

# **Walmart Sales Performance Analysis**

**Tools used: Microsoft Excel (Pivot Tables, Data  
cleaning/formatting)**

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## *Executive Summary:*

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This project analyses sales data from various Walmart branches to identify revenue trends, high-performing locations and key business drivers. Using Microsoft Excel for data cleaning and pivot table analysis, insights were generated to support data-driven decision making. The findings highlight seasonal sales patterns, branch performance differences and opportunities for operational improvement.

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## *Problem Statement*

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The objective of the analysis is to evaluate Walmart branch sales performance, identify revenue trends and determine the main contributors to overall profitability.

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## *Methodology*

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The dataset was cleaned to remove missing values and ensure consistent formatting. Pivot tables were used to aggregate sales data by store, holiday status, and time. Data visualization techniques were applied to identify patterns and performance trends across branches.

## Data Overview

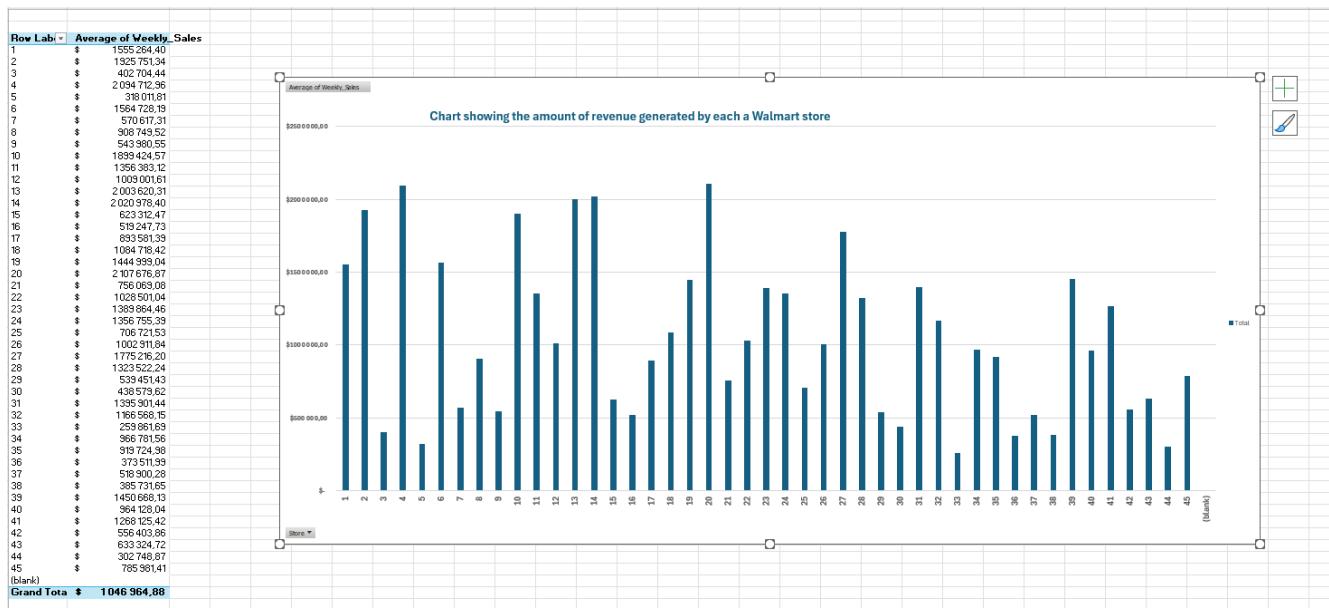
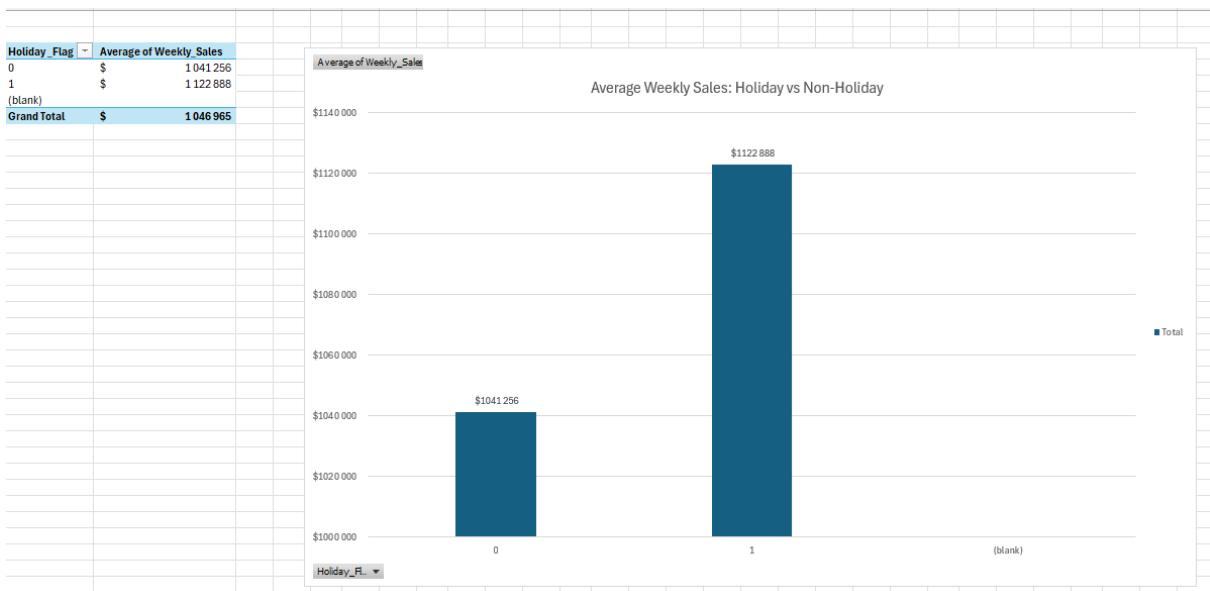
The dataset contains data from multiple Walmart branches that include:

- “Store ID”
- “Weekly Sales”
- “Holiday Flag”
- “Temperature”
- “Fuel Price”
- “CPI”
- “Unemployment Rate”

	A	B	C	D	E	F	G	H
1	Store	Date	Weekly_Sales	Holiday_Flag	Temperature	Fuel_Price	CPI	Unemployment
2	1	01/Apr/2011	\$1 495 064,75	0	59,17	\$ 3,52	214,8371664	7,682
3	1	01/Jun/2012	\$1 624 477,58	0	77,95	\$ 3,50	221,7472139	7,143
4	1	01/Ju/2011	\$1 488 538,09	0	85,55	\$ 3,52	215,1841368	7,962
5	1	01/Oct/2010	\$1 453 329,50	0	71,89	\$ 2,60	211,6719895	7,838
6	1	02/Mar/2012	\$1 688 420,76	0	60,96	\$ 3,63	220,8480454	7,348
7	1	02/Apr/2010	\$1 594 968,28	0	62,27	\$ 2,72	210,8204499	7,808
8	1	02/Jul/2010	\$1 492 418,14	0	80,91	\$ 2,67	211,2235333	7,787
9	1	02/Sept/2011	\$1 550 229,22	0	87,83	\$ 3,53	215,7971409	7,962
10	1	02/Dec/2011	\$1 584 083,95	0	48,91	\$ 3,17	218,7147333	7,866
11	1	03/Feb/2012	\$1 636 339,65	0	56,55	\$ 3,36	220,1720153	7,348
12	1	03/Jun/2011	\$1 635 078,41	0	83	\$ 3,70	215,2736553	7,682
13	1	03/Aug/2012	\$1 631 135,79	0	86,11	\$ 3,42	221,9498642	6,908
14	1	03/Sept/2010	\$1 540 163,53	0	81,21	\$ 2,58	211,5312479	7,787
15	1	03/Dec/2010	\$1 548 033,78	0	49,27	\$ 2,71	211,607193	7,838
16	1	04/Feb/2011	\$1 606 629,58	0	42,27	\$ 2,99	212,5668812	7,742
17	1	04/Mar/2011	\$1 636 263,41	0	59,58	\$ 3,29	213,8233327	7,742
18	1	04/May/2012	\$1 684 519,99	0	75,55	\$ 3,75	221,6718	7,143
19	1	04/Jun/2010	\$1 615 524,71	0	80,69	\$ 2,71	211,1764278	7,808
20	1	04/Nov/2011	\$1 697 229,58	0	54,98	\$ 3,33	217,837382	7,866
21	1	05/Feb/2010	\$1 643 690,90	0	42,31	\$ 2,57	211,0963582	8,106
22	1	05/Mar/2010	\$1 554 806,68	0	46,5	\$ 2,63	211,3501429	8,106
23	1	05/Aug/2011	\$1 624 383,75	0	91,65	\$ 3,68	215,544618	7,962
24	1	05/Oct/2012	\$1 670 785,97	0	68,55	\$ 3,62	223,1814772	6,573
25	1	05/Nov/2010	\$1 551 659,28	0	58,74	\$ 2,69	211,9563939	7,838

## Key Findings

1. Holiday average weekly sales showed higher revenue than non-Holiday average weekly sales.
2. Certain branches outperformed others by far, indicating the difference in location demands.
3. Performance across different stores vary significantly.
4. Seasonal patterns suggest revenue spikes during specific periods.



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## **Store Performance Analysis**

Store 20 recorder the highest average weekly sales, while Store 33 recorder the lowest average weekly sales. This massive difference indicates inconsistencies across stores with regards to operations and location demands.

Upon doing continuous research and analysis on the data, I have found that on average more revenue is generated during the fourth quarter of the year (Oct-Dec). This is mainly because of the special seasons that lie during this period (Thanksgiving, Black Friday, Christmas Day).

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### *Business Recommendations*

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- Increase stock/inventory during peak seasons to maximise revenue.
  - Conduct analysis on operations in underperforming branches to make improvements.
  - Improve staff management for better customer care.
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### *Conclusion*

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This analysis evaluated Walmart branch sales performance using pivot table analysis and data visualization techniques. The objective was to identify revenue trends, seasonal effects, and performance differences across branches.

These findings indicate that holiday periods generate more revenue than non-holiday periods, confirming strong seasonal demand patterns. Moreover, sales performance differs across various store locations highlighting potential operational or demographic influences.

The insights demonstrate the important of utilizing data-driven analysis to support inventory planning, staffing decisions and revenue forecasting.

Future analysis could incorporate predictive modelling and deeper statistical testing to further enhance business decision making capabilities.