

Walmart Customer Behaviour Dashboard

Data-driven insights on purchasing patterns, loyalty and product performance

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Power Bi Portfolio Project: May 2025

Walmart customer purchase dataset: 50,000 transactions

Overview

Purchase Year

All



Product Category

All



Gender

All



Age Category

All



Total Revenue

1,14bn

Average Purchase

23,31K

Repeat Rate

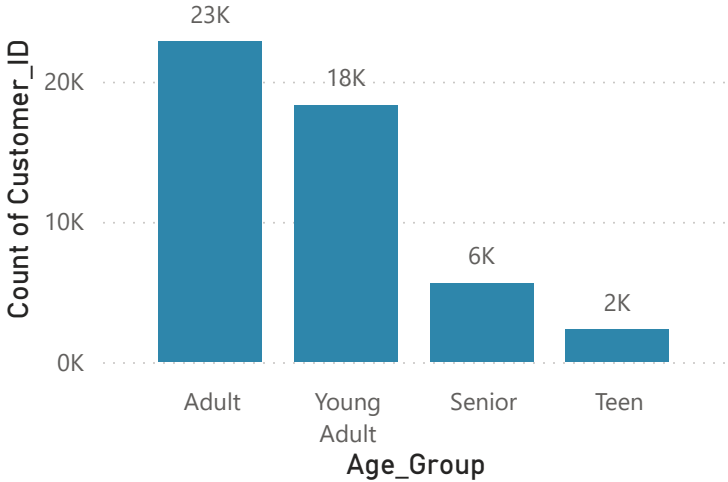
50,45%

Total transactions

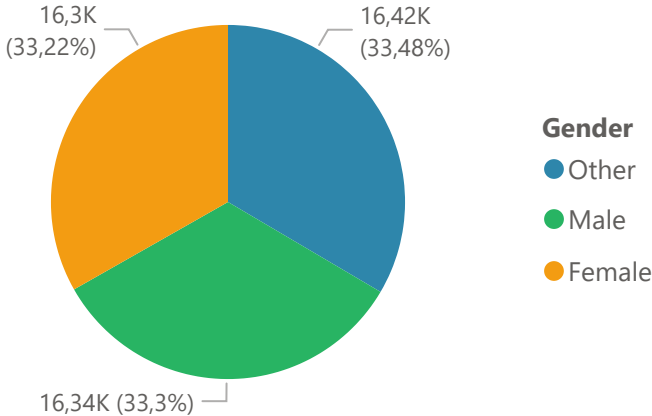
