

Walmart Sales Performance Analysis

- August 26, 2025
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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

City



\$323K



Revenue

\$15K



Profit

6K



Total Quantity

6.97



Ave Rating

Revenue

Profit

Total Quantity

Ave Rating

Revenue by Gender

Gender: Female Male



Revenue by Product line

Food and beverages

Food and beverages \$56K

Sports and outdoors

Sports and outdoors \$55K

Revenue by City and Gender

Gender: Female Male

Naypyitaw \$62K

Yangon \$53K

Mandalay \$53K

Fashion accessories \$54K

Home and lifestyle \$54K

Health and beauty \$49K

Revenue by Month

\$120K

\$116K

\$110K

\$109K

\$100K

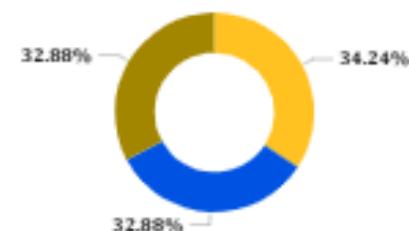
January

March

February

Revenue by Branch

Branch: C A B



Revenue by Payment

Cash

\$112K

Ewallet

\$110K

Credit card

\$101K

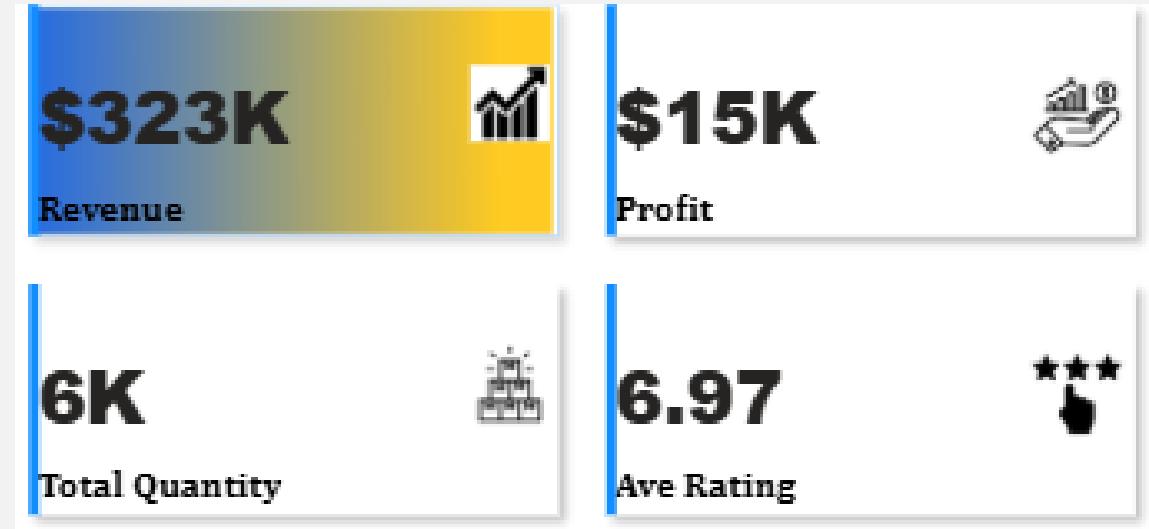
Product line	Quantity	Revenue	Profit	Ave Rating
Electronic accessories	971	\$54,338	\$2,588	6.92
Fashion accessories	902	\$54,306	\$2,586	7.03
Food and beverages	952	\$56,145	\$2,674	7.11
Health and beauty	854	\$49,194	\$2,343	7.00
Home and lifestyle	911	\$53,862	\$2,565	6.84

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.



