Business proposal

Data-Driven Decisions:

Exploring consumer-focused Profit-maximizing strategies

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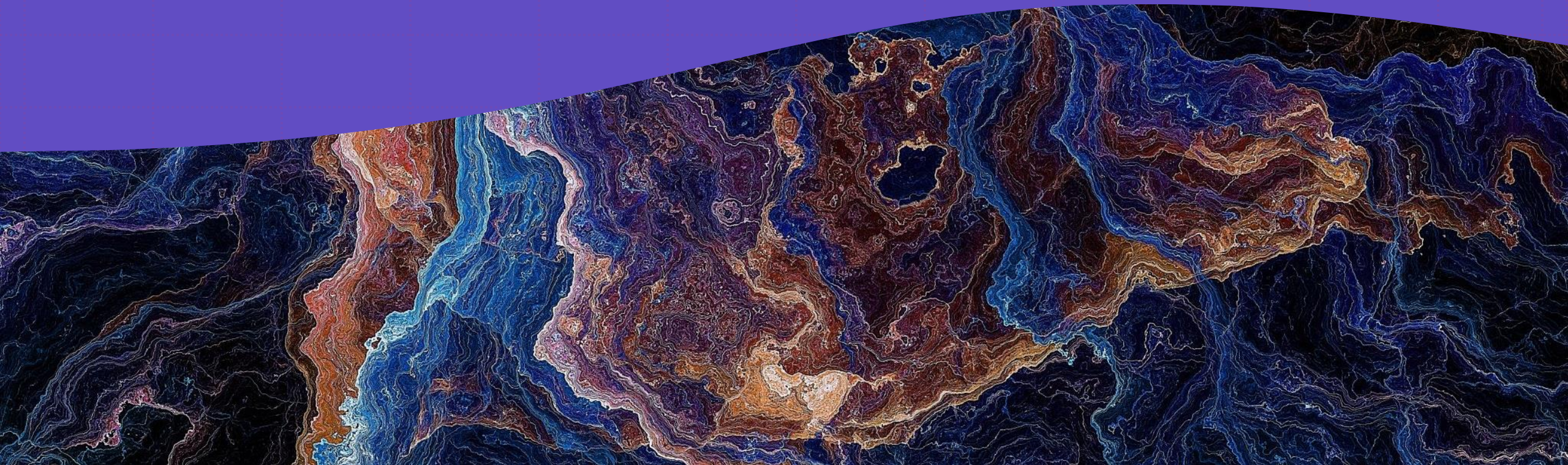


What's our data?

Weekly Sales

45 Store

CPI

05-02-2010 to 26-10-2012

Holiday Flag

Fuel Price

Unemployment

Temperature

As data analysts, how do we utilize the information at our disposal?

Goal: To transform Walmart by leveraging data to optimize business operations.

Through data analysis, we sift through vast amounts of information to focus on key insights that directly drive strategic decisions and outcomes.

- Key focus:

