

Overview Dashboard

1.21M

Total Revenue Generated

476.14K

Total Profit

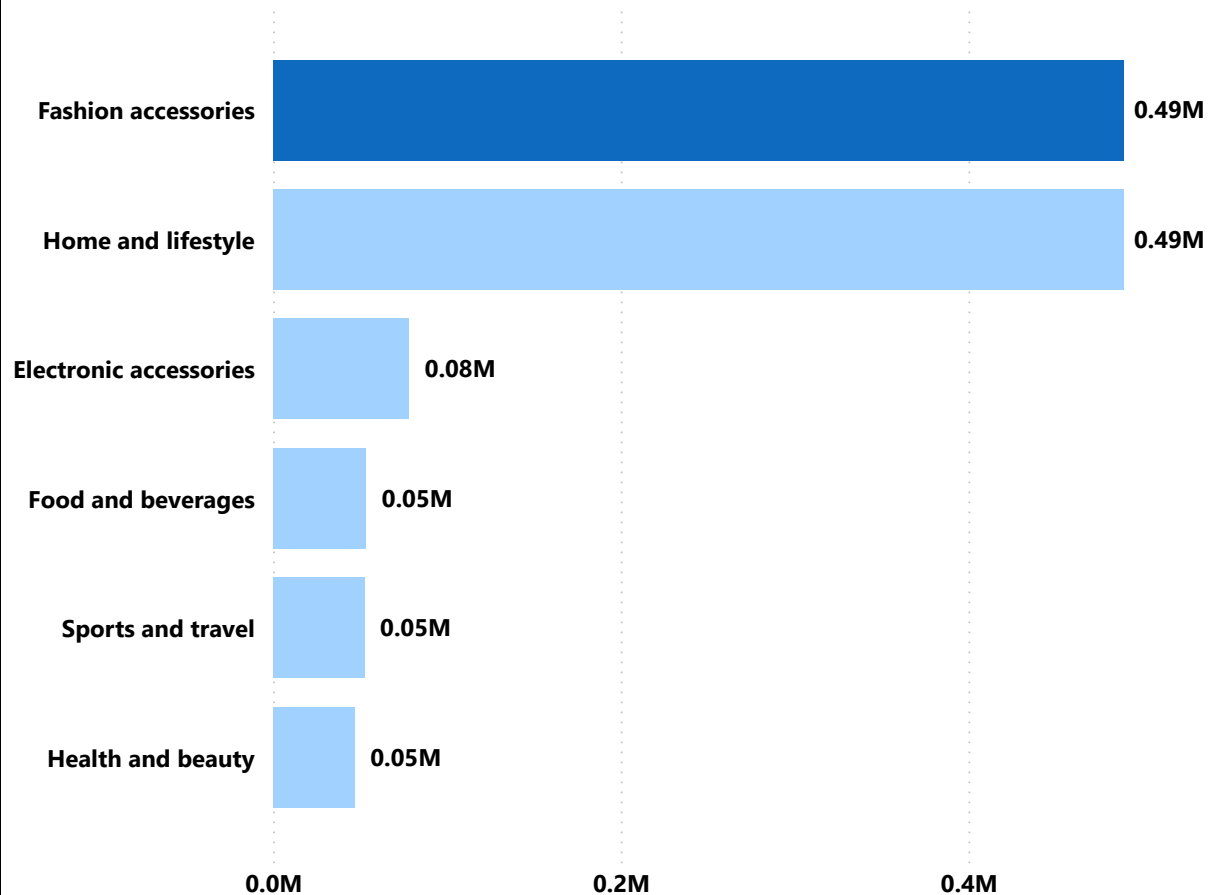
23.48K

Total Quantity

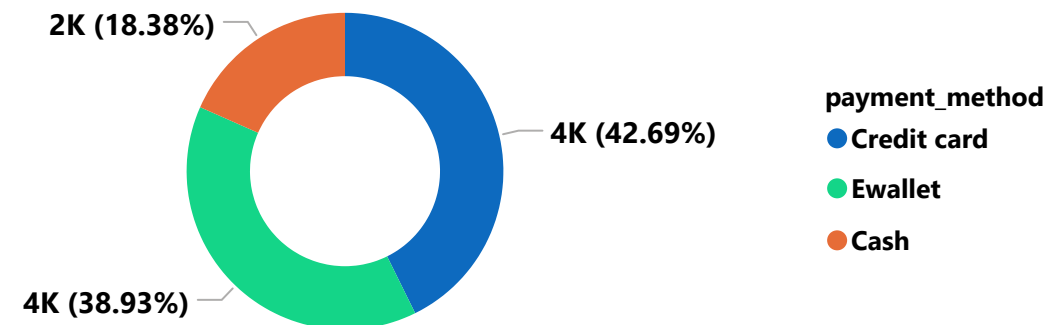
5.83

Avg Rating

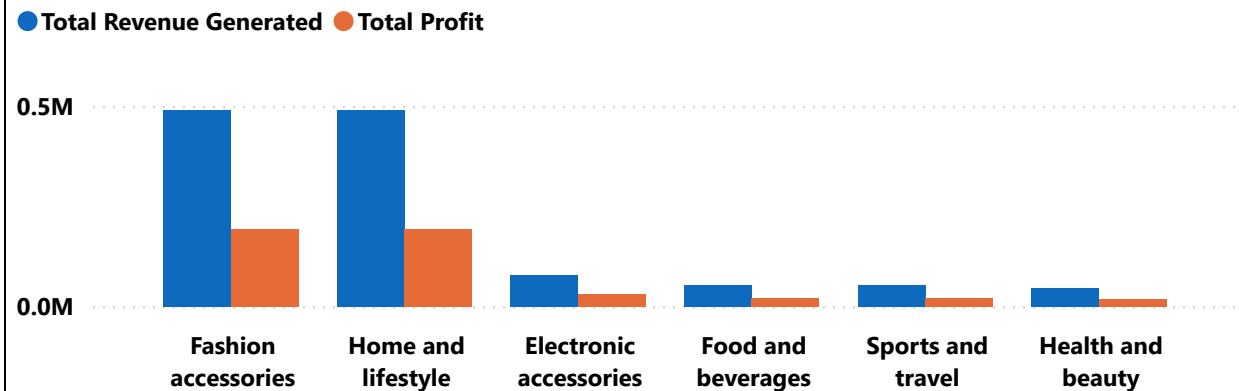
Revenue Distribution by Product Category



Sales Breakdown by Payment Method



Performance Comparison by Product Category



Store-Level Sales & Profit Performance

Category

All

Year

All

Payment_Meth...

