Reflection

This analysis gave me a good insight into the various reasons that affect revenues of Walmart. Holidays are a big reason for revenues, as can be seen by spikes at such times. Demographic factors like population and consumer incomes in addition to general economic conditions make it hard to assess the fluctuation in sales from one location to another.

One limitation is the data on no online sales, which is important, especially with the rise of e-commerce.

This reflection flags that different factors affect businesses variously. For a retail giant like Walmart, it simply means different tastes and preferences.

Surprisingly, the analysis showed that there was no string attached between fuel prices and the average sales of Walmart. It has been stated that increased fuel price may be responsible for inflation among consumers and thereby would lower the total demand.