

# Walmart Sales Analysis Report

## 1. Profit by Customer Name

- Analysing profits by customer names provides insights into the top contributing customers to Walmart's profitability. The highest profit is generated by **Raymond Buch**, contributing a significant amount of \$6,807. This indicates that Raymond is a key customer driving sales and ensuring profitability.

- Other notable customers include:

**Jane Waco**, generating \$2,073 in profit.

**Fred Hopkins**, with \$1,992.

**Dennis Pardue** and **Robert Marley**, each contributing close to \$1,600.

- These customers are part of a group that drives substantial revenue, making them valuable to the company's bottom line.
- On the other hand, we also observe customers like **Alan Dominguez** (\$1,536) and **Yana Sorensen** (\$1,552), whose contributions are slightly lower, indicating that they could be targeted for cross-selling or up-selling strategies to enhance their overall value.

## 2. Sales by Category

- The breakdown of sales by product category highlights which items are driving the most revenue for Walmart. The top-selling categories include:
  - ✓ **Chairs**, leading the pack with a substantial amount of \$101,781 in sales.
  - ✓ **Phones**, generating \$98,684 in sales, indicating that electronics are one of the top contributors to revenue.
  - ✓ **Tables**, with \$84,755 in sales, showing that furniture products also play a critical role in Walmart's sales figures.

- Some mid-range performing categories are:
  - ✓ **Storage** (\$70,533) and **Binders** (\$55,961), which contribute moderately to sales but have potential for further growth.
  - ✓ **Copiers** (\$49,749) and **Machines** (\$42,444) also contribute to the revenue, but their sales are lower compared to the top categories.
- Lower-performing categories such as **Appliances**, **Paper**, and **Bookcases** suggest areas where marketing efforts or promotional campaigns could be directed to boost sales.
- **Strategic Insight:** Categories like **Chairs** and **Phones** could continue to be prioritized for promotions or special offers to drive even higher revenue, while categories with lower sales could benefit from targeted marketing strategies to stimulate demand.

### 3. Profit by State

- The geographical analysis of profit by state reveals interesting insights into regional performance:
  - ✓ **California** stands out as the most profitable state, contributing \$76,381 to the overall profit. This reflects strong sales and a solid customer base in California, making it a critical region for Walmart.
  - ✓ **Washington** (\$33,403) and **New York** (\$3,317) also contribute positively to profits, indicating that the West Coast and key metropolitan areas are performing well in terms of profitability.
- On the flip side, some states are experiencing losses:
  - ✓ **Texas** shows a significant loss of \$6,528, while **Arizona** reflects a loss of \$3,428. These states could be areas where Walmart needs to investigate potential operational issues, higher costs, or a lack of competitive pricing, which might be driving down profits.
  - ✓ States like **Nevada** (-\$1,190) and **Colorado** (-\$1,833) are also experiencing minor losses but still warrant further analysis.

- **Strategic Insight:** The company should investigate why certain states, particularly Texas and Arizona, are underperforming, as resolving these issues could improve overall profitability. Tailored marketing strategies, adjustments in pricing, or operational improvements in these regions might mitigate the losses and turn around the performance.

#### 4. Sales and Profit by Time

The analysis of sales and profit trends over time provides valuable insights into the seasonal and quarterly performance:

Sales and profits show steady growth from **2010 Q3** to **2014 Q4**, indicating that Walmart's business strategy is on the right track. Profit, particularly, peaked in **2013 Q4**, suggesting a successful holiday season or major promotional efforts around that time.

However, there are notable dips in profits in **2011 Q2** and **2012 Q2**, which coincide with relatively low sales. These drops could be linked to external factors such as economic conditions, changes in consumer behavior, or internal issues like supply chain disruptions.

The recovery and significant growth seen in the last quarter of 2013 suggest effective strategies were implemented during that period, possibly related to holiday sales or successful marketing efforts.

**Strategic Insight:** The sales and profit trends reveal that Walmart performs strongly in Q4, especially during holiday seasons. It is crucial to capitalize on these high-profit quarters by planning early marketing and inventory management strategies for future years. Additionally, further investigation is required into why certain quarters, particularly **2011 Q2** and **2012 Q2**, saw a downturn in profitability. This could involve analysing the impact of external market conditions or potential internal inefficiencies.

## Recommendations:

1. **Customer Targeting:** Customers such as **Raymond Buch** and **Jane Waco** should continue to be nurtured as they are top contributors to profits. Offering loyalty programs or personalized promotions could enhance their lifetime value.
2. **Category Focus:** High-revenue categories like **Chairs, Phones, and Tables** should remain a focus for continued growth. Lower-performing categories, such as **Appliances** and **Machines**, could be revitalized through targeted campaigns or discount offers to stimulate demand.
3. **Regional Strategy:** Investigate losses in **Texas** and **Arizona**, identifying possible causes such as pricing issues, competition, or supply chain inefficiencies. Strengthening performance in these regions could significantly improve overall profitability.
4. **Seasonal Planning:** The steady growth in Q4 suggests strong seasonal demand. Early planning for holiday promotions, inventory management, and staffing is critical to capitalize on high-profit periods. Additionally, Q2 periods require a deeper dive to mitigate the observed drops in profitability during those months.