• California state has the biggest market for Walmart

• Compared to previous 3-years, sales boomed in 2014

**Analysis of Inventory:**

• Sales peak in 4th quarter during november & December

• Staples & Clips are the most sold products

• Office supplies is the most sold category

**Analysis of Customers:**

* More than 80% of the customers are from California & Washington state

• Technology category has the least no of customers

• Raymond Buch is the most valuable customer

**Analysis of Profits:**

• Profit is least in 2nd quarter, highest in 3rd quarter.

* Profit is maximum in the month if March

• Profit increased gradually since 2011, and boomed in 2014.

**Recommendations: (to improve the performance)**

• Focus has to be directed towards 2nd quarter, since the profits are very low

• Furniture segment is the most profitable category. So, this segment can be expanded.

* Stores in Arizona, Colarado are facing losses. Steps has to be taken to prevent losses.