

Walmart Sales Performance Analysis

- August 26, 2025
- Ekpote Jennifer



Content

- Introduction
- Problem Statement
- Objectives
- Dashboard Overview
- Key Findings
- Conclusion
- Recommendations
- Tools & References

Introduction

Imagine walking into a Walmart store on a busy Saturday. Customers are shopping across different product lines, paying with cash, cards, or e-wallets, leaving reviews, and generating thousands of transactions in a single day.

For a business operating at Walmart's scale, **decisions cannot rely on intuition alone**. Leaders need to quickly answer critical questions:

- Which products are driving revenue?
- Which branches perform better?
- How do customers behave across cities, gender, and payment methods?
- Are we making profit, or just selling volume?

This Power BI dashboard was built to **transform raw transactional data into clear business insights**, enabling management to understand performance, identify opportunities, and take data-driven actions confidently.

Problem Statement

Walmart generates large volumes of sales data daily across:

- Multiple branches
- Various product lines
- Different cities
- Diverse customer demographics
- Multiple payment methods

Without a centralized analytical view:

- It is difficult to track performance trends
- High-performing products and branches may be overlooked
- Customer behavior insights remain hidden
- Strategic decisions become slower and less accurate

This analysis addresses the need for **a single, interactive dashboard** that provides clarity and actionable insights.

Objectives

The objectives of this analysis are to:

- Evaluate overall sales and profit performance
- Identify top-performing product lines
- Understand revenue trends over time
- Analyze customer behavior by gender and city
- Assess branch-level performance
- Examine preferred payment methods
- Support strategic business decisions with data

Dashboard Overview

The Power BI dashboard presents:

- High-level KPIs for quick executive insight
- Interactive filters for product line and city
- Visual breakdowns of revenue, profit, quantity, and customer ratings
- Comparative analysis across branches, demographics, and payment methods

Walmart

Sales Dashboard

Product line

All

City

All



\$323K

Revenue



\$15K

Profit



6K

Total Quantity



6.97

Ave Rating



Revenue by Gender

Gen... Female Male

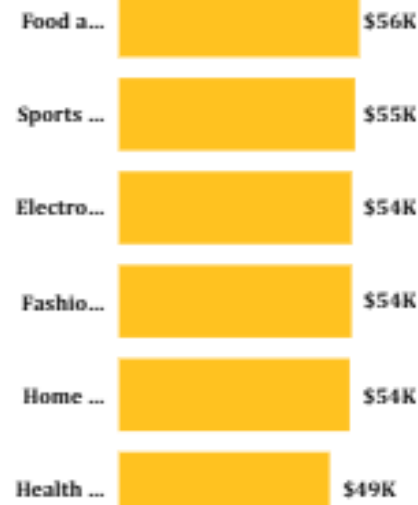


Revenue by City and Gender

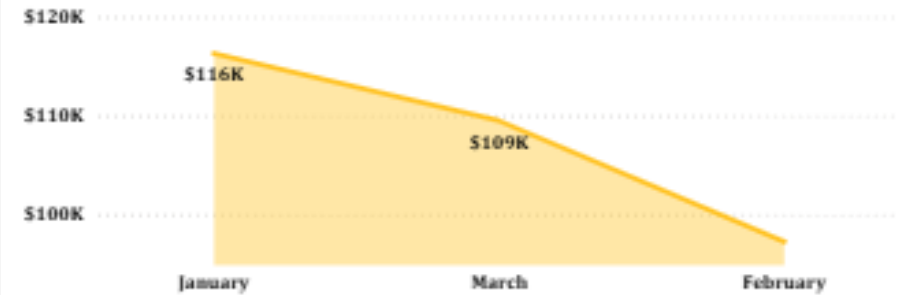
Gender Female Male



Revenue by Product line

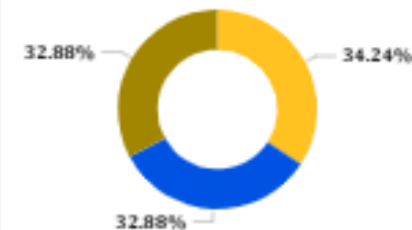


Revenue by Month



Revenue by Branch

Branch C A B



Revenue by Payment



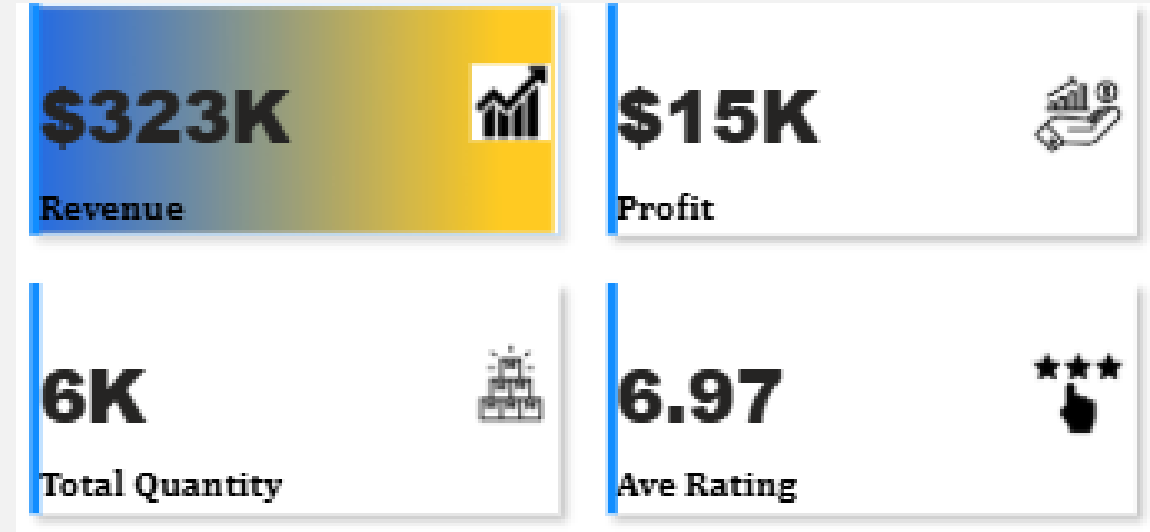
Product line	Quantity	Revenue	Profit	Ave Rating
Electronic accessories	971	\$54,338	\$2,588	6.92
Fashion accessories	902	\$54,306	\$2,586	7.03
Food and beverages	952	\$56,145	\$2,674	7.11
Health and beauty	854	\$49,194	\$2,343	7.00
Home and lifestyle	911	\$53,862	\$2,565	6.84

Key Findings

- Total Revenue: \$323K
- Total Profit: \$15K
- Total Quantity Sold: 6,000 units
- Average Customer Rating: 6.97

Insight:

The business is generating strong revenue with positive profitability and generally good customer satisfaction.



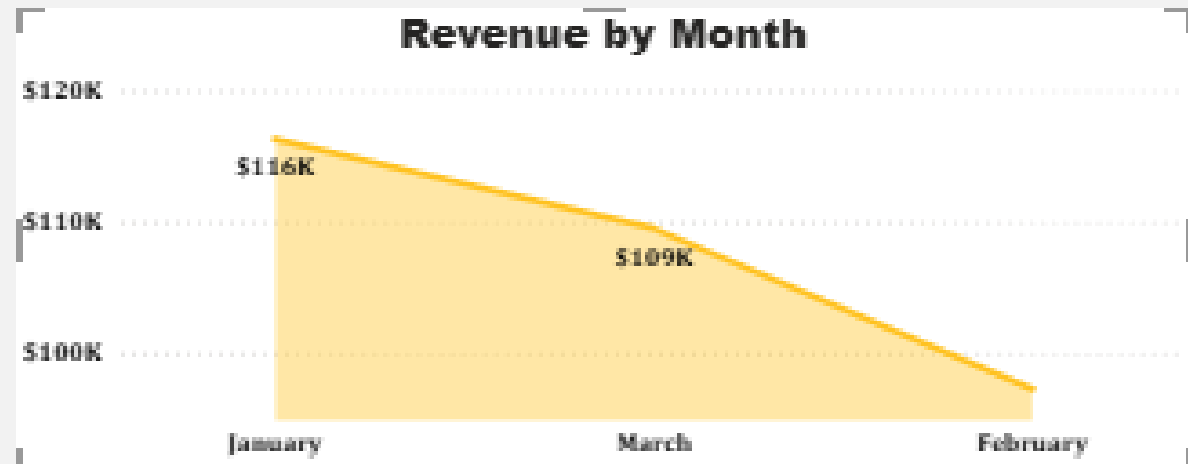
Revenue by Month

Business Question: *How does revenue change over time?*

- January recorded the highest revenue (\$116K)
- Revenue declined gradually in subsequent months

Insight:

Sales appear to be **seasonal**, indicating opportunities for promotions or campaigns during lower-performing months.



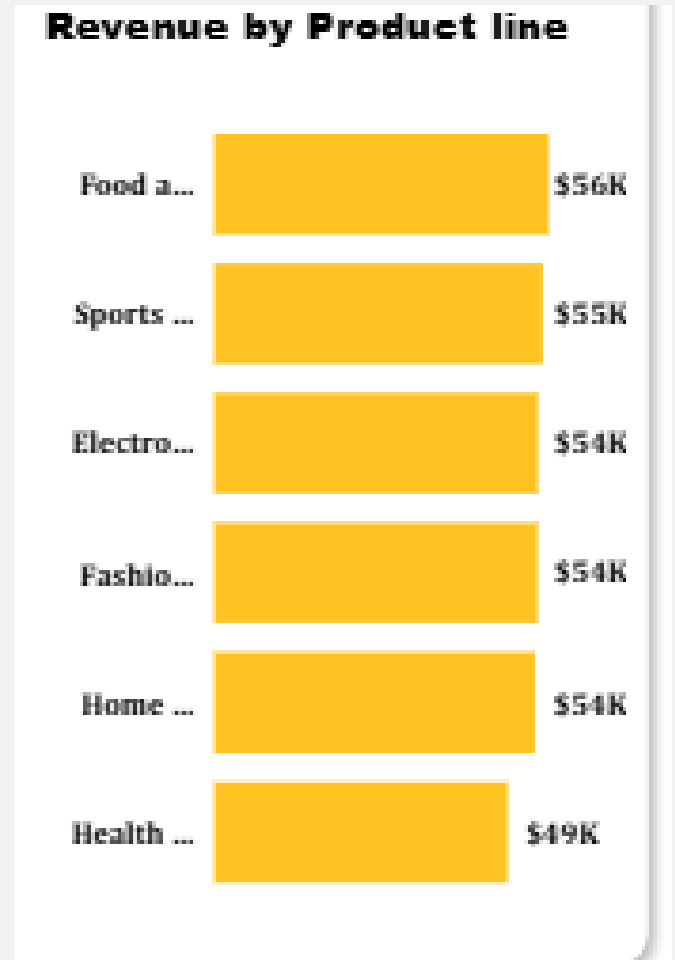
Revenue by Product Line

Business Question: *Which product lines drive the most revenue?*

- Food & Beverages lead revenue generation
- Sports and Electronics closely follow
- Health & Beauty generates comparatively lower revenue

Insight:

Inventory planning and marketing should prioritize **top-performing product lines**.



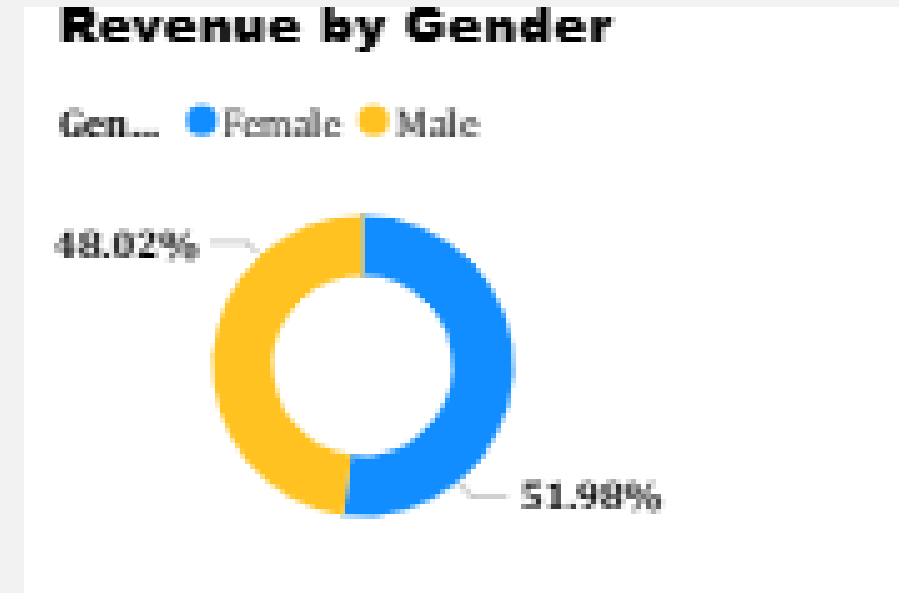
Revenue by Gender

Business Question: *Do male or female customers generate more revenue?*

- Female customers contribute approximately 52%
- Male customers contribute approximately 48%

Insight:

Revenue is **fairly balanced**, suggesting inclusive marketing strategies are effective.



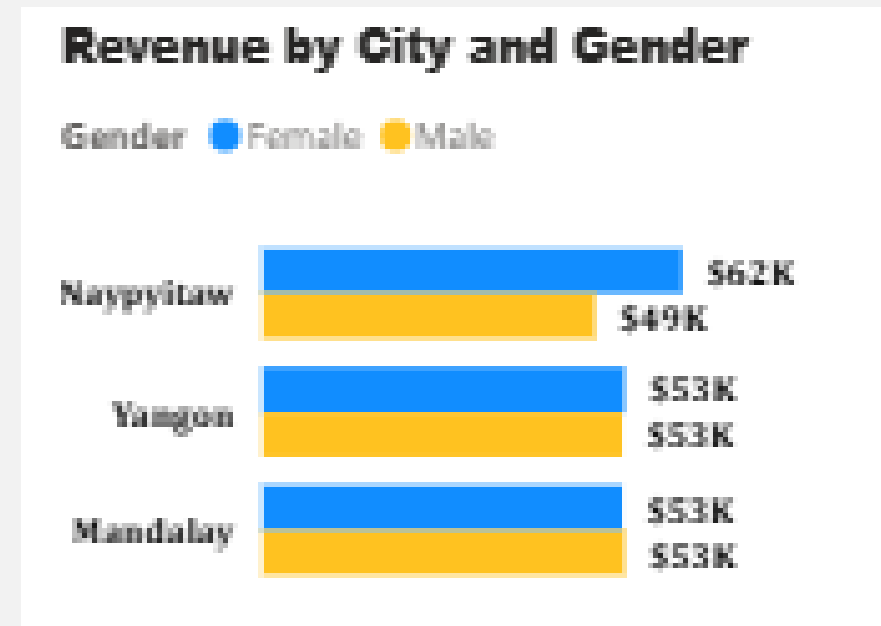
Revenue by City & Gender

Business Question: *Which cities generate the most revenue and how does gender affect this?*

- Naypyitaw leads in revenue
- Yangon and Mandalay show similar performance
- Gender contribution is balanced across cities

Insight:

Top-performing cities can be leveraged as benchmarks for others



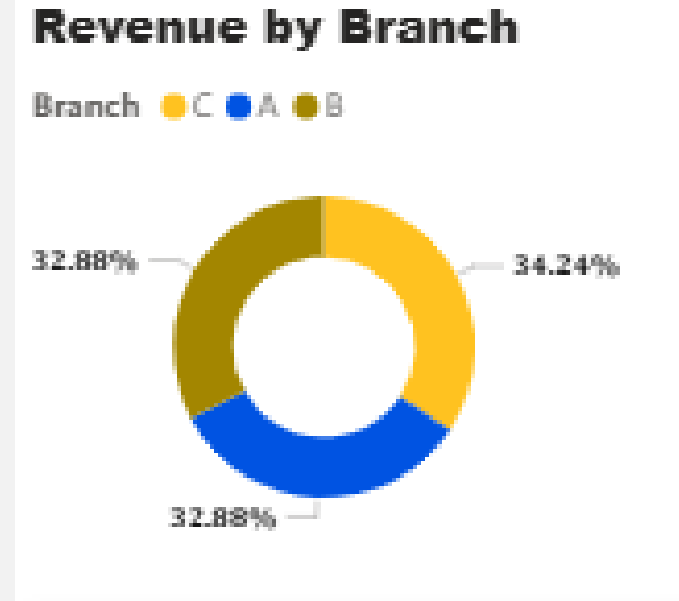
Revenue by Branch

Business Question: *Which branch performs best?*

- Revenue is evenly distributed across Branches A, B, and C

Insight:

Operational standards appear consistent across branches, indicating strong internal processes.



Revenue by Payment Method

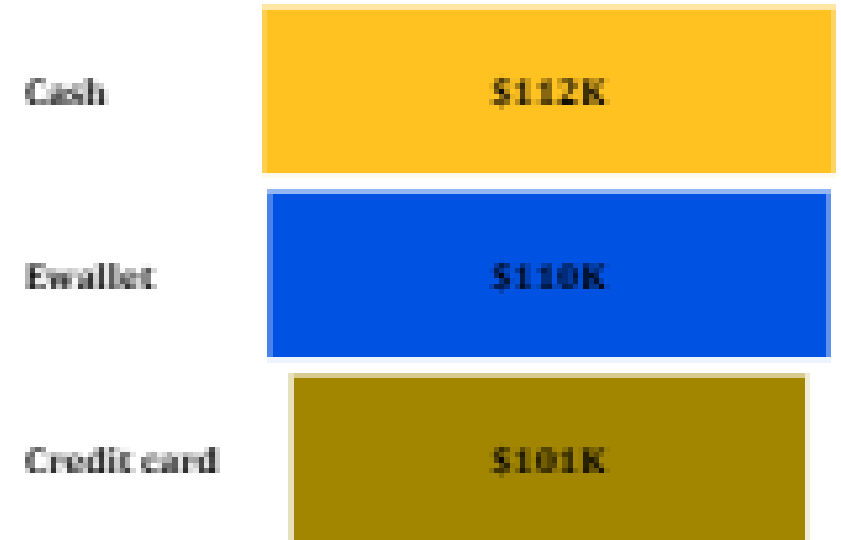
Business Question: *How do customers prefer to pay?*

- Cash: \$112K
- E-wallet: \$110K
- Credit Card: \$101K

Insight:

Digital payments are nearly matching cash usage, highlighting a shift toward **cashless transactions**.

Revenue by Payment



Product Performance Table

Business Question: *Which products deliver the best balance of revenue, profit, and customer satisfaction?*

- Food & Beverages: Highest revenue and strong ratings
- Fashion Accessories: Good ratings with moderate profit
- Health & Beauty: Lower revenue but acceptable ratings

Insight:

Combining financial and satisfaction metrics helps identify **sustainable product growth opportunities**.

Product line	Quantity	Revenue	Profit	Ave Rating
Electronic accessories	971	\$54,338	\$2,588	6.92
Fashion accessories	902	\$54,306	\$2,586	7.03
Food and beverages	952	\$56,145	\$2,674	7.11
Health and beauty	854	\$49,194	\$2,343	7.00
Home and lifestyle	911	\$53,862	\$2,565	6.84

Conclusion



This analysis provides a **clear, data-driven view of Walmart's sales performance.**

The analysis reveals strong revenue generation, balanced customer demographics, consistent branch performance, and evolving customer payment preferences.

By turning data into insights, decision-makers can act faster, smarter, and with greater confidence.

Recommendations



- Focus marketing campaigns during low-revenue months
- Prioritize inventory for high-performing product lines
- Expand digital payment incentives
- Use customer ratings to improve service and product quality
- Replicate best practices from top-performing cities and products

Tools & References



Tools Used:

- Power BI
- DAX Measures
- Data Modeling
- Interactive Visualizations

References:

- Walmart Sales Dataset
- Retail Analytics Best Practices
- Microsoft Power BI Documentation



THANK You