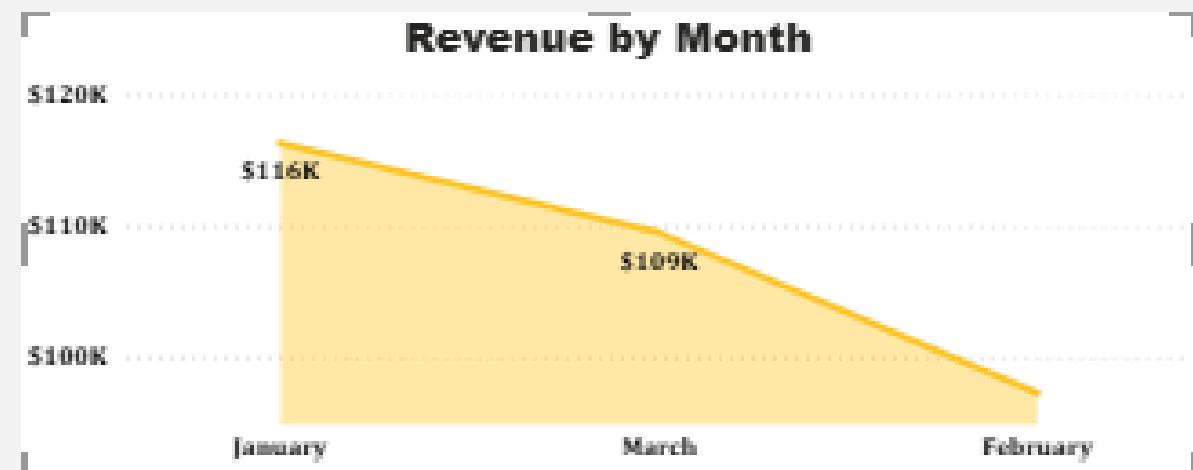
Revenue by Month

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.



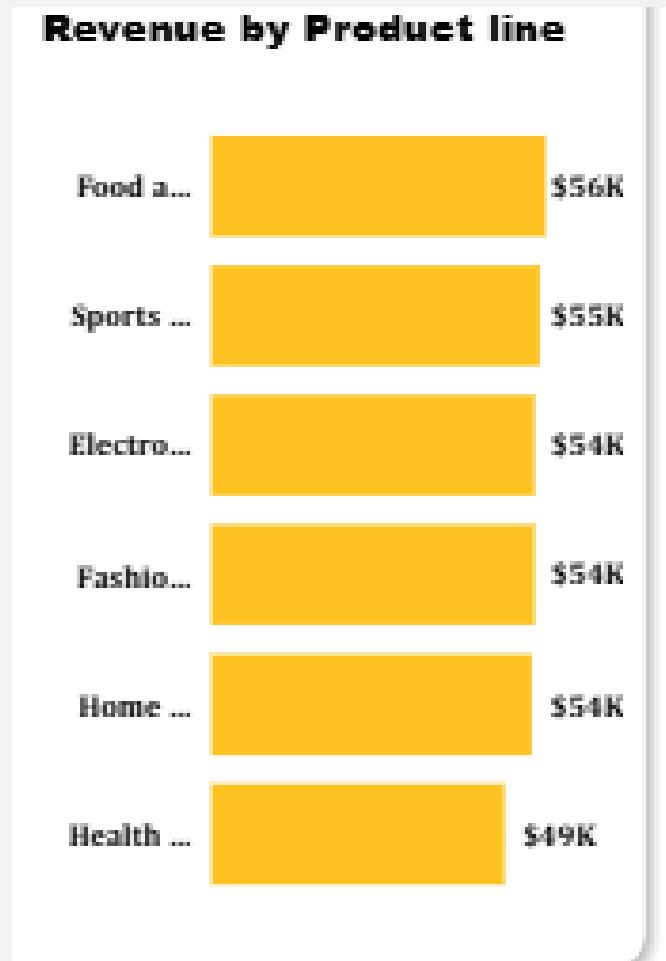
Revenue by Product Line

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 Gender

Gen... ● Female ■ Male



Revenue by City & Gender

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

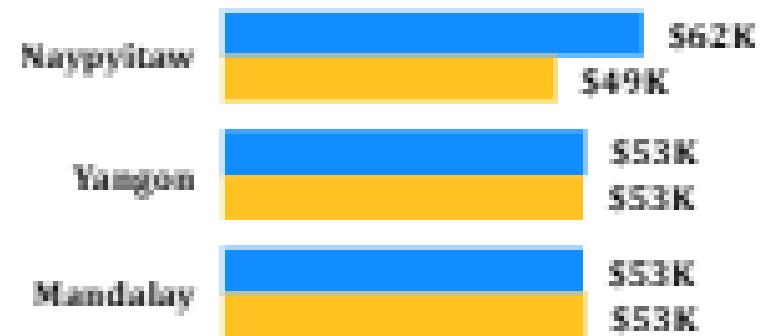
- Naypyitaw leads in revenue
- Yangon and Mandalay show similar performance
- Gender contribution is balanced across cities

Insight:

Top-performing cities can be leveraged as benchmarks for others

Revenue by City and Gender

Gender ● Female ● Male



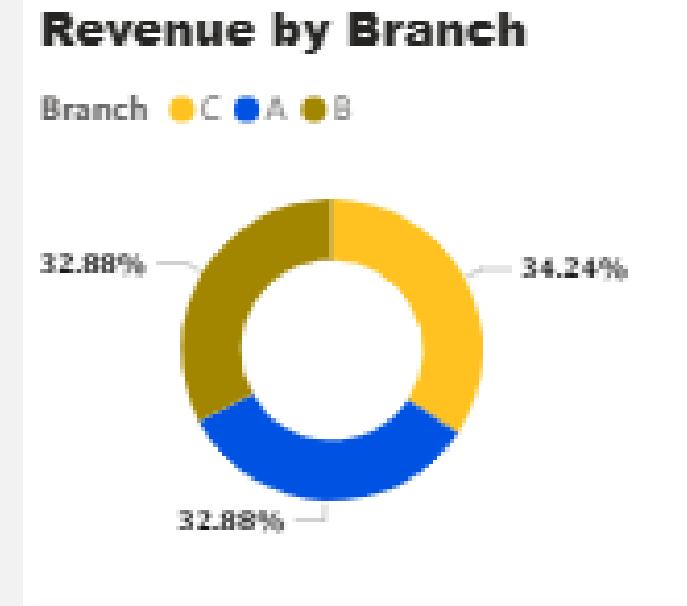
Revenue by Branch

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

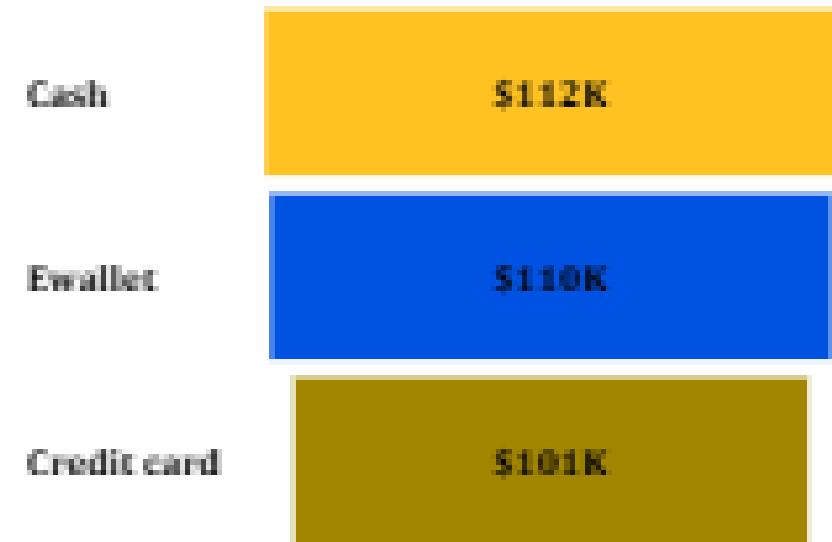
Business Question: *How do customers prefer to pay?*

- 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

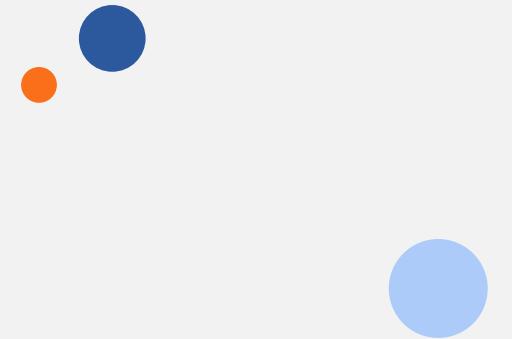
Business Question: Which products deliver the best balance of revenue, profit, and customer satisfaction?

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

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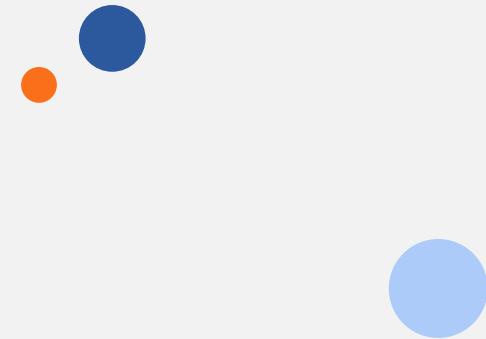
Insight:

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



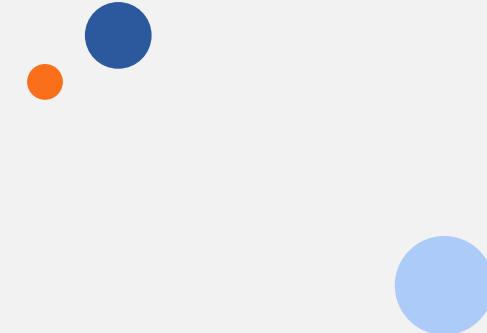
Conclusion

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