



Report on What Factors Influencing Walmart's Sales

With the help of this report we are analyzing what are the factors which influence the sales of retail Giant Walmart presented by Kavach Barot, Akshay Kumar, Omkumar Patel, and Jaspreet.

1)- Impact of Holidays on sale

This data shows a major increased in sales of Walmart when there was a holiday compared with non holidays

The average sales during holidays is \$1,122,888

Whereas the average sales during non holidays is \$1,041,256 this compared data reflects that there is a spike in the number of sales in Walmart when there was a holiday. This is due to customers having more time to spend at their home.

2)- Factors such as difference of sales in other stores

There are other factors which are responsible for less sales in Walmart store such as

A) Population density

Those areas who have highly populated have generally better sales as compared with area where the population density is low this means lower footfall per store

b. Income level

Stores who have located in richer areas generally have high revenue per user and high volumes. Countryside area experienced less volume and revenue per user.

C) Economic situation

During the recession or crisis sales trends are low as compared with high sales during the period of economic expansion.

3. Correlation Between Weekly Sales and External Factors

Weather and Temperature: As far as weather and temperature is concerned. During the cold weather the sales is decreased on the other hand during the summer the buying through online mode is increased as a resultant footfall is decreased

Fuel price

Fuel prices does not have any direct impact but it has indirect impact such as when fuel prices increase inflation is increased as a resultant consumer purchasing power has been decreased and consumer spends less on discretionary spending. Fuel prices have more impact on rural areas than urban areas.

4. Limitations of the Study Some of limitations of this study are to be following as below

Impact of external factors

Bad correlation

Impact of Holidays

Pandemic impact

Causality increased

Conclusion Walmart sales are influenced by a lot of reasons but holidays play a significant role in order to increase the sale of revenue whereas, other external factors such as population

density, economic condition, fuel also plays a healthy role. These studies help to plan better advertisement and optimum utilization of resources.