EXCEL PROJECT:

Walmart Superstore Retail Analysis

**BISWARUP DEY**

Dashboard-File-Link:

https://github.com/BiswarupDey009/Walmart\_Retail\_EDA

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| **Walmart Superstore Dataset** | | | | | | |
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| **Dataset Description** | | | | | | |  |
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|  |  |  |  |  |  |  |  |
| **Row ID** | | **A unique identifier assigned to each row of data.** | | | |  |  |
| **Order ID** | | **The unique identifier assigned to each sales order.** | | | |  |  |
| **Order date** | | **The date on which the sales order was placed.** | | | |  |  |
| **Ship date** | | **The date on which the order was shipped.** | | | |  |  |
| **Ship Mode** | | **The mode of shipment used for the order.** | | | |  |  |
| **Customer ID** | | **The unique identifier assigned to each customer.** | | | |  |  |
| **Customer Name** | | **The name of the customer who placed the order.** | | | |  |  |
| **Segment** | | **The market segment to which the customer belongs.** | | | |  |  |
| **City** | | **The city where the order was shipped.** | | |  |  |  |
| **State** | | **The state where the order was shipped.** | | |  |  |  |
| **Country** | | **The country where the order was shipped.** | | | |  |  |
| **Postal Code** | | **The postal code of the shipping address.** | | |  |  |  |
| **Market** | | **The market in which the order was placed.** | | | |  |  |
| **Region** | | **The region in which the order was placed.** | | | |  |  |
| **Product ID** | | **The unique identifier assigned to each product.** | | | |  |  |
| **Category** | | **The category to which the product belongs.** | | | |  |  |
| **Sub-Category** | | **The sub-category to which the product belongs.** | | | |  |  |
| **Product Name** | | **The name of the product.** | |  |  |  |  |
| **Sales** | | **The total sales revenue generated by the order.** | | | |  |  |
| **Quantity** | | **The quantity of the product ordered.** | | |  |  |  |
| **Discount** | | **The discount applied to the order.** | | |  |  |  |
| **Profit** | | **The profit margin generated by the order.** | | | |  |  |
| **Shipping Cost** | | **The cost of shipping the order.** | | |  |  |  |
| **Order Priority** | | **The priority assigned to the order.** | | |  |  |  |

**Objective**

To perform an extensive retail evaluation of Walmart Superstore's sales and profitability, to create an interactive dashboard that provides actionable insights to enhance strategic decision-making and operational efficiency.

**Identifying Core Performance Metrics (CPMs) with Sparklines:**

* Leverage Sparklines to visually represent essential CPMs such as total sales revenue, profit margin, sales growth rate, and average transaction value. This enables swift insights into performance trends with a glance.

**Analyzing Sales and Profitability Across Various Dimensions:**

* Segment sales and profitability data by customer demographics, product classifications, market segments, and geographical regions. This segmentation facilitates trend identification and optimization opportunities, supporting precise decision-making.

**Identifying High-Performing and Low-Performing Segments:**

* Evaluate sales and profitability metrics to identify high-performing product categories driving revenue and profitability. Concurrently, detect areas of underperformance to devise targeted improvement strategies for overall performance enhancement.

**Visualizing Geographic Distribution and Market Penetration:**

* Visualize the geographical distribution of sales and market share to pinpoint growth prospects and potential expansion regions. This visualization aids in understanding regional dynamics and informs decisions on market entry strategies and resource allocation.

**Understanding the Contribution of Different Sub-divisions:**

* Analyse the contribution of various sub-divisions to overall sales to understand product preferences and optimize inventory management and marketing strategies accordingly. This detailed analysis enables precise targeting of improvement efforts.

**Assessing Market Share by Territory:**

* Evaluate market share by territory to inform strategic decisions regarding resource allocation, expansion plans, and market penetration strategies. This assessment provides insights into regional competitiveness and guides decisions on market expansion.

**Estimating Segment & Sub-segment Performance Metrics:**

* Generate segment and sub-segment performance metrics to offer detailed insights into performance at a granular level. This detailed analysis enables the identification of specific improvement areas and facilitates targeted actions to drive overall performance.

**By integrating these key features into the dynamic dashboard, stakeholders can access actionable insights that empower informed decision-making and support operational optimization for sustained growth and success in the competitive retail landscape.**

**Conclusion**

* In summary, deploying a dynamic dashboard for retail analysis of Walmart Superstore's sales and profitability offers invaluable insights for strategic decision-making and operational optimization. Leveraging key features such as visualizing CPMs, segmenting data across various dimensions, identifying high-performing and low-performing segments, and evaluating market share by territory, stakeholders gain a comprehensive understanding of the store's performance landscape.
* This dashboard facilitates swift identification of trends, opportunities, and areas needing improvement, empowering decision-makers to take targeted actions to enhance revenue, profitability, and market competitiveness. With detailed insights into customer demographics, product classifications, and geographical distribution, Walmart can refine its inventory management, marketing strategies, and expansion efforts effectively.
* By estimating metrics at both segment and sub-segment levels, the dashboard enables granular analysis, ensuring no valuable insights are overlooked. Ultimately, this data-driven approach fosters agility and informed decision-making, positioning Walmart Superstore for sustained growth and success in the dynamic retail landscape.

**Dashboard**

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