

# Overview Dashboard

1.21M

Total Revenue Generated

476.14K

Total Profit

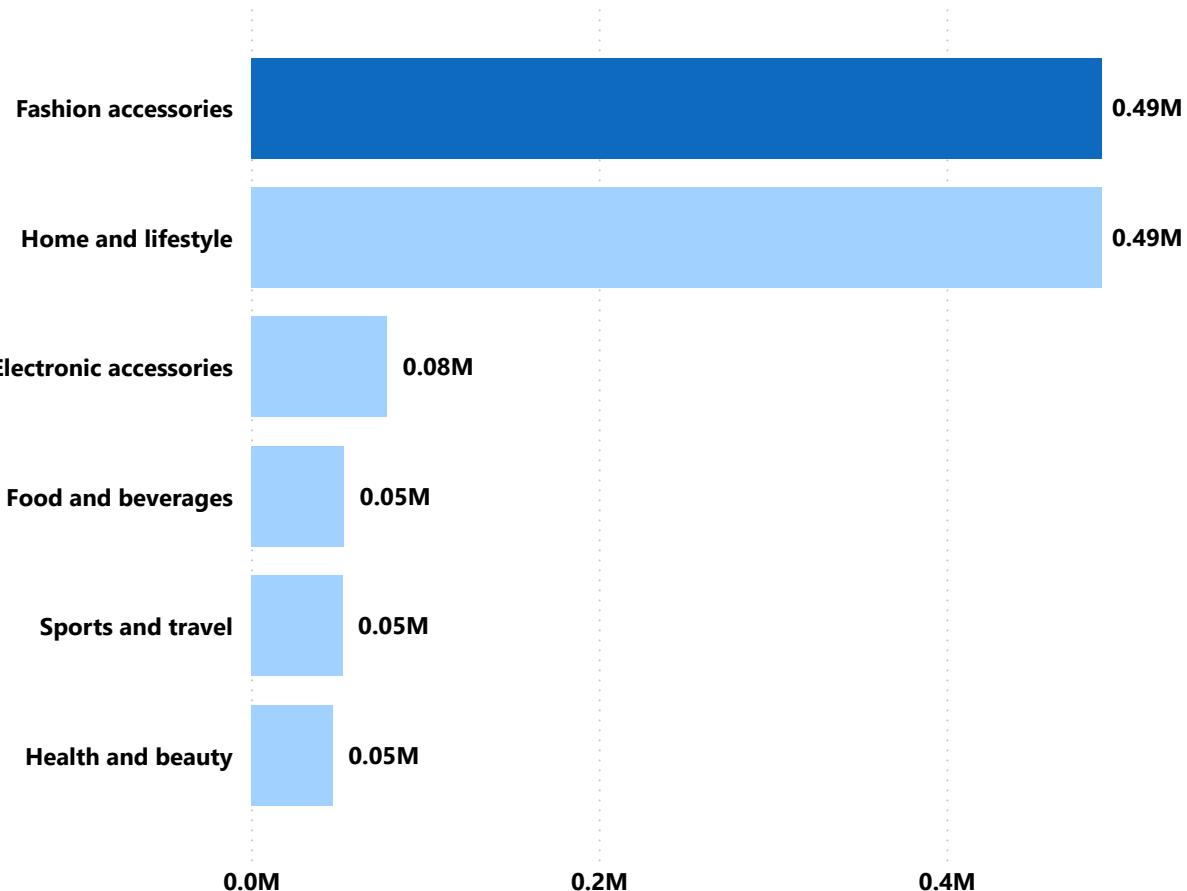
23.48K

Total Quantity

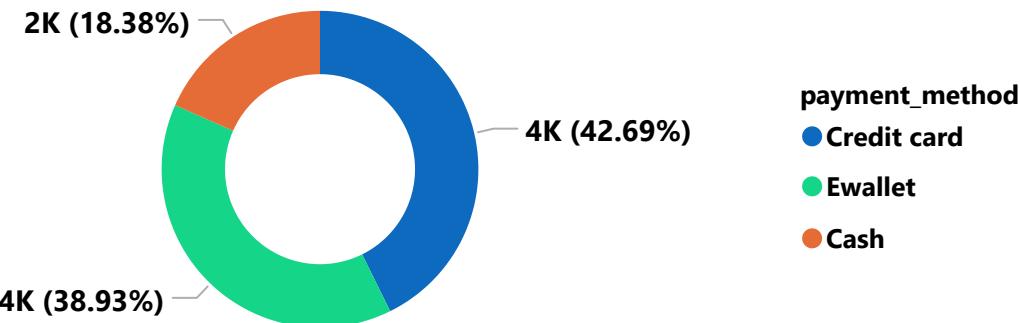
5.83

Avg Rating

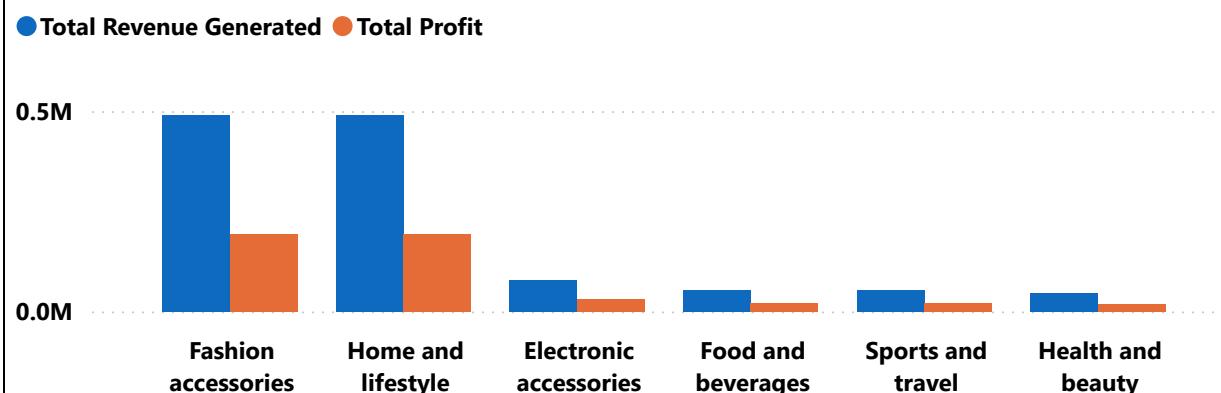
Revenue Distribution by Product Category



Sales Breakdown by Payment Method



Performance Comparison by Product Category



# Store-Level Sales & Profit Performance

100

Total Branches

12.10K

Avg Revenue per Branch

234.83

Avg Quantity per Branch

Category

All

Year

All

Payment\_Meth...

