

Excel Class



Acciojob/ Excel

Walmart E-commerce Case Study

- **Walmart** is a multinational retail corporation known for its chain of hypermarkets, discount department stores, and grocery stores.
- Founded in 1962 by Sam Walton, Walmart has grown to become one of the largest companies in the world by revenue.
- The company operates in various countries, serving millions of customers with a wide range of products.



Problem Statement

With growing demands and cut-throat competitions in the market, **Walmart CEO** is seeking your knowledge in understanding what works best for them. They would like to understand which products, regions, categories and customer segments they should target or avoid. He would like to have some business insights to optimise the business operations.



Objective

Our objective is to gain insights into the performance of the store and identify opportunities for improvement. We need to identify patterns in the data in terms of customer segments, product categories, sales etc. We will do some basic **Exploratory data analysis (EDA)** to explore the data and will take the help of **Excel functions** and features to draw meaningful conclusions. Through this case study, we hope to provide valuable insights that can help the store optimize its operations and drive growth

Business Objectives ...



Walmart Dataset Overview

- The Walmart Superstore Dataset is a comprehensive collection of data that provides insights into the operations and sales performance of Walmart Superstores.
- The dataset contains information related to orders, customers, employees, products, categories, and suppliers, offering a holistic view of the store's functioning.



Key Features and Fields

- **OrderID**: Unique identifier for each order placed in the store.
- **CustomerID**: Unique identifier for each customer associated with an order.
- **EmployeeID**: Unique identifier for the employee responsible for handling the order.
- **OrderDate**: Date when the order was placed.
- **ShipperID**: Identifier for the shipper responsible for delivering the order.
- **Selling Price**: The price at which the product is sold to customers.
- **ProductID**: Unique identifier for each product in the store.

Key Features and Fields

- **Quantity:** The quantity of each product purchased in an order.
- **Product Price:** The price of the product.
- **Product Costing:** Cost associated with producing or acquiring the product.
- **Sales:** Total revenue generated from the sale of products in an order.
- **Profit:** The profit earned from each order.
- **ProductName:** Name of the product.
- **SupplierID:** Unique identifier for the supplier providing the product.
- **CategoryID:** Unique identifier for the product category.
- **Unit Price:** The price per unit of the product.
- **CategoryName:** Name of the product category.
- **Description:** Additional description or details about the product.

Analysing the Walmart Case Study using the Excel Functions



Arithmetic Functions in Excel

- Excel offers a wide range of arithmetic functions to perform calculations and derive insights from data.
- These functions enable efficient data analysis, aggregation, and computation of various statistical measures.
- Excel Arithmetic functions like - **SUM , SUMIF , SUMIFS , SUMPRODUCT , COUNT , COUNTA , COUNTBLANK , COUNTIF , COUNTIFS , MOD, AVERAGE , AVERAGEIF , AVERAGEIFS , UNIQUE Function**

Insights from Walmart Dataset using Arithmetic Function

- Using these functions, we can draw insights and perform various analyses on the Walmart dataset.
- Examples include calculating **total sales**, **average sales**, **counting orders**, **identifying unique products** or categories, and more.
- The functions enable us to analyze data by specific criteria, conditions, or combinations of criteria.



Use Case of Arithmetic Functions

By leveraging a range of Excel arithmetic functions, we can draw **valuable insights** from the Walmart dataset. These functions enable calculations, aggregations, and statistical analysis, facilitating a deeper understanding of the dataset. Utilizing functions such as **SUM, COUNT, AVERAGE, and UNIQUE** allows us to derive meaningful insights and perform comprehensive analyses on the dataset.

Basic Stats and Formulas in Excel

- Basic statistical measures and formulas provide valuable insights into the distribution and characteristics of data.
- These stats and formulas help uncover patterns, central tendencies, rankings, and extremities in the dataset.
- Basic Statistics Formula - **MEAN , MEDIAN , MODE , PERCENTILE , AVERAGE , LARGE , SMALL, RANK , MAX , MIN Functions**

Insights from Walmart Dataset using Stats Functions

- By applying these stats and formulas, we can draw insights and perform various analyses on the Walmart dataset.
- Examples include calculating the average sales, **identifying** the most popular product or category, ranking stores based on performance, **identifying outliers**, and determining the **highest** and **lowest** sales value, can find the **percentile sales**.



Use Case of basic statistics formulae

By employing basic statistical measures and formulas on the Walmart dataset, we can derive valuable insights. Utilizing stats such as **MEAN**, **MEDIAN**, **MODE**, and **PERCENTILE**, along with formulas like **AVERAGE**, **LARGE**, **SMALL**, **RANK**, **MAX**, and **MIN**, enables us to gain a deeper understanding of the dataset. These stats and formulas provide **insights** into **Central Tendencies**, **Rankings**, **Extremities**, and other characteristics of the data, facilitating **comprehensive analysis** of the Walmart dataset.