All

Branch

All

100

Total Branches

12.10K

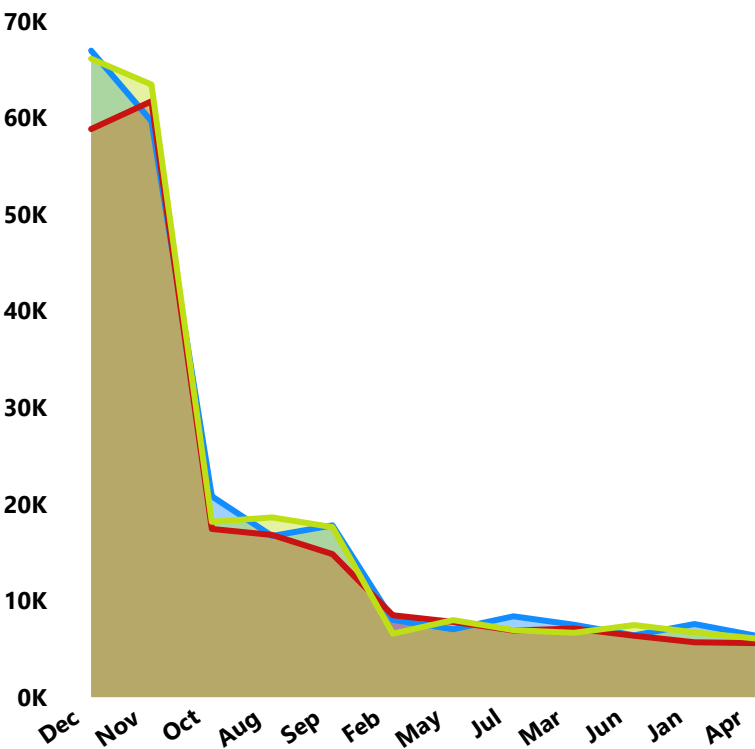
Avg Revenue per Branch

234.83

Avg Quantity per Branch

Monthly Trend of Revenue, Profit & Quantity Over Years

Year ● 2021 ● 2022 ● 2023



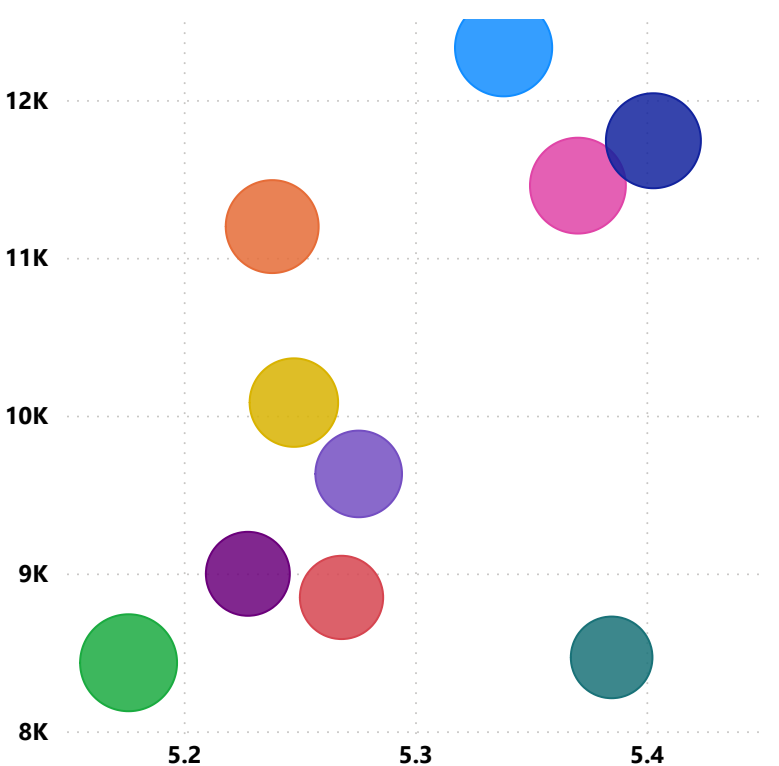
Top Performing Branches by Revenue and Profit

