



TABLEAU
**Walmart Sales
Analysis**

WALMART DASHBOARD - REPORT

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Start using the Walmart Sales Dashboard today and see the difference it can make for your business!

INTRODUCTION

Welcome to the Walmart Sales Dashboard, your one-stop shop for all things sales data. This powerful tool gives you a real-time overview of your sales performance, so you can identify trends, spot opportunities, and make informed decisions to drive growth.

With its intuitive interface and interactive visualizations, the Walmart Sales Dashboard is easy to use for everyone, from executives to frontline staff.

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Explore the Walmart sales Analysis Dashboard in Tableau public [LINK](#)

SLICERS

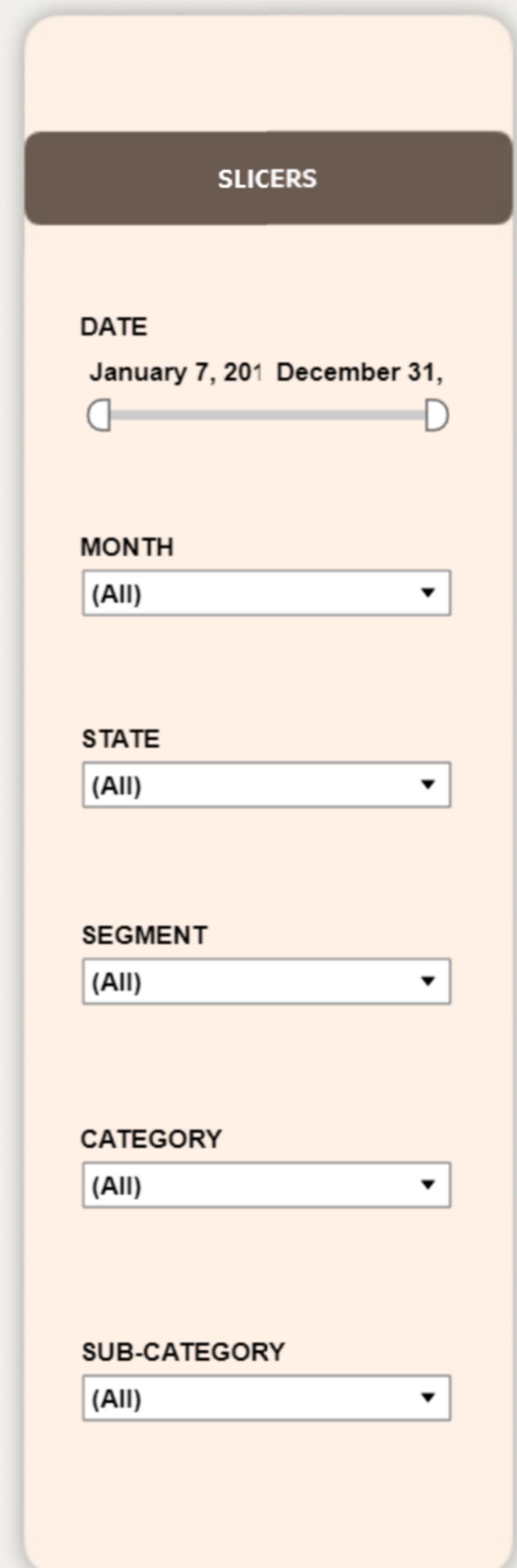
Slicer is a powerful tool that allows you to filter your data and view insights at a more granular level. With the slicer, you can filter your data by date, month, state, segment, category, and sub-category.

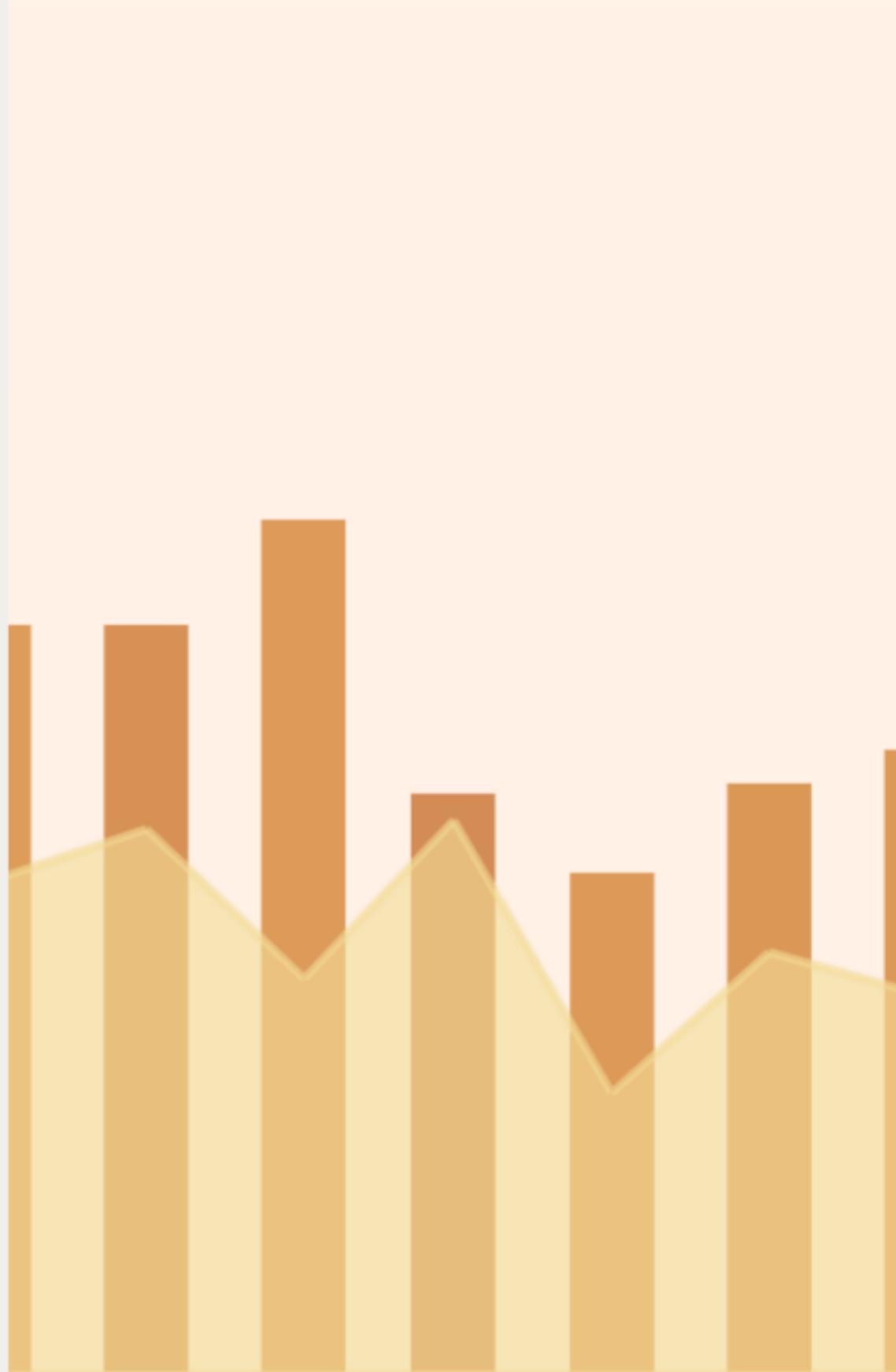
For example, you could use the slicer to view sales for the past 30 days, or to compare sales across different states or regions. You could also use the slicer to drill down into specific product categories or sub-categories to identify trends and opportunities.