> *Economic Trends for Sales Predictions* 💼

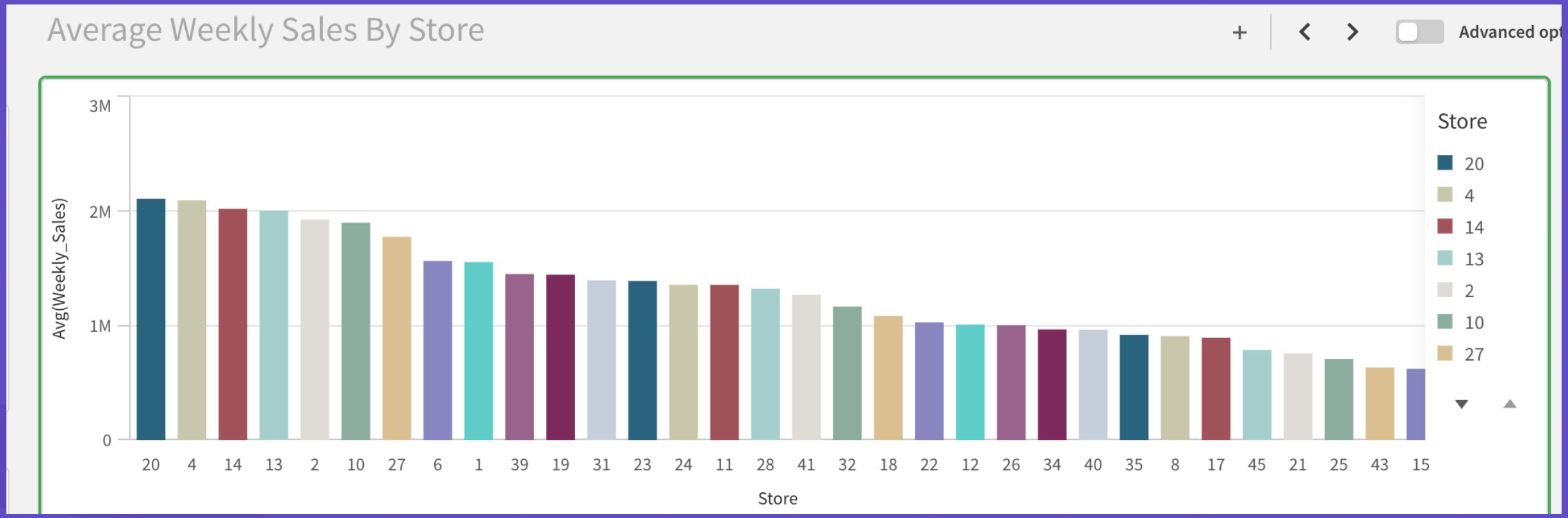
> *Holiday Sales* 🎄 *vs. Non-Holiday Sales* 🏷️

> *Temperature's Effect on Sales* 🌡️🛒

KPI: Key Performance Indicator

Dashboard: KPIs by Branch

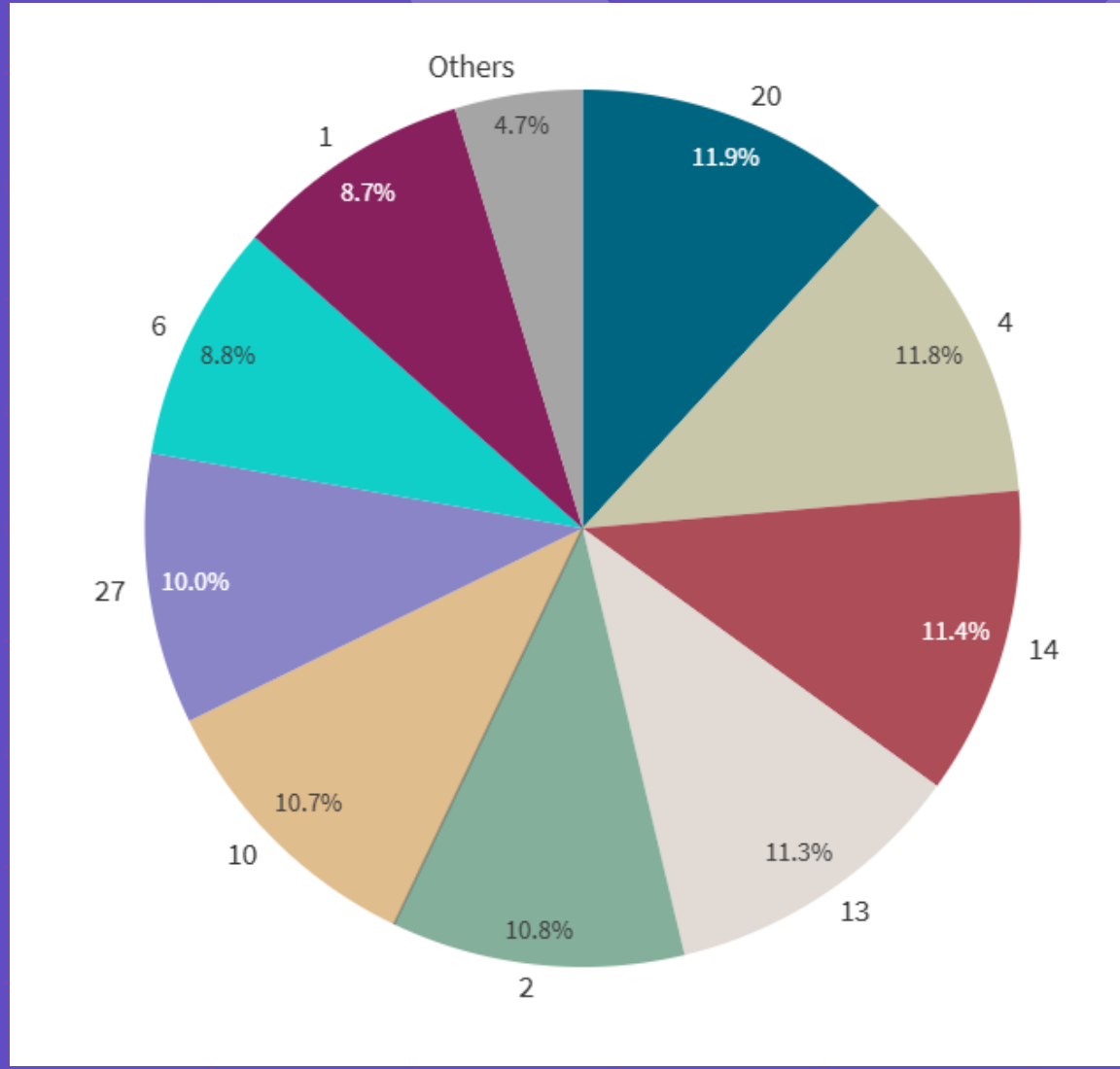
Comparative and Performance insights



Stores

Weekly Sales

Avg. Sales in different Stores



Stores

Weekly Sales

Temperature

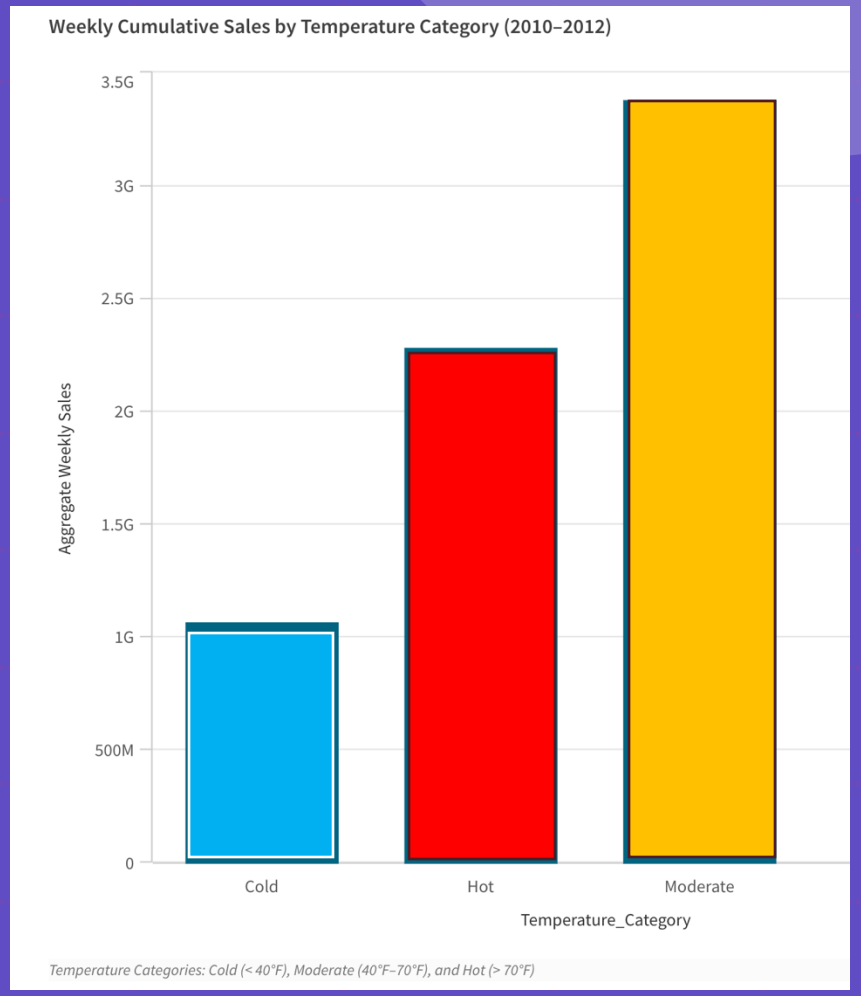
Temperature Weekly Sales

Preparing the Data
Temperature vs. Weekly Sales

Store	Date	Weekly_Sales	Holiday_Flag	Temperature	Temp_Category	Fuel_Pric
1	2/19/2010	1611968.17	0	39.93	Cold	2.51
1	2/26/2010	1409727.59	0	46.63	Moderate	2.56
1	3/19/2010	1472515.79	0	54.58	Moderate	2.7
1	3/26/2010	1404429.92	0	51.45	Moderate	2.73
1	4/16/2010	1466058.28	0	66.32	Moderate	2.80
1	4/23/2010	1391256.12	0	64.84	Moderate	2.79
1	4/30/2010	1425100.71	0	67.41	Moderate	2.7

Temperature Weekly Sales

Temperature vs. Weekly Sales



Temperature 🌡️ Weekly Sales 💸

Insights for the Future

Unlocking Costumer Preferences: Exploring Product Trends to Optimize Inventory

Temperature Weekly Sales

Holidays vs. Non-Holidays

Stores

Holiday Flag

Weekly Sales

Correlation between Avg. Sales and Holidays

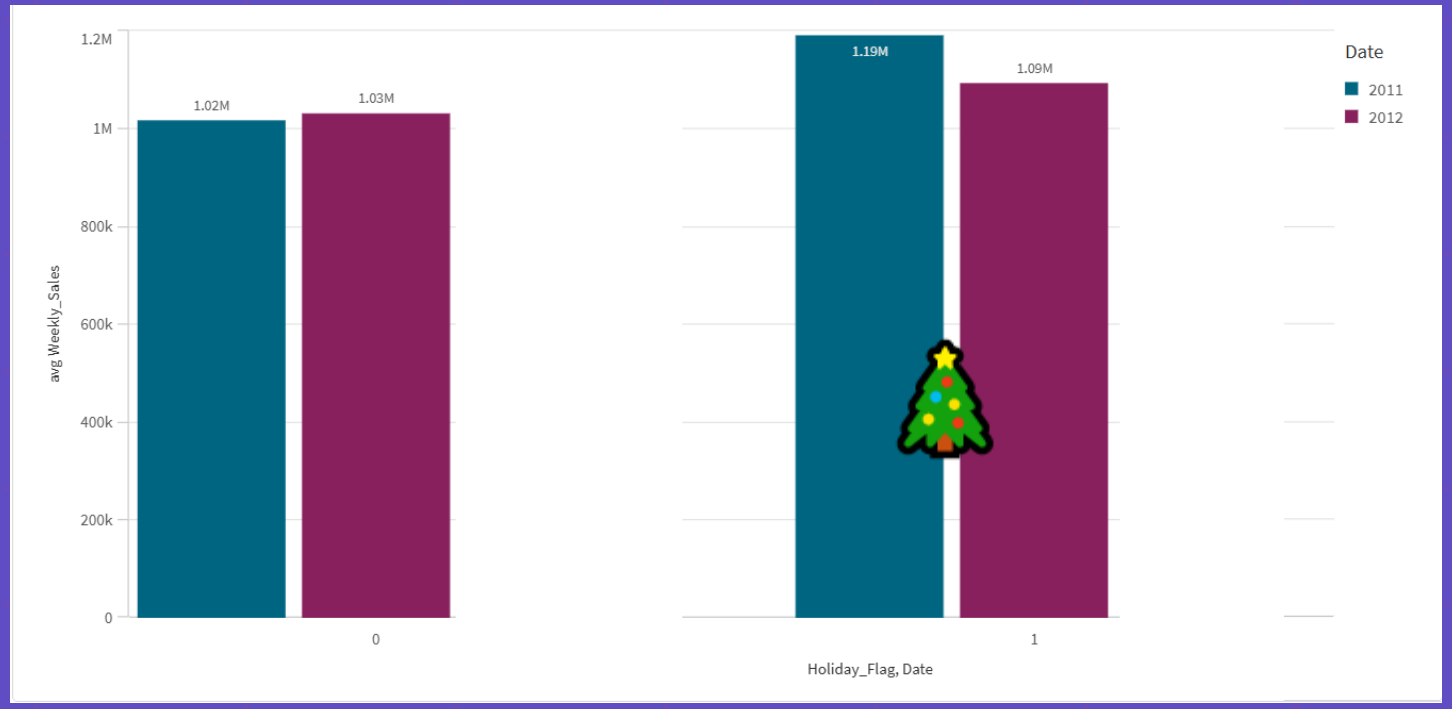
+9.17%

Stores

Holiday Flag

Weekly Sales

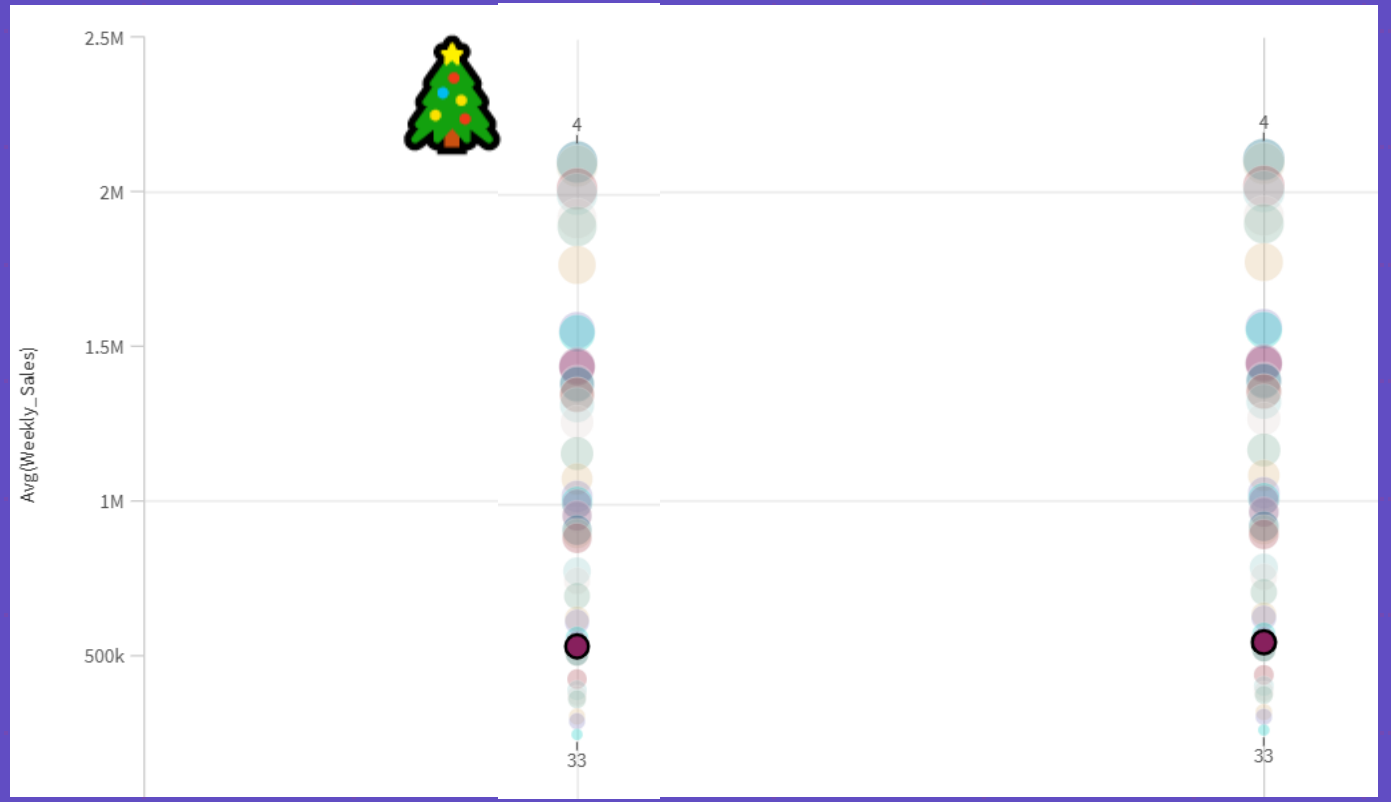
Avg. Sales 2011 vs 2012



Stores Holiday Flag Weekly Sales

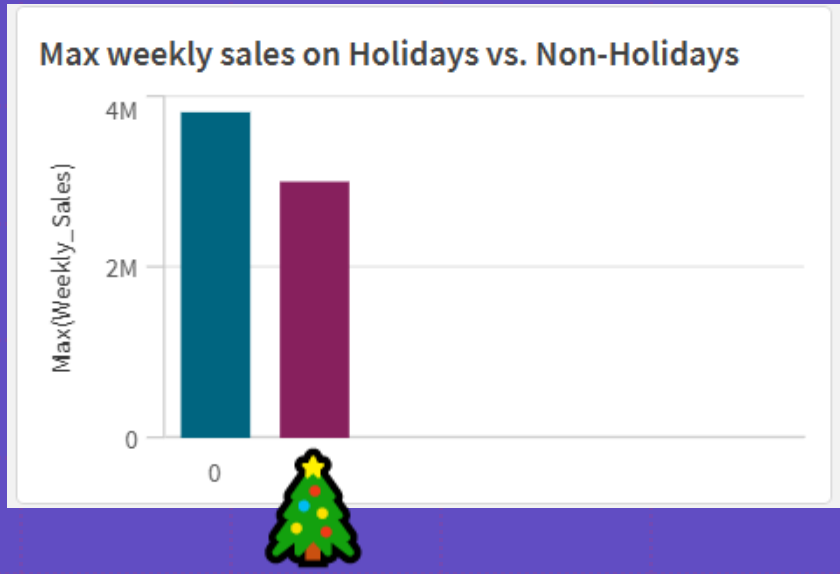
Avg. Sales from individual stores based on Holiday flag

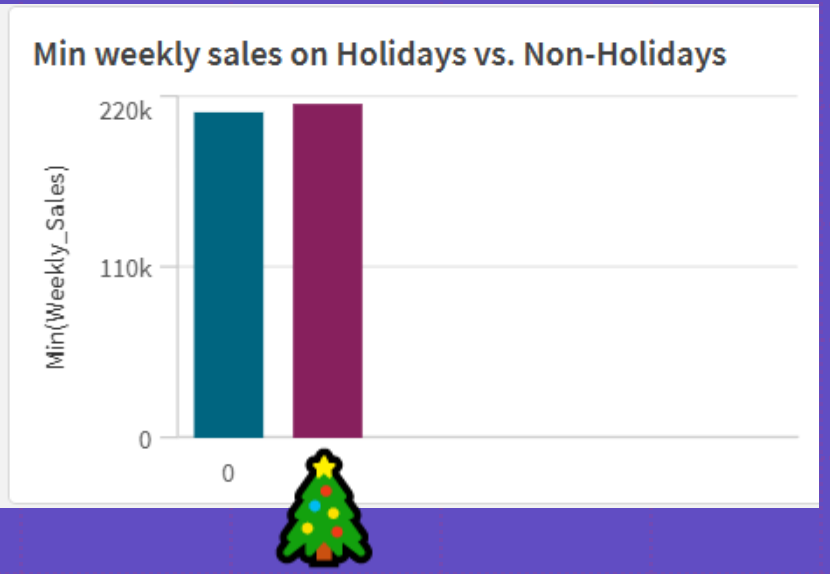
Store 9



Stores Holiday Flag Weekly Sales

Lowest and highest sales depending on Holiday





Stores Holiday Flag Weekly Sales

Data We Wish Our Team Had ?

1. Having distinct categories like essential vs non-essensial goods.
2. Having Products by category to better understand what is usually purchased during periods where temperature is high, low, or moderate, etc.
3. Having long term sales so we could extract more data from CPI
4. Having locations of the stores to extract socioeconomic and demographic relationships
5. Having specific Holiday flags (like 4 July, Christmas, etc)

Thank you!!

- Any Question ? :D