Project Summary:

Project Title: Walmart Executive Overview by Profitability

Project Description: This Tableau dashboard provides a comprehensive executive overview of Walmart's profitability across various dimensions. It includes critical KPIs such as Total Sales, Profit, Profit Ratio, Profit per Order, Sales per Customer, Average Discount, and Quantity. The visualizations are designed to offer insights into sales and profit distributions by state, subcategory, segment, and category, along with trend analysis over time.

Key Objectives:

- To provide an at-a-glance overview of Walmart's sales and profitability.
- To identify high and low performing states, segments, categories, and sub-categories.
- To enable stakeholders to understand the distribution and trends of sales and profit ratios.
- To support decision-making with actionable insights derived from data.

Technologies Used:

- Tableau for data visualization and dashboard creation.
- SQL for data extraction and manipulation.

Key Skills Demonstrated:

- Measures and Calculated Columns: Creating measures such as Total Sales, Profit, Profit Ratio, Profit per Order, Sales per Customer, Average Discount, and Quantity. Calculated fields for derived metrics and ratios.
- **Filters:** Implementing filters for Year of Order Date, Month of Order Date, and Region to allow for dynamic data exploration.
- **Parameters:** Utilizing parameters to enhance interactivity and allow users to customize their views and analysis.
- **Visualization Techniques:** Creating maps for geographic analysis, bar charts for subcategory analysis, pie charts for segment and category ratios, and line charts for trend analysis.
- **Dashboard Design:** Arranging visualizations for clarity and ease of understanding, ensuring an executive-level overview with key metrics prominently displayed.

Detailed Dashboard Components:

1. KPIs Section:

Total Sales: \$2.30M
Profit: \$286.40K
Profit Ratio: 12.47%
Profit per Order: \$57.18
Sales per Customer: \$2.90K
Average Discount: 15.62%

2. Profit Ratio by States:

 A map visualization highlighting the profit ratio across different states, aiding in the geographical analysis of performance.

3. Sales vs Profit by Sub-Category:

Quantity: \$37.87K

- A bar chart displaying sales and profit along with the profit ratio for each subcategory, providing insights into which products are most profitable.
- 4. Profit Ratio by Segment:

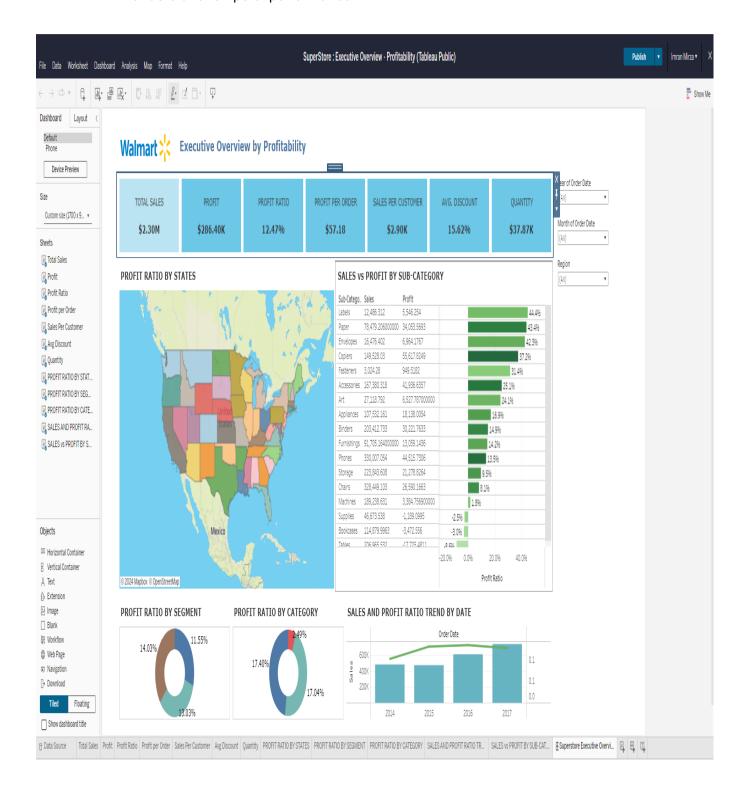
 A pie chart showing the distribution of profit ratio across different customer segments.

5. Profit Ratio by Category:

 A pie chart showing the distribution of profit ratio across different product categories.

6. Sales and Profit Ratio Trend by Date:

• A line chart depicting sales trends over time, with an overlay of the profit ratio to understand temporal performance.



Total Sales Profit Profit Perit Profit per Order Sales Per Customer Avg Discount Quantity PROFIT RATIO BY STATES PROFIT RATIO BY SEGMENT PROFIT RATIO





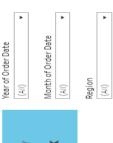






Walmart : Executive Overview by Profitability

					Year of Orde
PROFIT RATIO	PROFIT PER ORDER	SALES PER CUSTOMER	AVG. DISCOUNT	QUANTITY	(AII)
12.47%	\$57.18	\$2.90K	15.62%	\$37.87K	Month of Or (AII)



44.4% 43.4% 42.3%

37.2%

55,617.8249

31.4% 25.1% 24.1%

16.9% 14.9% 14.2%

6,527.787000000

41,936.6357

949.5182

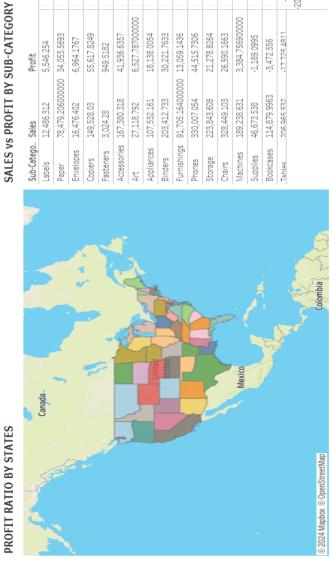
18,138.0054

30,221.7633

9.2% 8.1%

44,515.7306

21,278.8264 26,590.1663





40.0%

20.0%

960.0

-20.096

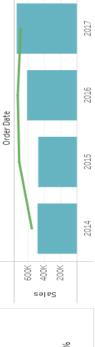
-B 60k

-17 725 4811

-3,472.556

-2.5% -3.0%

3,384.756900000



17.40%

PROFIT RATIO BY SEGMENT

14.03%