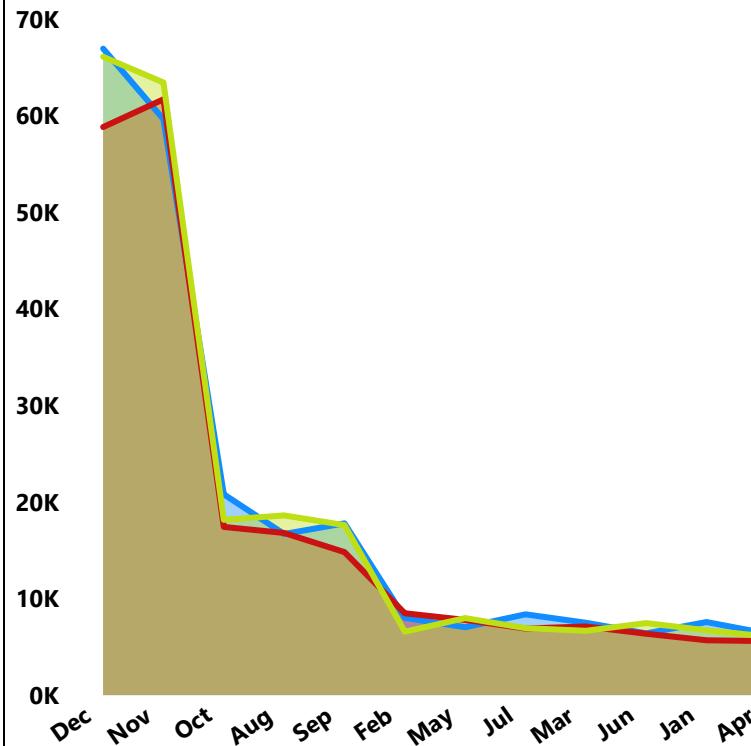
All

Branch

All

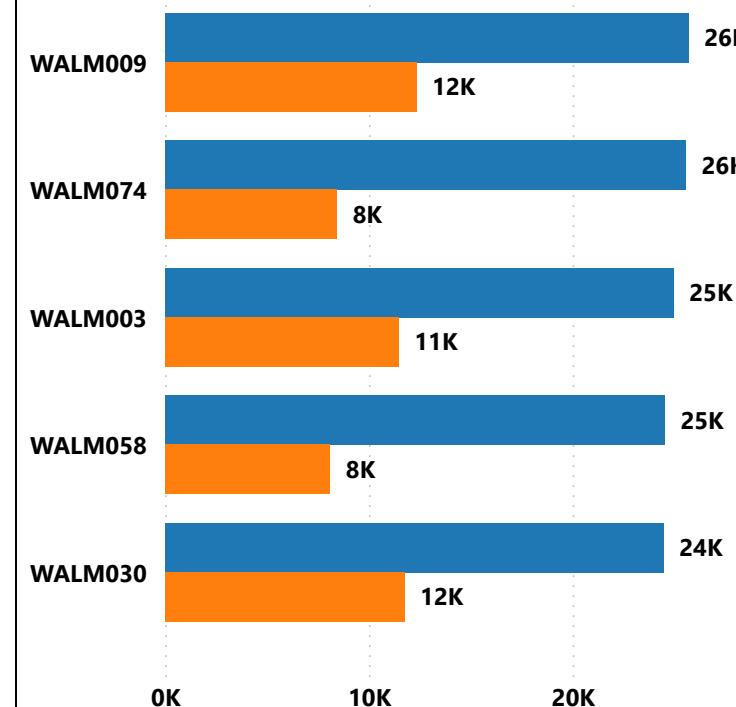
## Monthly Trend of Revenue, Profit & Quantity Over Years

Year ● 2021 ● 2022 ● 2023



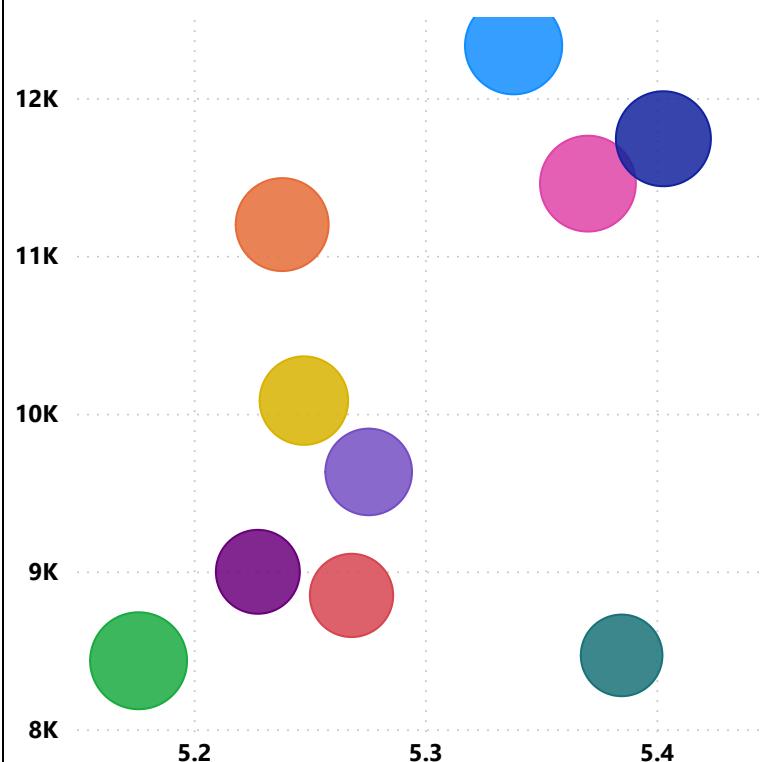
## Top Performing Branches by Revenue and Profit

● 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...