● Total Revenue Generated ● Total Profit



Branch Performance vs. Customer Rating by City

city ● Plano ● Richardson ● Round Rock ● San Angelo



Operational Growth & Performance Trends

6.83%



Revenue Growth %

7.86%



Profit Growth %

57.00%



Branches with Growth %

42.00%



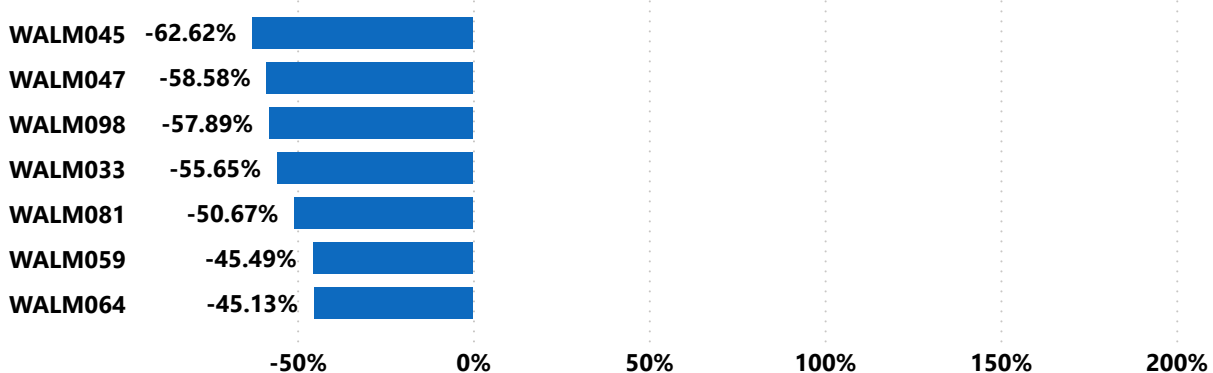
Branches with Decline %

1.00%

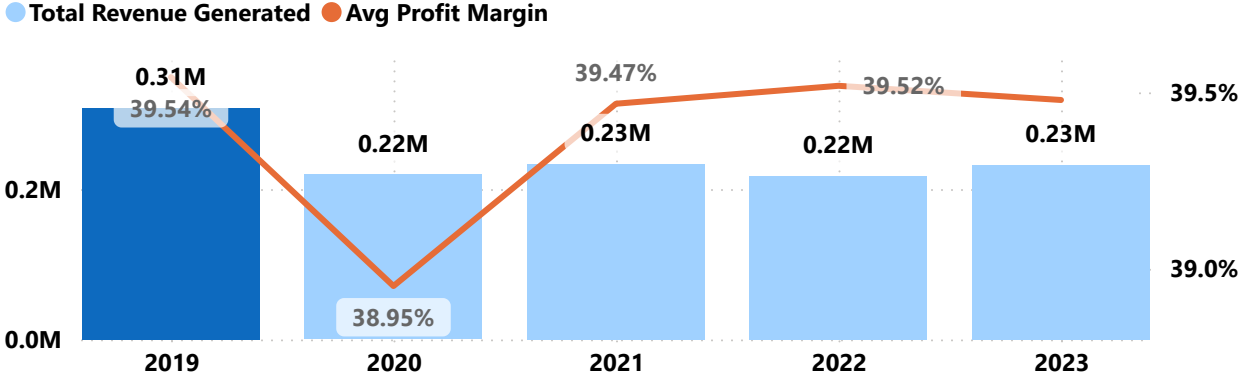


Branches Unchanged %

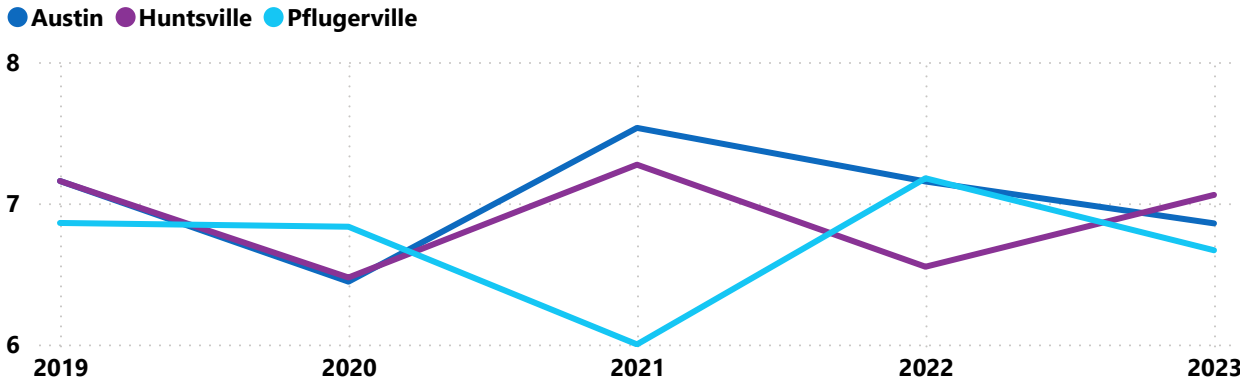
Year-over-Year Revenue Change (%) by Branch



Revenue and Profit Margin Trend Over Time



Customer Rating Trend by City and Year



Branch-Level Revenue & Rating Summary (2022–2023)

branch	Total Revenue 2022	Total Revenue 2023	YoY Revenue Change %	Avg Rating
WALM006	765.00	2,088.00	↑ 1.73	6.34
WALM010	808.00	2,114.00	↑ 1.62	6.64
WALM091	962.00	2,394.00	↑ 1.49	5.92
WALM072	811.00	1,785.00	↑ 1.20	6.06
WALM077	862.00	1,884.00	↑ 1.19	6.57
WALM014	939.00	2,017.00	↑ 1.15	6.54
WALM008	1,141.00	2,445.00	↑ 1.14	6.39
Total	2,17,405.00	2,32,260.00		5.83

1.Overview Dashboard - Narrative:

Revenue Concentration:

Over 80% of Walmart’s revenue is concentrated in just two categories — *Fashion Accessories* and *Home & Lifestyle*.

Profitability Efficiency:

The minor profit margin difference between the top two categories (only ~₹101) suggests similar operational costs and pricing effectiveness.

Payment Behavior:

Digital payments (especially *Credit Cards* and *E-wallets*) dominate transactions, showing customer trust in cashless payment systems.

Customer Ratings:

The average rating of **5.83/10** indicates moderate customer satisfaction, leaving room for improvement in post-sale service or product quality consistency.

2.Store-Level Sales & Profit Performance - Narrative:

Top Branches: Branch **WALM009** leads with **25.7K revenue** and **12.3K profit**, followed by **WALM074** (25.6K revenue, 8.4K profit) and **WALM030** (24.4K revenue, 11.7K profit).

Recent Trend (2021–2023): Revenue, profit, and quantity show a **strong seasonal surge between Nov–Jan**, followed by a steady decline throughout the rest of the year — highlighting **peak festive or year-end demand**.

Customer Experience: Branches located in **Richardson and Plano** demonstrate both **high ratings (≈5.4)** and **strong financial performance**, indicating that **better customer satisfaction aligns with higher sales**.

Recommendations:

Replicate Success Strategies:

Investigate the operational or marketing practices of **WALM009** and **WALM030**, and replicate these strategies in underperforming branches.

3.Operational Growth & Performance Trends - Narrative:

Overall Performance: Revenue grew by **6.83%** and profit by **7.86%**, with **57% of branches** showing growth — indicating moderate recovery but uneven performance.

Revenue & Profit Trend: Revenue dipped in **2020** but stabilized afterward, while **profit margins improved from 38.95% to 39.52%**, reflecting better cost control and efficiency.

Branch Performance: **WALM045 (-62.62%)** and **WALM047 (-58.58%)** faced the steepest declines, whereas **WALM006 (172.94%)** and **WALM010 (161.63%)** achieved outstanding revenue growth.

Customer Experience: Ratings peaked in **Austin (7.53)** and **Huntsville (7.27)** during 2021, while **Pflugerville (7.18)** improved in 2022 — showing fluctuating satisfaction levels across cities.

Operational Insight: Profitability and customer satisfaction appear linked, highlighting the importance of service consistency and branch-level strategy alignment.

Recommendations: