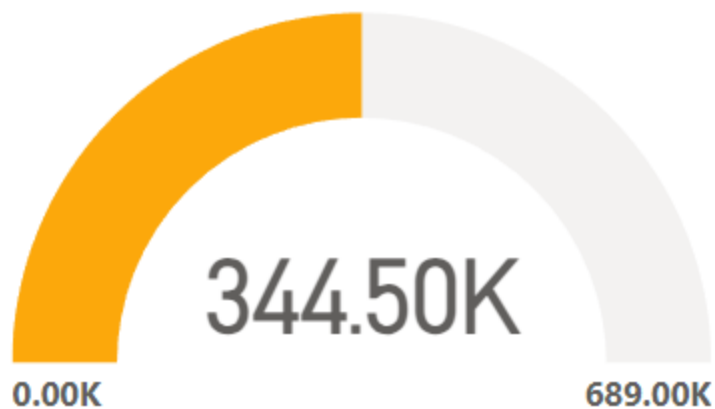


Walmart Second

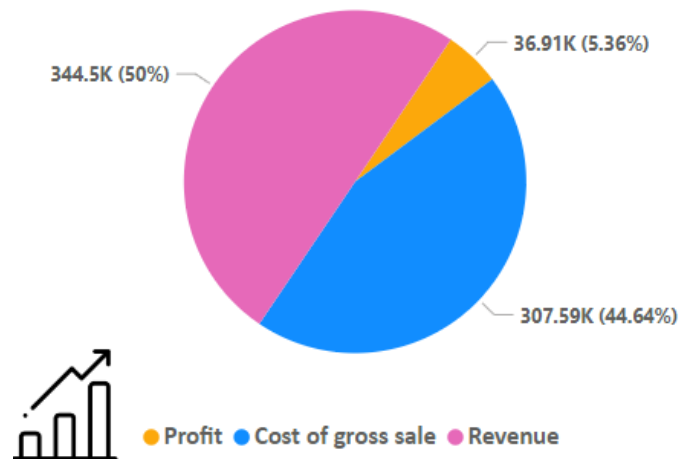
Quarter Reporting



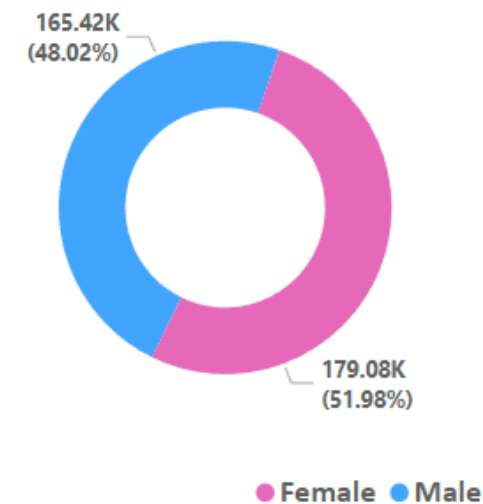
Second Quarter Revenue (\$)



Relation between Profit, COGS and Revenue



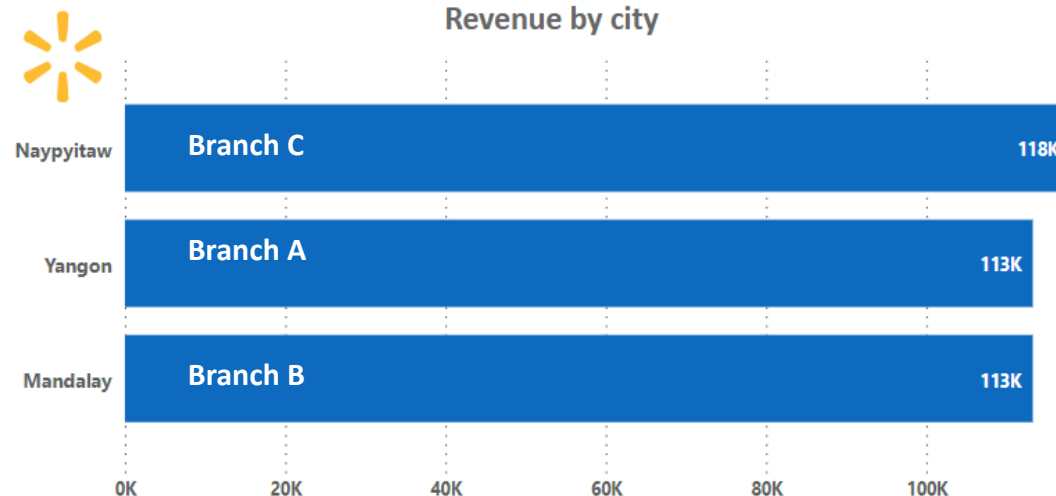
Revenue by gender

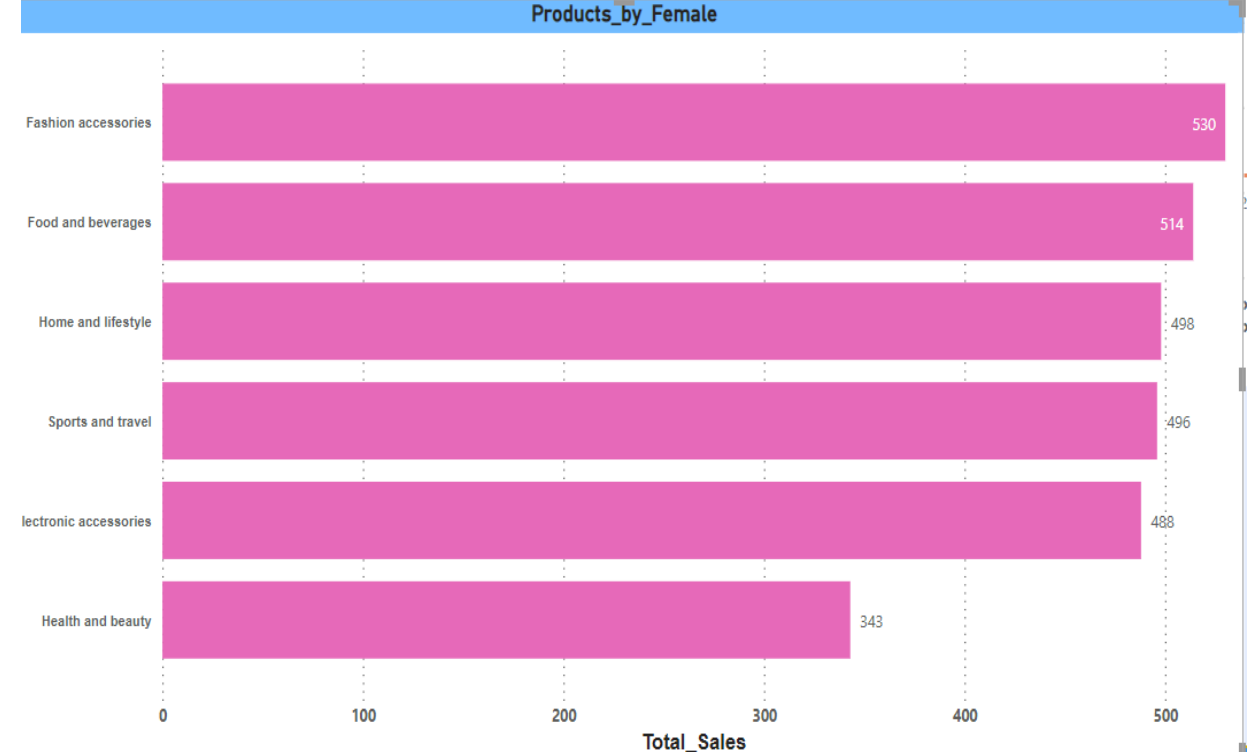
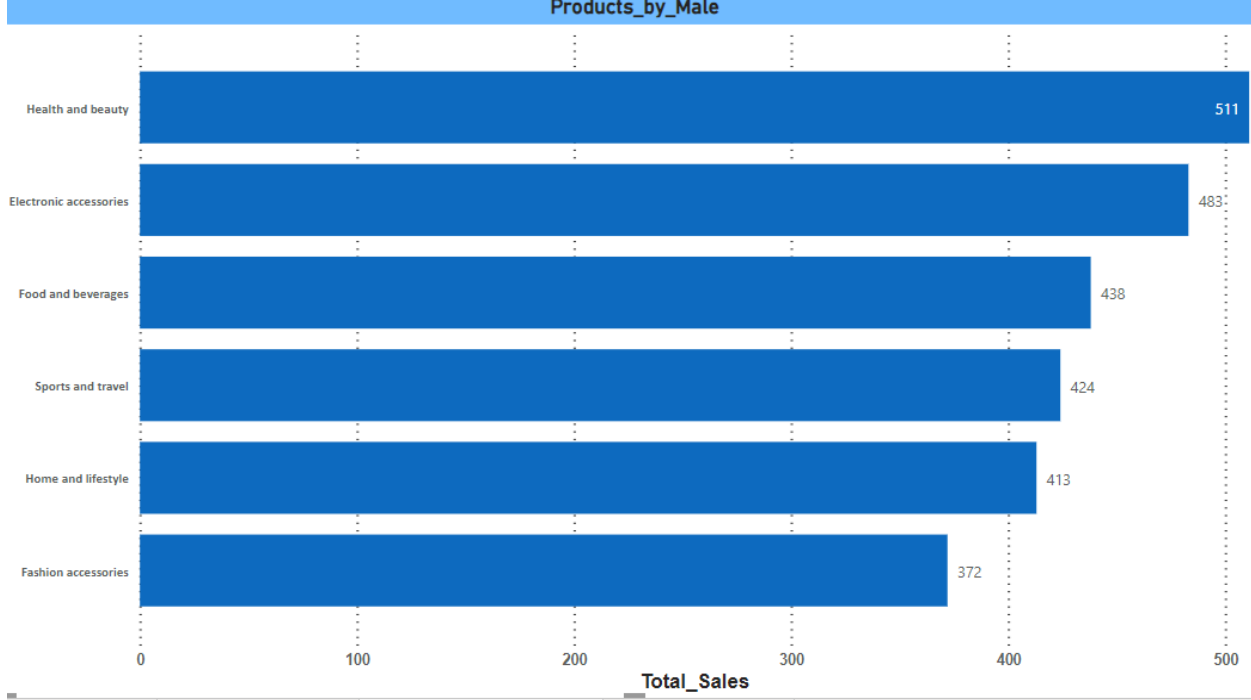


Finance Report

- Q2 revenue reached **\$344.50k**, with a considerable portion allocated to COGS (**\$307.59k**), resulting in a Gross Profit of \$36.91k, reflecting efficient cost management.
- Branch C led in revenue with **\$118k**, surpassing Branches A and B, while **51.98%** of total revenue was generated by **female** customers, highlighting the importance of targeting this demographic for maximizing sales.

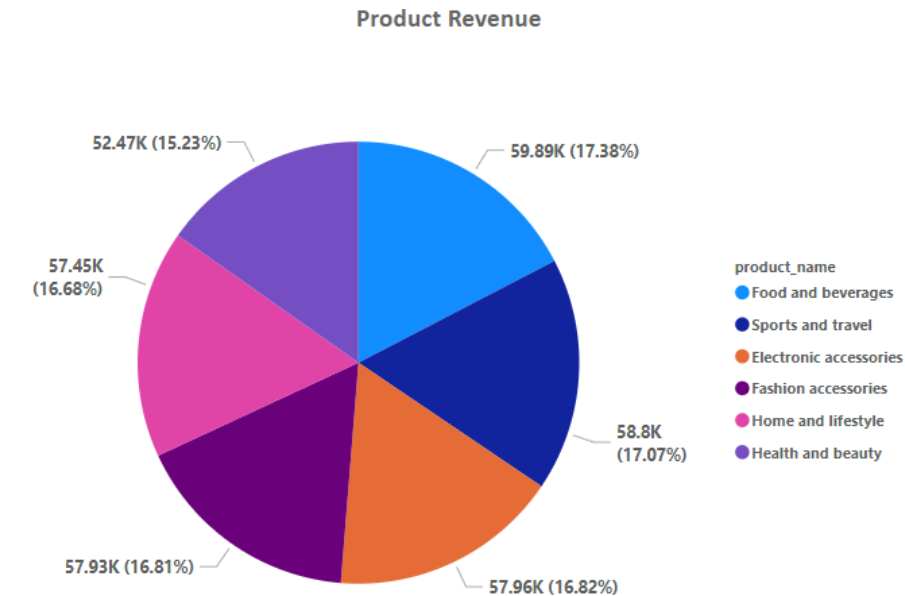
Revenue by city





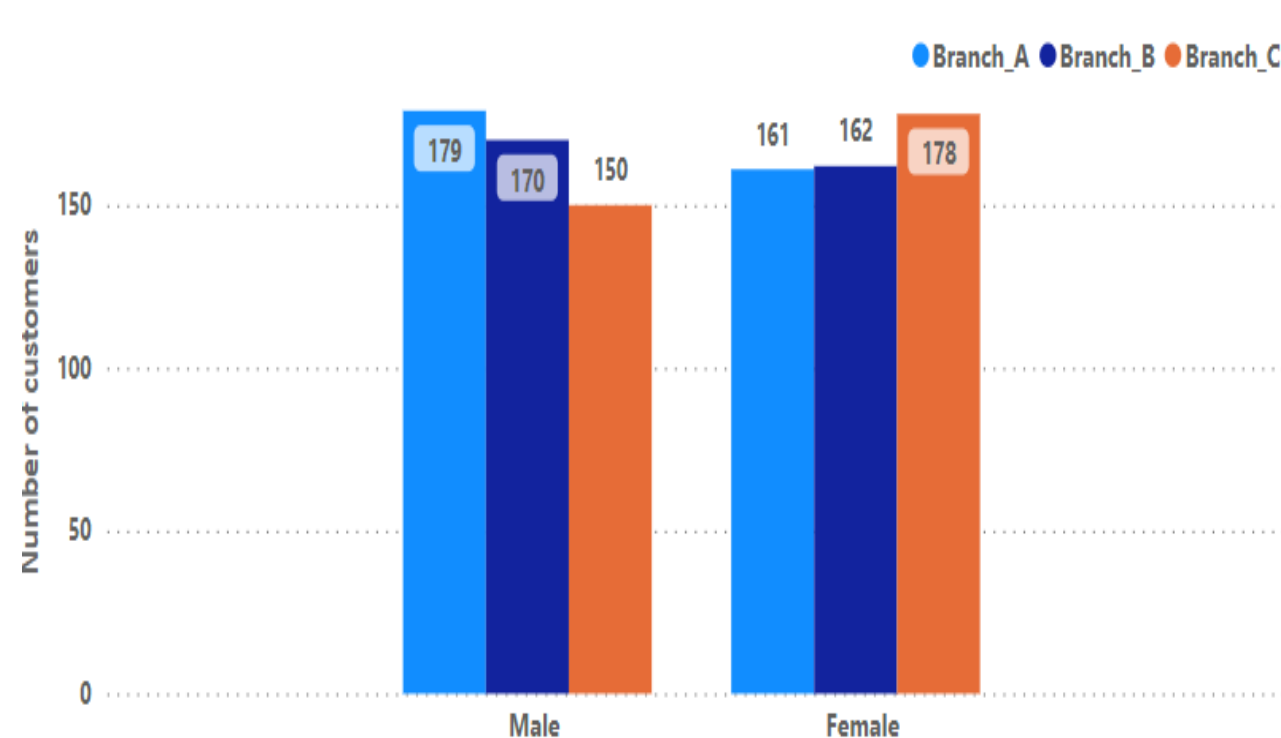
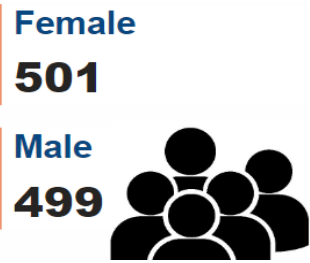
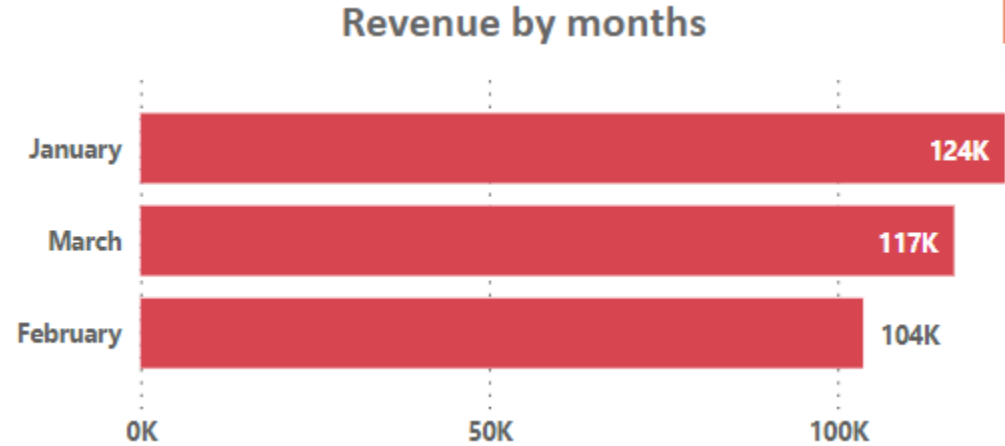
Customer Report

- Males are inclined towards health & beauty, electronic accessories, and food & beverage purchases, whereas females are more attracted to fashion accessories, food, and home & lifestyle products. Leading revenue-generating categories are food & support (\$59.89k) and electronics (\$58.8k), indicating strong consumer demand and market potential.



Branch Distributions

- Store A and B cater more to male customers (179 and 170, respectively), while Store C attracts a larger female audience (178).
- Peak sales months were **January** and **March**, with revenues reaching **\$124k** and **\$117k**, respectively, suggesting seasonal shopping patterns.



Impact

Walmart's analysis of consumer behavior highlights distinct gender-based preferences, with males favoring health & beauty, electronics, and food & beverage, while females lean towards fashion accessories, food, and home & lifestyle products. Leveraging this data enables targeted marketing and product offerings, enhancing customer engagement and sales. Additionally, insights into store-level demographics facilitate localized strategies for optimizing store layouts and inventory management.

By capitalizing on seasonal trends and peak revenue months, Walmart can implement targeted promotions to drive revenue growth and profitability.