

WALMART SALES DATA ANALYSIS OVERVIEW

This project aims to explore the Walmart Sales data to understand top performing branches and products, sales trend of different products, customer behaviour. The aim is to study how sales strategies can be improved and optimized. The dataset was obtained from the [Kaggle Walmart Sales Forecasting Competition](#).

Purposes Of The Project

The major aim of this project is to gain insight into the sales data of Walmart to understand the different factors that affect sales of the different branches.

About Data

The dataset was obtained from the [Kaggle Walmart Sales Forecasting Competition](#). This dataset contains sales transactions from three different branches of Walmart, respectively located in Mandalay, Yangon and Naypyitaw. The data contains 17 columns and 995 rows:

Business Questions To Answer

1. How many unique cities does the data have?
2. In which city is each branch?
3. How many unique product lines does the data have?
4. What is the most common payment method?
5. What is the most selling product line?
6. What is the total revenue by month?
7. What month had the largest COGS?
8. What product line had the largest revenue?
9. What is the city with the largest revenue?
10. What product line had the largest VAT?
11. Which branch sold more products than average product sold?
12. What is the most common product line by gender?
13. What is the average rating of each product line?