Slicer is a valuable tool for any business owner or manager who wants to gain deeper insights into their sales performance.

Here are some examples of how you can use the Walmart Sales Analysis Dashboard Slicer:

- **Identify top-performing products and categories:** Filter your data by category to see which products and categories are driving the most sales. This information can help you make informed decisions about inventory, pricing, and marketing.
- **Track sales trends over time:** Filter your data by date to see how sales have changed over time. This information can help you identify seasonal trends and patterns.





- **Compare sales performance across different regions:** Filter your data by state or region to compare sales performance across different geographic areas. This information can help you identify areas where you may need to improve your marketing or sales efforts.
- **Analyze the impact of promotions:** Filter your data by date to view sales for a specific promotion period. This information can help you see how effective your promotions were and make adjustments to future campaigns.

KPI'S

KPI (Key Performance Indicator) is the number of units sold. The number of units sold is a measure of the number of products that have been sold to customers. It is an important metric for tracking sales performance and identifying trends.

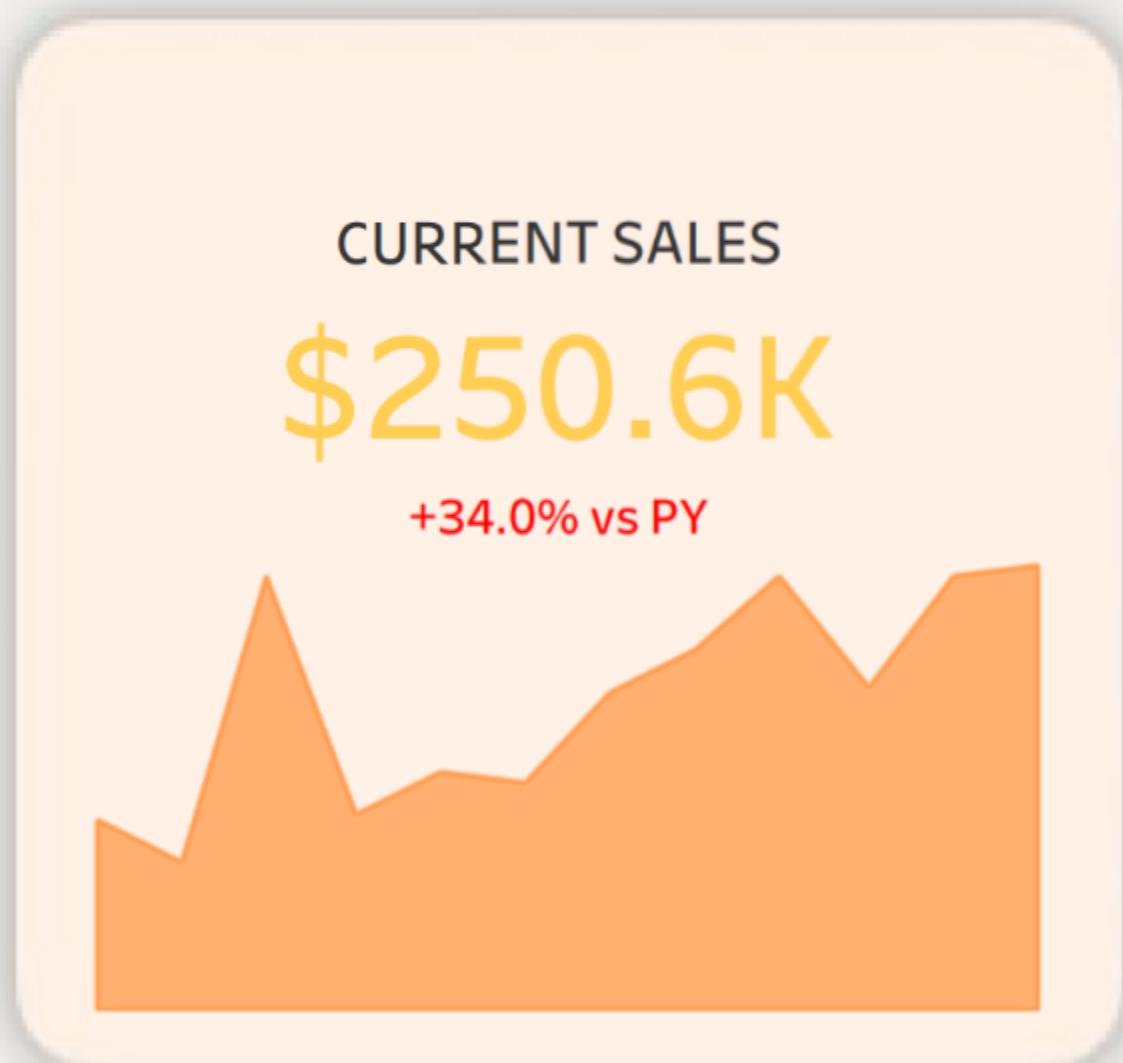
The Walmart Sales Analysis Dashboard KPI can be used to track sales performance over time, by product category, store location, and more. It can also be used to compare sales performance across different stores and regions.

This KPI is a valuable tool for Walmart managers who want to gain insights into their sales performance and make informed decisions to drive growth.

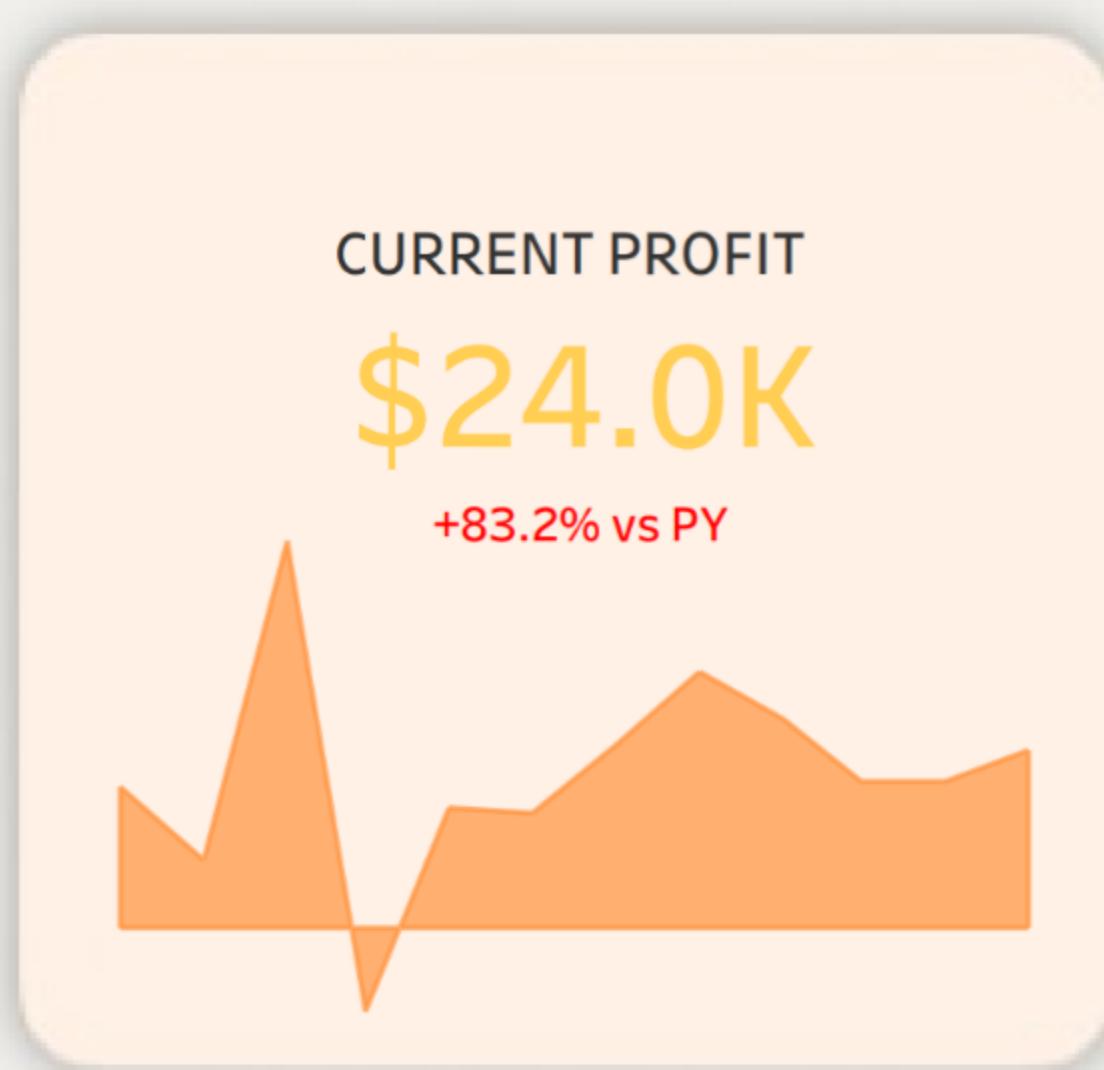
Here the Walmart Sales Analysis Dashboard KPI :



- **TOTAL SALES :** There are \$725.5k total sales till now
- **TOTAL PROFIT :** There are \$108.4k total profit from sales
- **TOTAL CITIES :** Walmart having a customer base in 169 cities in United States
- **TOTAL CUSTOMERS :** There are 686 customers are purchased from Walmart
- **TOTAL PRODUCTS :** There are 1,509 types of products has been sold
- **TOTAL ORDERS :** There are 1,611 orders has been placed
- **TOTAL QUANTITY :** Over all there are 12.3k quantity of products has been sold



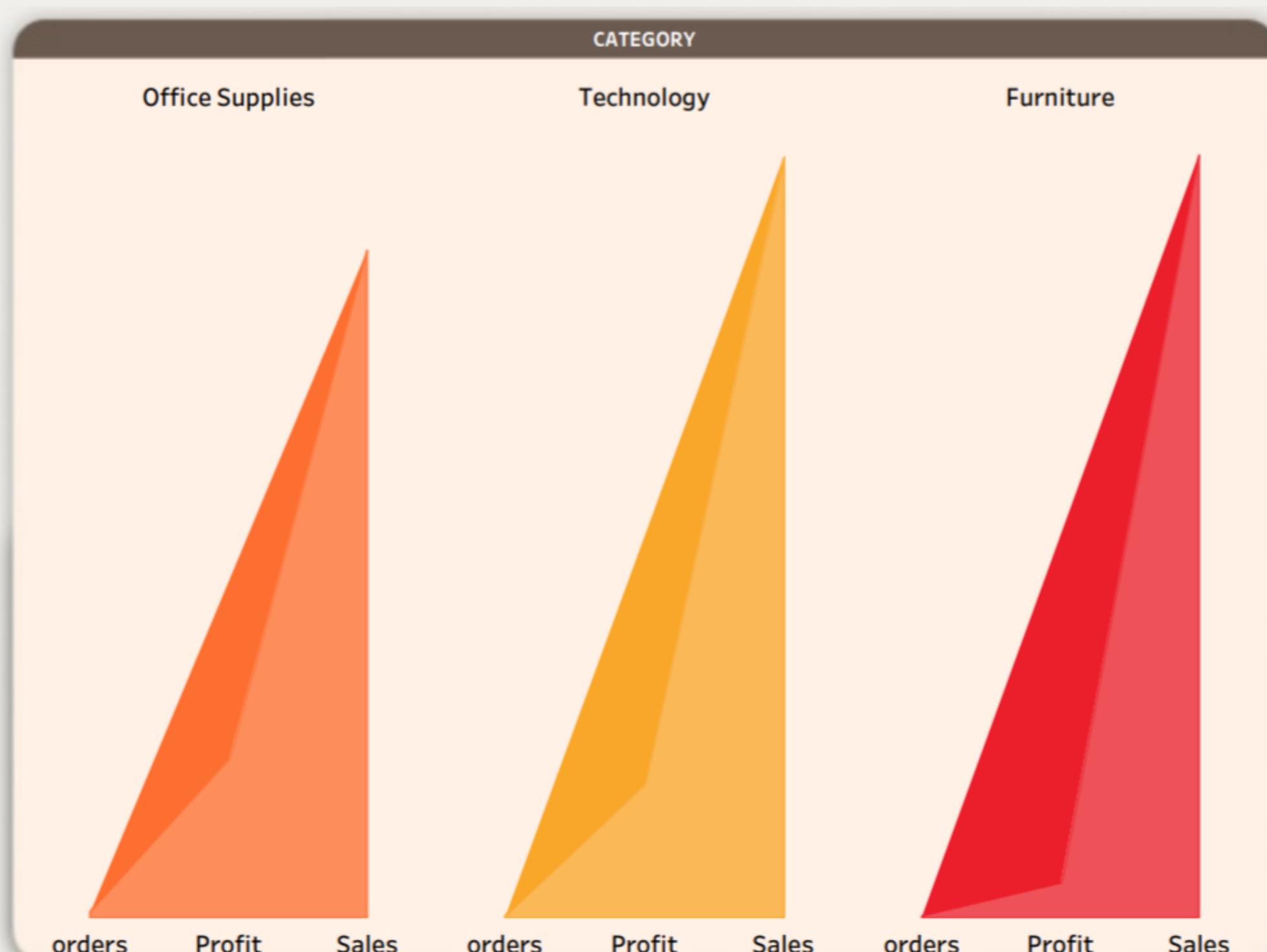
CURRENT SALES : This KPI shows the current year sales vs previous year sales comparison currently Walmart sales has been increased 34% then previous year



CURRENT PROFIT : This KPI shows the current year sales vs previous year sales comparison currently Walmart profit has been increased 83.2% then previous year

CATEGORY

This section **CATEGORY ANALYSIS** shows the total sales for each product category. There are 3 types of categories are there and each category contains sub-category

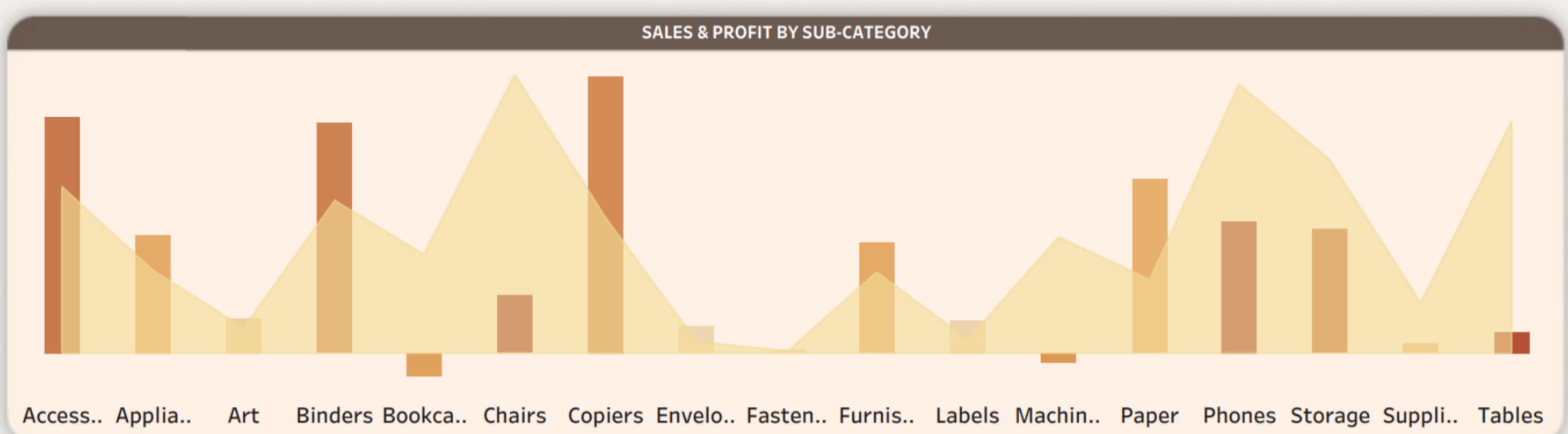


SALES BY CATEGORY

The top-selling category is Furniture with sales of \$252K
Office supplies is least-selling category with \$220k but has gained more profit among others

SALES BY SUB-CATEGORY

The top-selling sub-category is Chairs with sales of \$101K followed by Phones but Chairs has gained low profit. Copiers has gained more profit among all with in a low value of sales and Bookcase & Machines are lose making sub-category



SUB-CATEGORY SALES BY YEAR

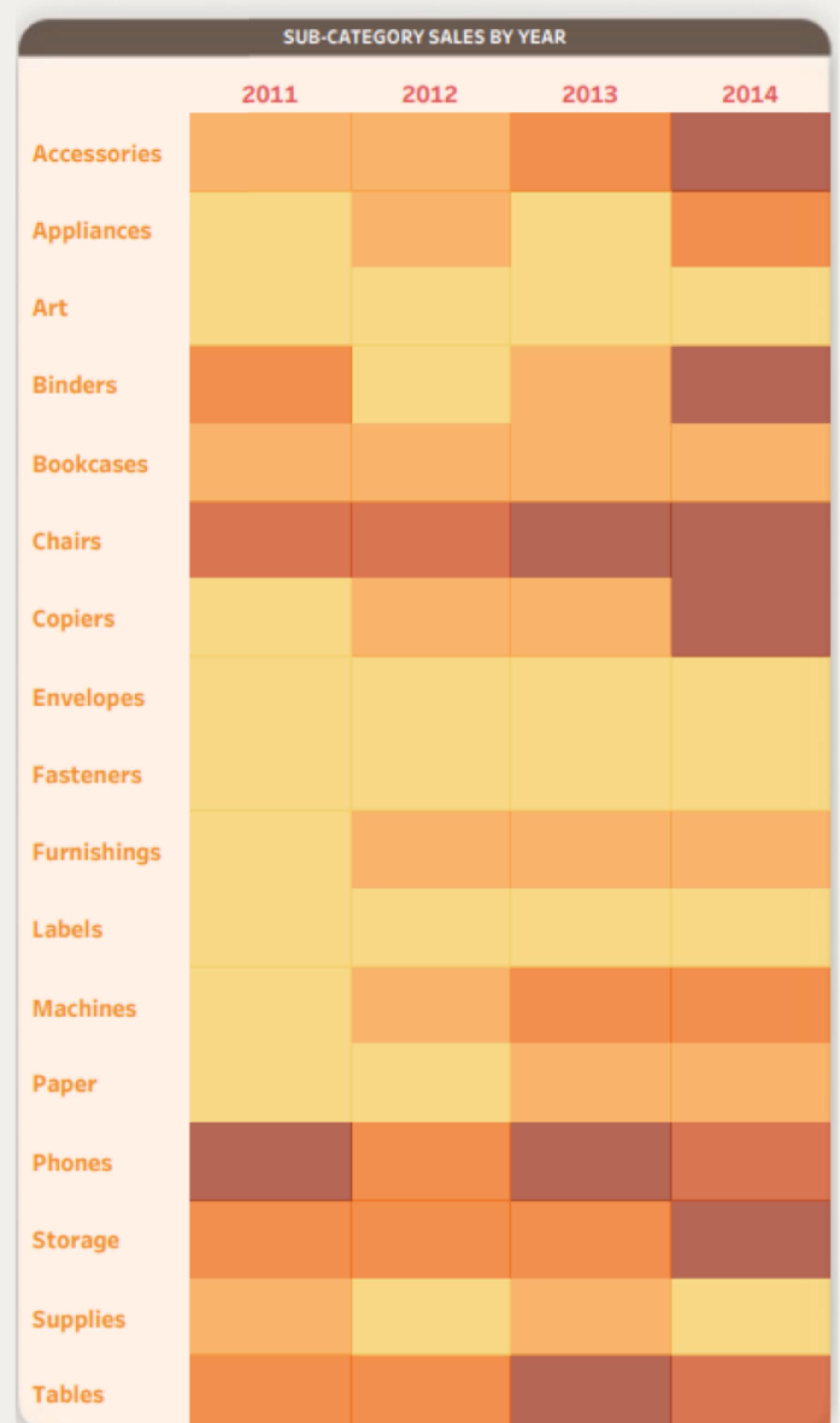
In this visual we can track the performance of sub-category by year. 2014 has increased more sales

The 5 top-selling sub-categories are :

- Chairs
- Phones
- Storage
- Tables
- Accessories

Top 5 low-selling sub-category are :

- Envelopes
- Fasteners
- Art
- Labels
- Supplies



SEGMENT

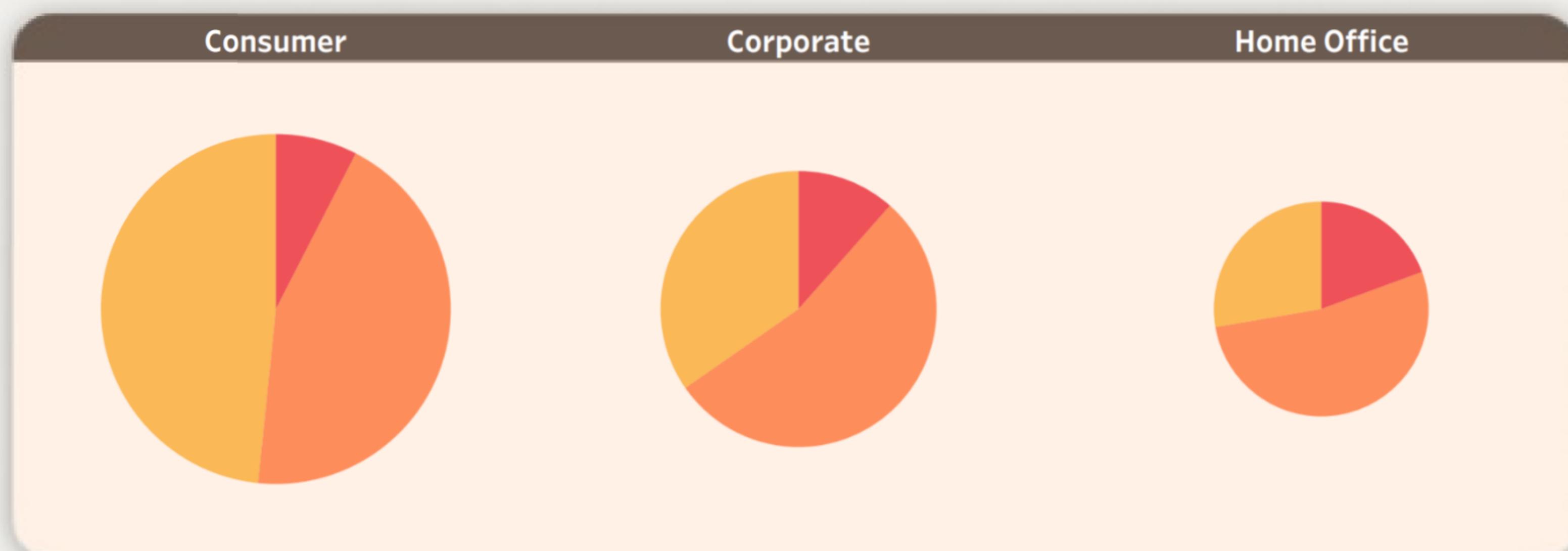
This section **SEGMENT ANALYSIS** shows the total sales for each Segment. There are 3 types of Segments are there Namely:

- Consumer
- Corporate
- Home office

SALES BY SEGMENT

The sales by Segment can identify by the size of the circle and the inner circle was split by category, you can identify the category contribution by segment

- Consumer sales are the largest segment of Walmart's sales with \$362.9k of total sales, This suggests that Walmart is primarily a consumer-oriented retailer.
- Corporate sales are the second-largest segment of Walmart's with \$225.9k of total sales, This suggests that Walmart also sells to businesses.
- Home office sales are the smallest segment of Walmart's sales with \$136.7k of total sales, This suggests that Walmart's home office sales are not as significant as its consumer or corporate sales.



LEGENTS

ORANGE refers to Office supplies

YELLOW refers to Technology

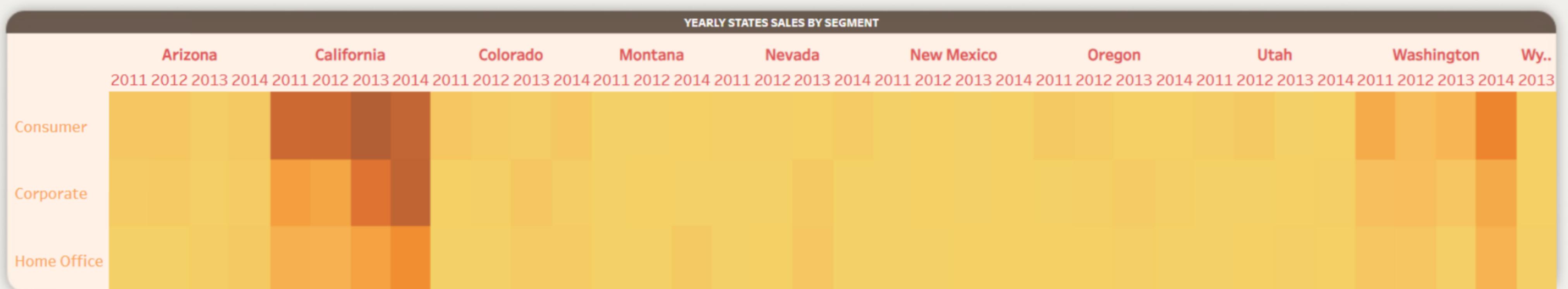
RED refers to Furniture

YEARLY STATES SALES BY SEGMENT

The Dark colors has the highest sales performance & Light colors are low performing areas,

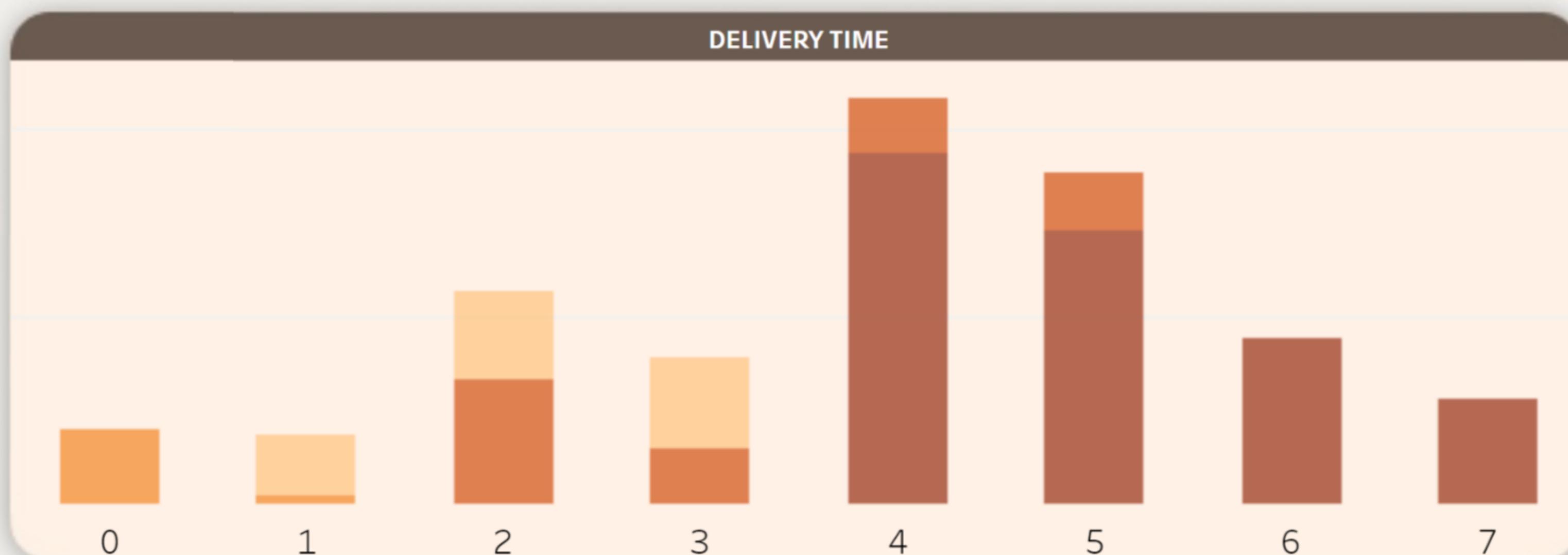
Key Observations:

- California is the top-selling state, with sales of \$457.7K
- Consumer sales are the largest segment of total sales.
- Washington sales has been increased in 2014



DELIVERY TIME

In this visual we can identify the delivery Gap of orders in days, with ship mode. Most of the products has been delivered in 4 days



LEGENDS

ORANGE refers to Same day

CARAMEL refers to First class

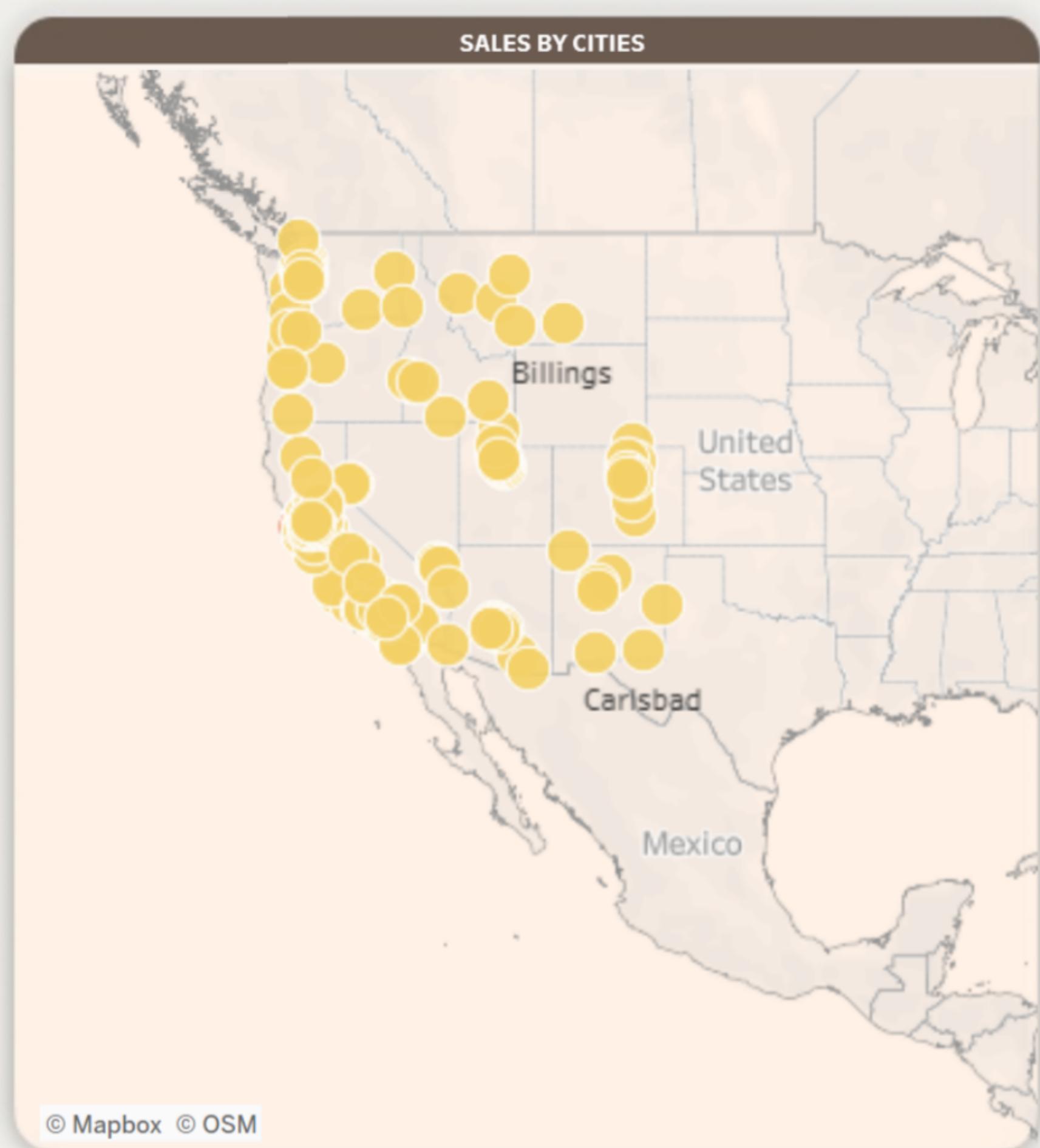
LIGHT BROWN refers to Second class

DARK BROWN refers to Standard class

SALES BY CITIES

In this visual we can identify the Top performing cities & States by sales. This map provides a quick and easy way to see which cities have the highest and lowest sales.

It can be used by Walmart executives and marketing managers to identify trends and patterns, track performance, and make informed decisions about where to allocate resources.

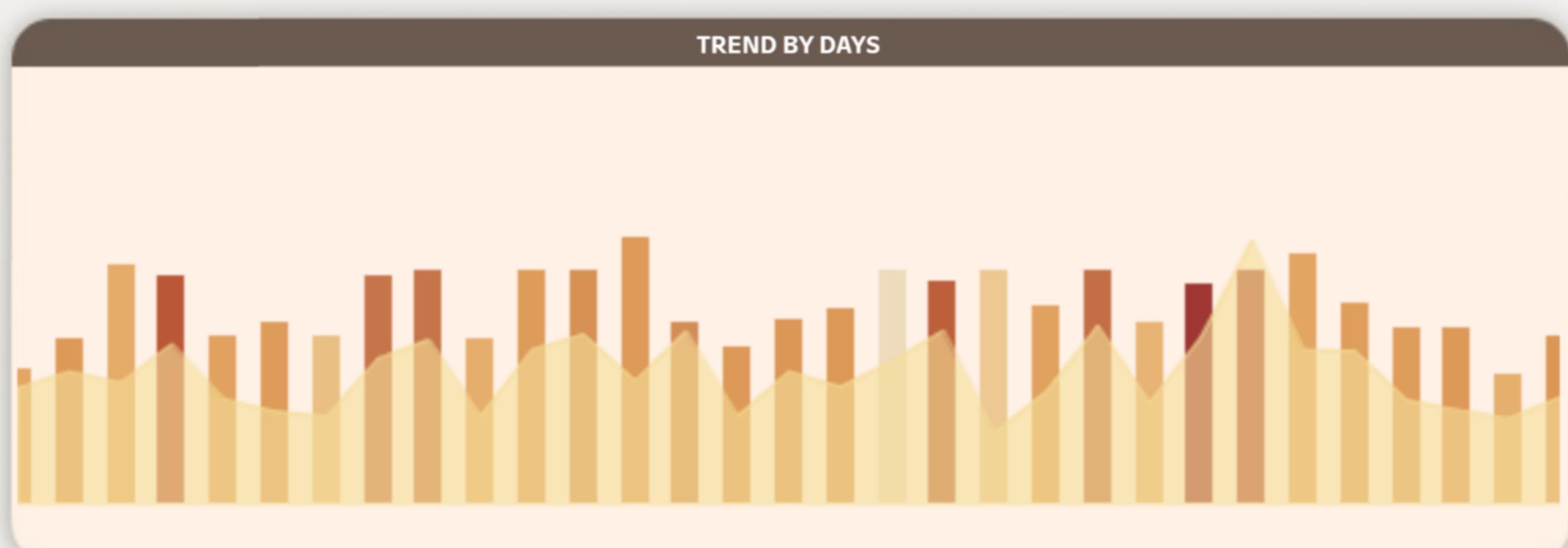


TREND

This dashboard provides a visual overview of Walmart sales data by date, day, month, and year. It includes the following charts and graphs:

TREND OF DAYS

This visual provides a valuable tool for tracking sales & profit performance by days and identifying trends and order flow. The bar refers to no of days in a month 1 to 31, the bar size refers to no of orders in a day and bar color refers to profit and the area chart refers to sales. 25th is the Highest sale day on a month

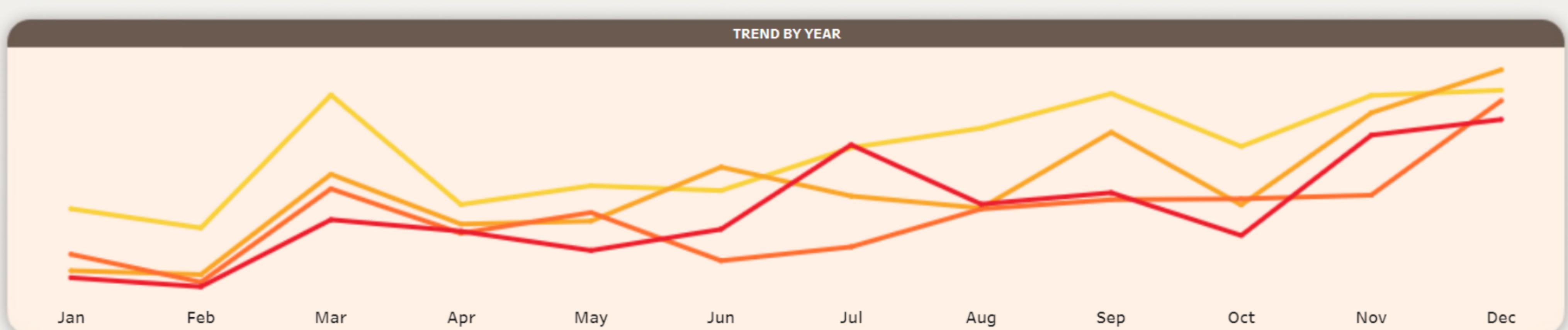


TREND BY YEAR

This visual provides a valuable tool for tracking Yearly sales performance by month on month and identifying trends of the business, Overall 2014 has highest sales performance.

LEGENDS

- YELLOW** refers to Year 2014
- LIGHT ORANGE** refers to Year 2013
- DARK ORANGE** refers to Year 2012
- RED** refers to Year 2011

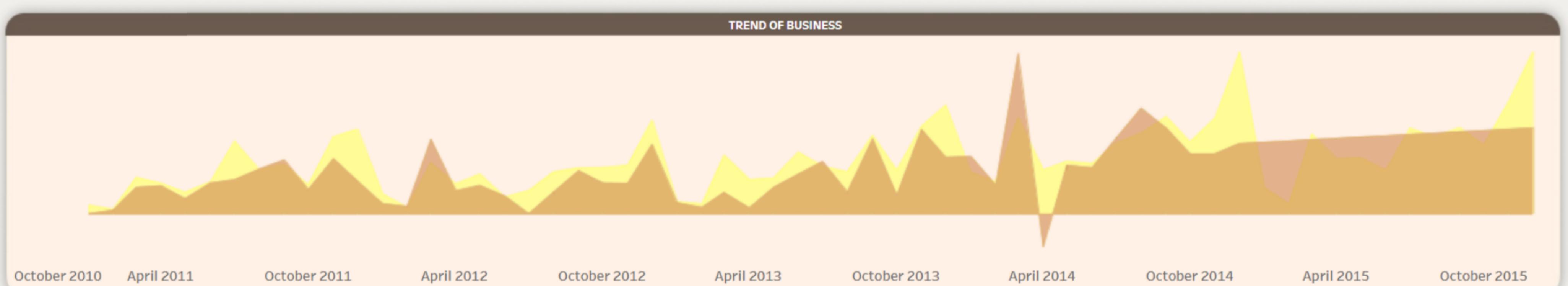


TREND OF BUSINESS

This visual provides Trend of the business over the year on year a valuable tool for tracking sales growth, Overall march 2014 has gained highest profit, and December 2014 has Highest sales growth

LEGENDS

- YELLOW** refers to Sales
- BROWN** refers to Profit



TOP SALES DAY

In this visual we can identify that which day has highest sales contribution, over all Monday & Friday has a highest sales performance and Sunday has least sales performance.



RECOMMENDATIONS

- Walmart should continue to invest in its e-commerce business in order to remain competitive with online retailers. Walmart should also focus on reducing costs in order to improve its profitability.
- Focus on promoting and marketing products in California and Texas, as these are the top-selling states with the highest sales growth.
- Offer promotions and discounts on products in Florida, as this state is also seeing sales growth.
- Investigate why sales are declining in New York and Illinois, and make appropriate changes to product selection, pricing, and marketing strategies for these states.
- Focus on maintaining dominance in the consumer sales segment.
- Continue to grow the corporate sales segment and Explore ways to grow the home office sales segment.
- Focus on promoting and marketing Office Supplies products, as this is the top-selling category with the highest sales growth.
- Investigate why Electronics sales are declining, and make appropriate changes to product selection, pricing, and marketing strategies for this category.

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Explore the Walmart sales Analysis Dashboard in Tableau public
[LINK ; https://github.com/Aravind-181/Walmart-Sales-Analysis---Tableau](https://github.com/Aravind-181/Walmart-Sales-Analysis---Tableau)



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