WALMART SALES REPORT

**Introduction**

The Walmart Sales Dashboard provides a comprehensive overview of sales performance and key metrics across various dimensions such as time, location, product line, and customer demographics. The dashboard leverages advanced DAX operations to deliver insights on total sales, profit, sales count, sales per day, and month-to-date performance. This report summarizes the key components and visualizations used in the dashboard, highlighting the data-driven insights available to stakeholders.

**Overview**

The Walmart Sales Dashboard provides a comprehensive view of sales performance across various dimensions. It utilizes advanced DAX operations and a variety of visualizations to deliver insights into total sales, profit, sales trends, and product performance. The dashboard also allows for dynamic filtering based on region and gender, enabling detailed analysis tailored to specific business needs.

**Key Metrics**

**Cards Display**

* **Total Sales**: Displays the cumulative sales amount over the selected period.
* **Total Profit**: Shows the total profit after subtracting costs from total sales.
* **Quantity**: Indicates the total number of items sold.
* **Margin**: Provides the profit margin percentage.

**Donut Charts**

* **Sales by Branch**: This chart illustrates the distribution of sales across different Walmart branches.
* **Sales by Payment Method**: Visualizes the breakdown of sales by payment methods such as Cash, Credit Card, and Ewallet.

**Line Chart**

* **Month to Date Revenue**: Tracks the revenue accumulated from the beginning of the month to the current date, highlighting monthly performance trends.

**Area Chart**

* **Monthly Sales**: Displays sales trends over time, showing the fluctuation in sales volume month by month.

**Stacked Bar Charts**

* **Top 3 Selling Products**: Identifies and visualizes the top three products in terms of sales volume.
* **Top 3 Selling Cities**: Highlights the cities with the highest sales, providing insights into geographic performance.
* **Sales Count Per Day**: Shows the number of sales transactions per day, giving a granular view of daily sales activity.

**Map**

* **Sales Distribution**: A geographic representation of sales data, showing sales performance across different locations on a map.

**Filters and Slicers**

* **Region Slicer**: Allows users to filter data based on different regions (East, West, Central).
* **Gender Slicer**: Enables filtering of sales data by customer gender (Male, Female).

**DAX Calculations**

* **Total Sales**: Aggregates the total sales value from the dataset.

DAX

Copy code

TotalSales = SUM('WalmartSalesData'[Total])

* **Total Profit**: Calculates the profit by subtracting the Cost of Goods Sold (COGS) from the total sales.

DAX

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TotalProfit = SUM('WalmartSalesData'[Total]) - SUM('WalmartSalesData'[cogs])

* **Sales Count**: Counts the number of sales transactions.

DAX

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SalesCount = COUNTROWS('WalmartSalesData')

* **Sales Per Day**: Counts the number of sales transactions per day.

DAX

Copy code

SalesPerDay = COUNTROWS('WalmartSalesData')

* **Month to Date Sales**: Calculates sales from the beginning of the current month to the current date.

DAX

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MTD\_Sales = CALCULATE([TotalSales], DATESMTD('Calendar'[Date]))

**Insights**

* The dashboard provides a holistic view of sales performance, allowing users to quickly identify top-performing products and locations.
* Visualizations such as the donut charts and stacked bar charts facilitate a clear understanding of sales distribution and trends.
* The month-to-date and daily sales tracking offer real-time insights into sales performance, enabling timely decision-making.
* Geographic mapping and region-based filtering enhance the ability to analyze and compare sales across different regions.
* The dynamic slicers for region and gender allow for customized data views, making it easier to drill down into specific segments of interest.

**Conclusion**

The Walmart Sales Dashboard is a powerful tool for analyzing and understanding sales performance. It combines advanced DAX calculations with intuitive visualizations to provide actionable insights. By leveraging this dashboard, Walmart can make data-driven decisions to optimize sales strategies, enhance customer experience, and drive overall business growth.