49K

Demographics

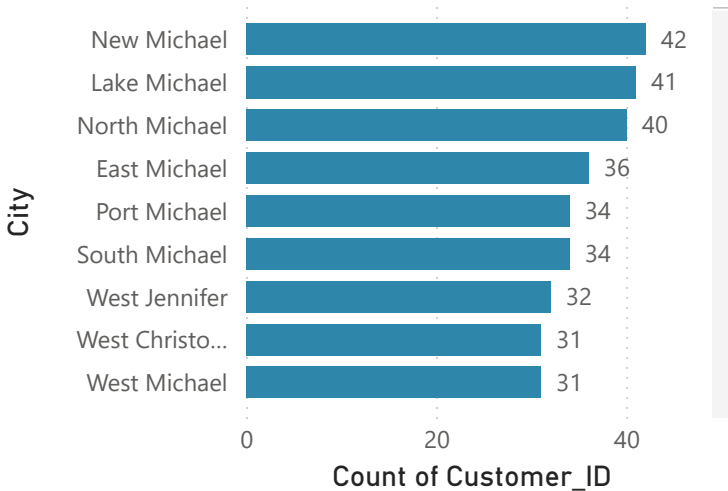
Customers by Age Group



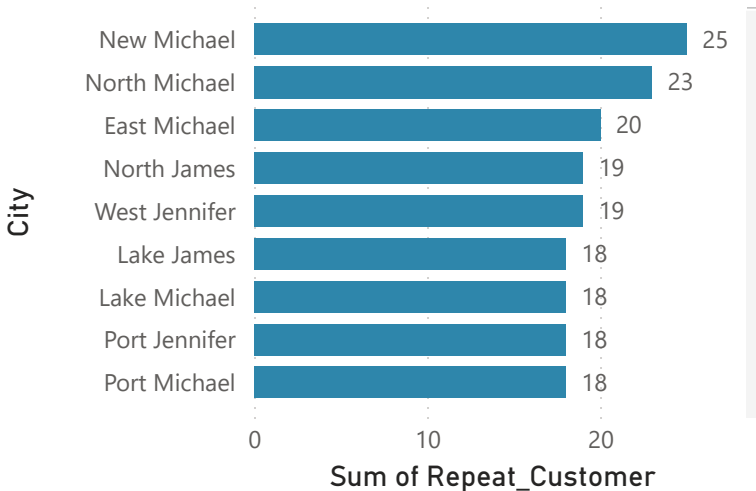
Customers by Gender



Customers by City



Repeat Customers by city



Purchase Trends

Category

Select all

Beauty

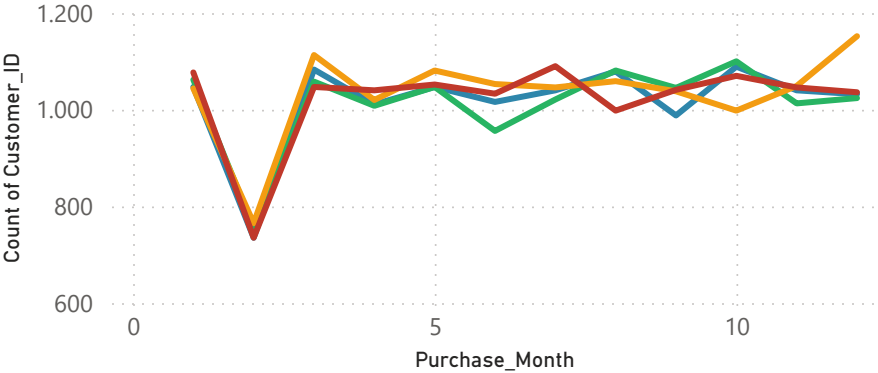
Clothing

Electronics

Home

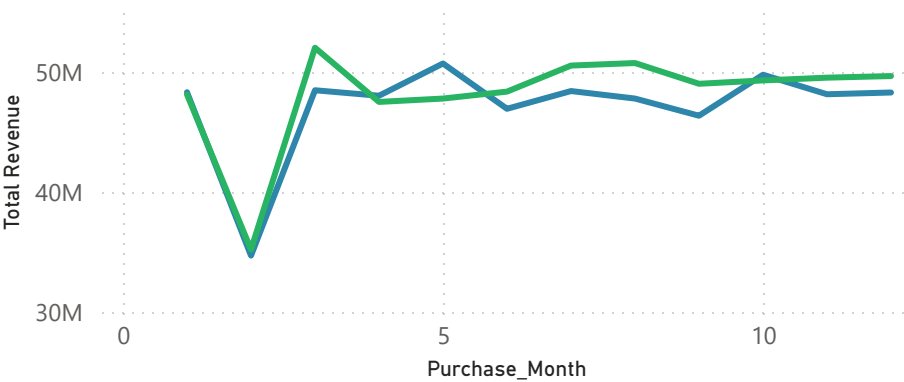
Monthly Purchases

Category ● Beauty ● Clothing ● Electronics ● Home



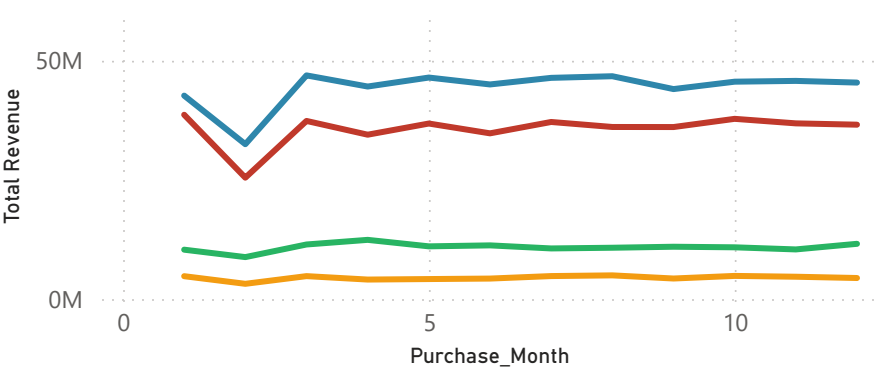
Monthly Revenue by Repeat vs. New Customers

Repeat_Customer ● 0 ● 1



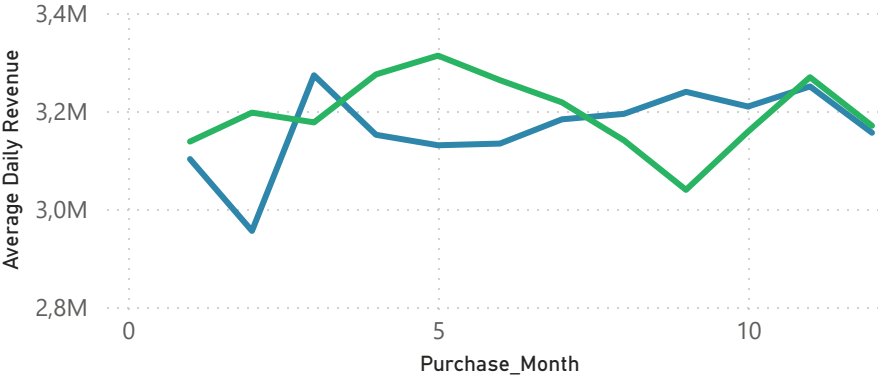
Monthly Revenue by Repeat vs. New Customers

Age_Group ● Adult ● Senior ● Teen ● Young Adult



Weekday vs Weekend Revenue

Is_Weekend ● Weekday ● Weekend



Product Performance

Age_Group

All

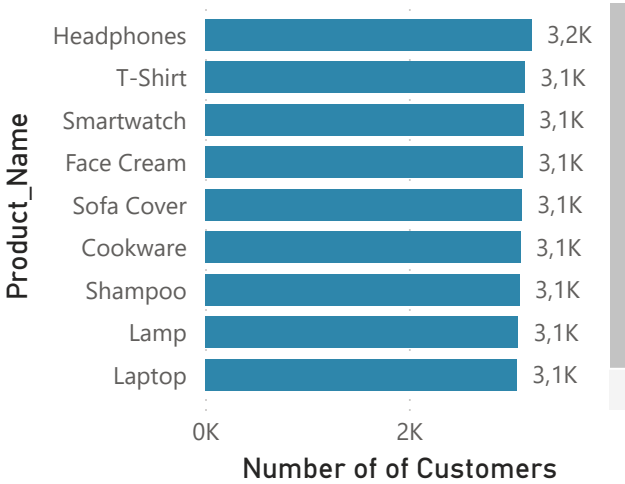
Year, Quarter, Month, Day

Δ II

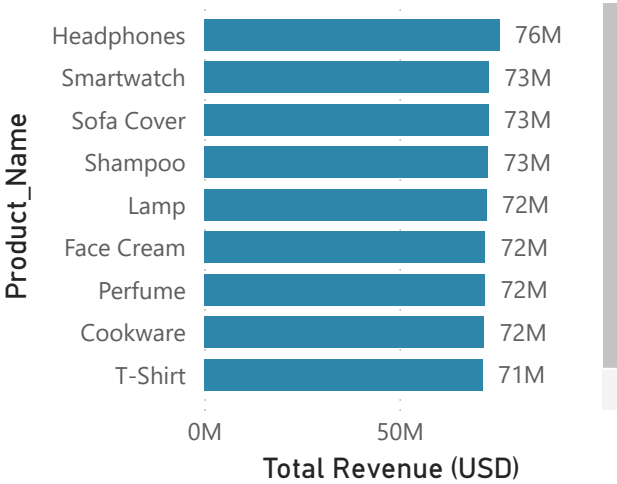
Category

All

Top 10 Products by Customer Count

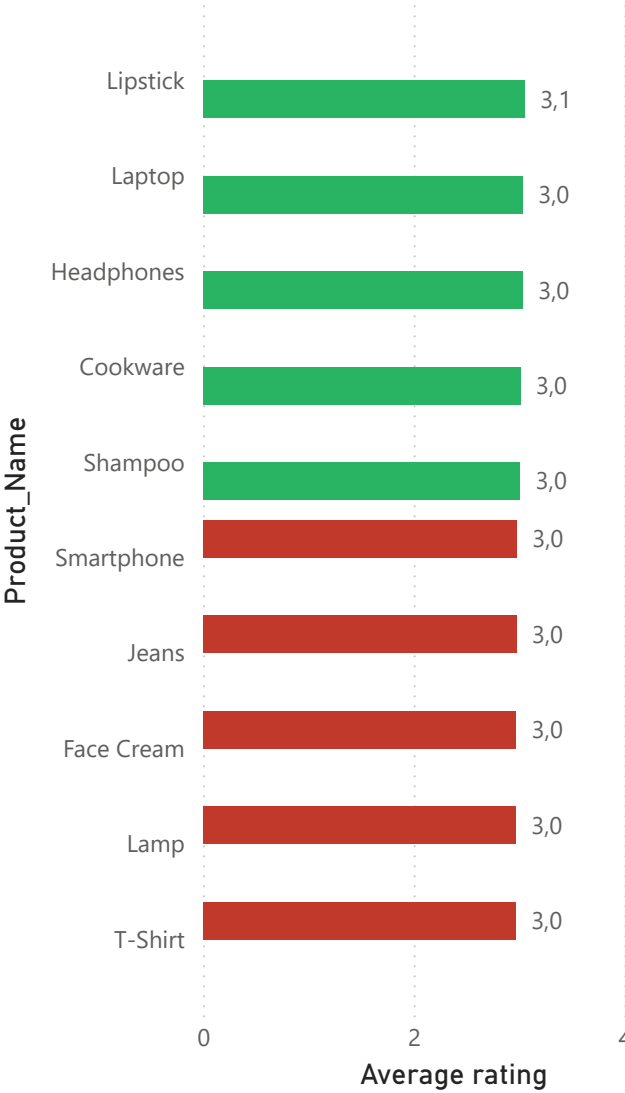


Top 10 Products by Total Revenue

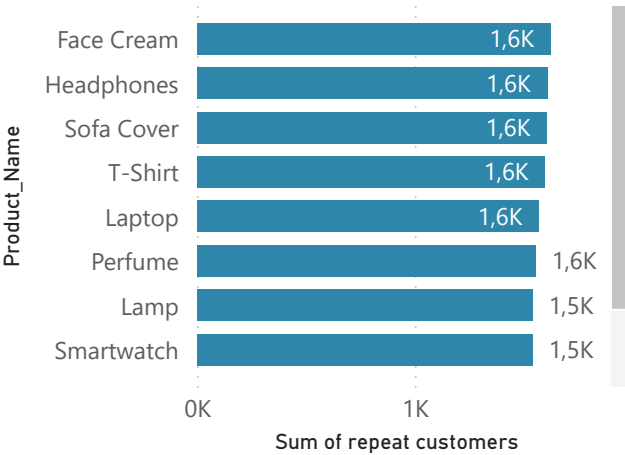


Top 5 and Bottom 5 Rated Products

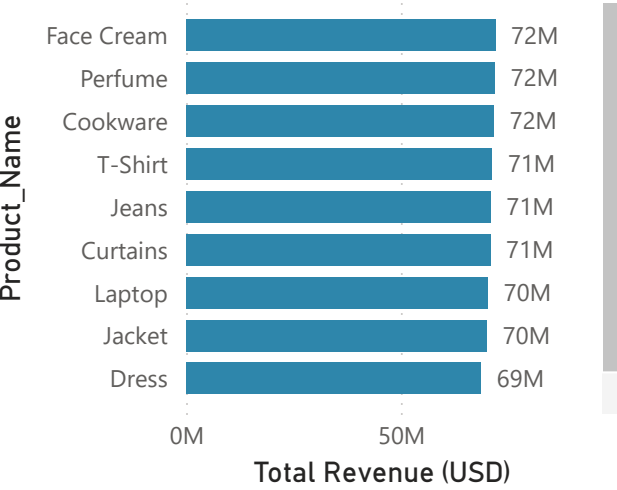
TopOrBotto... ● Bottom 5 ● Top 5



Top 10 Products by repeat Customers Count



Bottom 10 Products by Total Revenue



Payment & Discount Analysis

Payment_Method

Select all

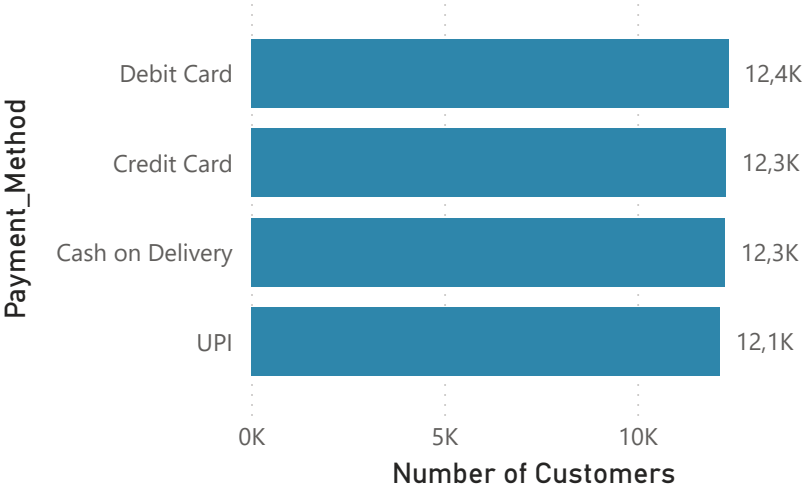
Cash on Delivery

Credit Card

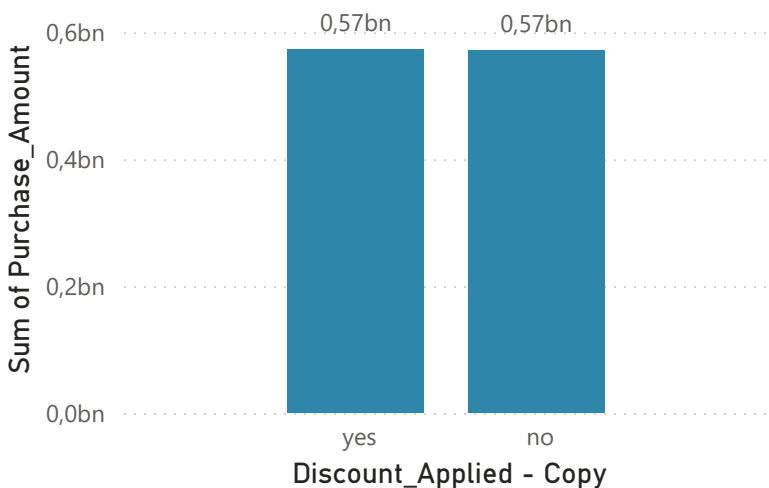
Debit Card

UPI

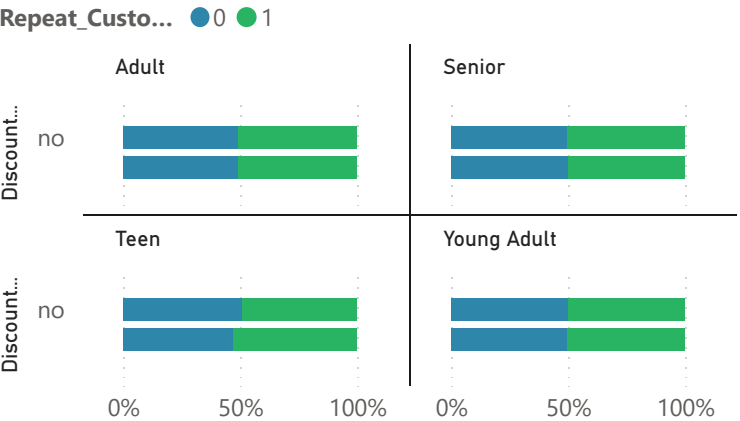
Number of Customers by Payment Method



Purchase_Amount by Discount_Applied







Number of Customers by Discount_Applied , Repeat_Customer and Age_Group



Purchase_Amount by Discount_Applied



Overview Insights

-  Total Revenue: **\$1.14B**
-  Total Transactions: **49K**
-  Avg. Purchase: **\$23.31K**
-  Repeat Rate: ****50.45%****

 **Action:** Increase customer retention to grow repeat purchase revenue.

Customer Demographic Insights



Age Groups:

- Most customers are **Adults** and **Young Adults**.
- Teens and Seniors are underrepresented.



Gender:

- Balanced split among **Male**, **Female**, and **Other**.

📌 **Action:** Target active age segments; keep campaigns gender-inclusive.


Geographic Insights

Top Cities by Customers:

- New Michael, Lake Michael, North Michael.

Repeat Customers by City:

- Highest in New Michael and East Michael.

 **Action:** Strengthen regional loyalty in high-performing areas.

Product Performance Insights



Top Products by Volume & Revenue:

- Headphones, Shampoo, Face Cream.



Top Repeat Purchase Products:

- Face Cream, Perfume, T-Shirt.



Bottom-Rated Products:

- T-Shirt, Lamp, Face Cream



Action: Review quality of low-rated high-volume items.

Purchase Trend Insights



Monthly Trends:

- Revenue peaks in **March** and **November**.
- **Weekdays** outperform weekends.



Action: Align campaigns to peak months and boost weekend engagement.

Discount and Payment Insights



Payment Preferences:

- Even split across Debit, Credit, UPI, and Cash.



Discounts:

- Discounted and non-discounted purchases generate similar revenue.
- No major impact on average purchase size.



Action: Use discounts for targeted retention, not volume.

Segment Behavior Insights



Revenue by Age & Repeat Type:

- Adults and Young Adults generate most repeat revenue.
- Discounts most effective with younger age groups.



****Action****: Tailor loyalty offers based on age and purchase history.