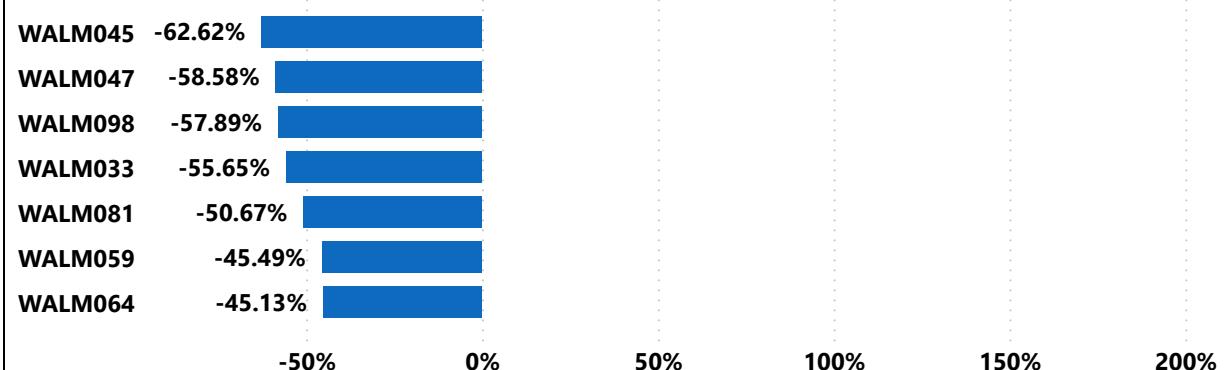
**42.00%**

Branches with Declin...

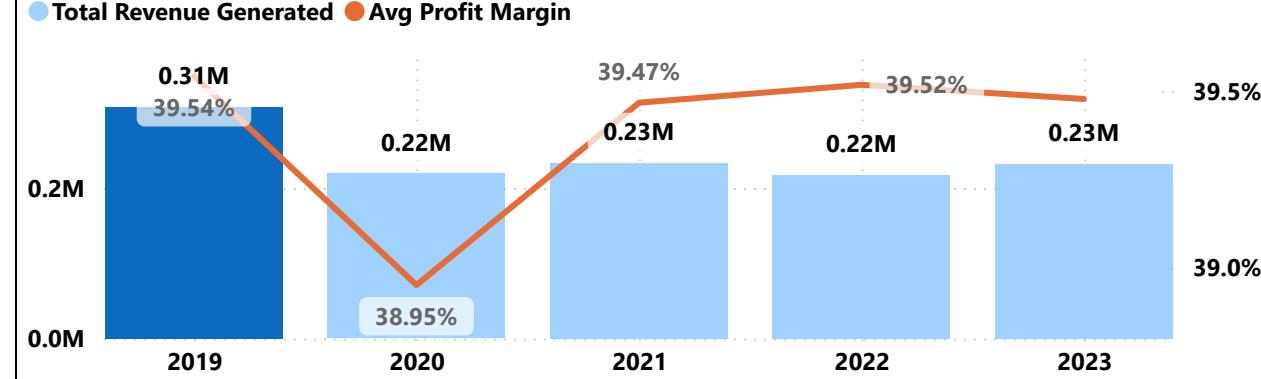
**1.00%**

Branches Unchanged %

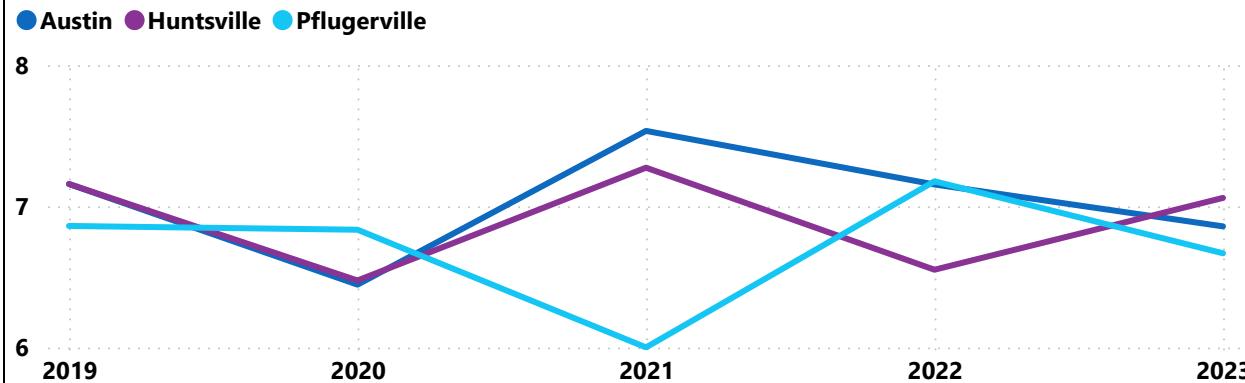
## Year-over-Year Revenue Change (%) by Branch



## 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
<b>Total</b>	<b>2,17,405.00</b>	<b>2,32,260.00</b>		<b>5.83</b>

## 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: