**Reflection**

From this analysis, I was able to glean much information about the different variables that influence Wal-Mart's revenues. The holiday seasons are a very major factor in determining sales, as can be seen by the clear peaks during these months. Demographic factors, such as population and consumer income, along with general economic trends, complicate analyzing the determinants of fluctuating sales across locations.

Since online sales figures are not included in this data, the information is incomplete as many sales in today's world are transacted through e-commerce websites or cellular networks.

Generally, what this reflection manages to bring into light is the fact that different businesses become affected in different ways for different reasons. For a retail giant like Walmart, which is very keen on serving varied tastes and preferences.