Capstone -

Walmart Superstore Sales Analysis

Batch No: DMT2DMT3

By

### Meenakshi Sundaresan M

Abstract

Walmart Superstore Sales data provides an overall picture of the company's sales and profits. The data gives insights into where sales and profit originate from in various categories. It also provides us with the region-specific contribution to the sales statistics. This will aid in forecasting what will happen in the next years. According to the data, the overall profit comes from office supplies, followed by technology, and finally by furnishings. With the use of this type of data, we can draw the conclusion that the focus should be on office supplies because they take up less room than furniture. This will enable the store to provide more shelf space and variety in order to enhance its range. However, the largest profit generator is the "Canon image CLASS 2200 Advanced Copier," which has provided $6.7k to the business. As a result, the office supplies provide a bigger profit for the shop, which will eventually aid in the establishment of brand recognition.

Overview of the Dashboard
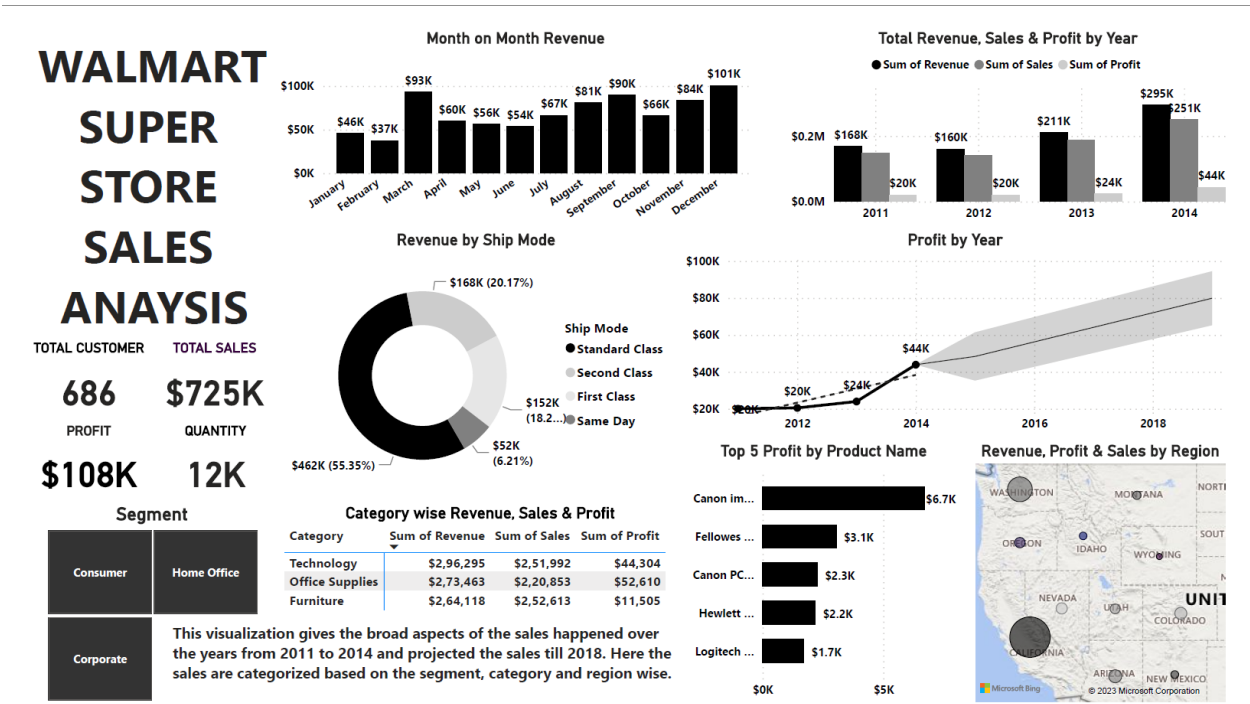
The dashboard gives the board understands through the visualization of the data sets. This will give the clear understanding of the data sets with the picturization to give the insights and the recommendation.

Now, let us dive into individual charts and gets what they are explaining.
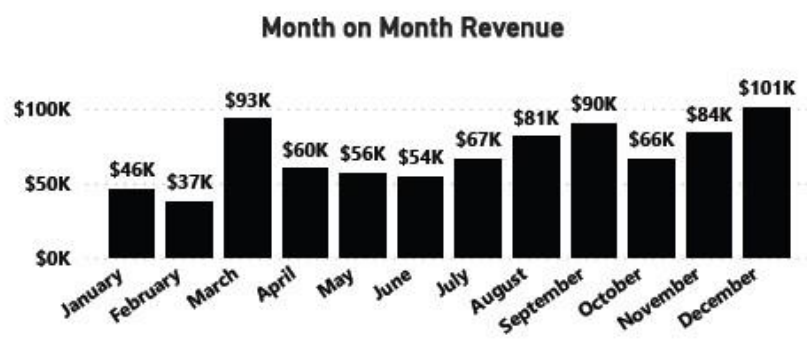

Fig: 1 Month on Month Revenue

This bar graph, depicts a company's average monthly income for the years 2011, 2012, 2013, and 2014. The month is represented by the x-axis, while the revenue is shown by the y-axis in thousands of dollars.

According to the graph, the company's revenue fluctuated during the year, although there was an overall rising tendency. The company's lowest revenue was $37K in February. The company's greatest revenue was $101K in December.

The data also reveals that revenue for the firm climbed dramatically in August and September. This might be due to a variety of circumstances, including the introduction of a new product, an increase in seasonal sales, or a marketing effort.

Overall, the chart shows that the company is expanding and increasing its revenue. This is a good sign for the company and indicates that it is on the right track.
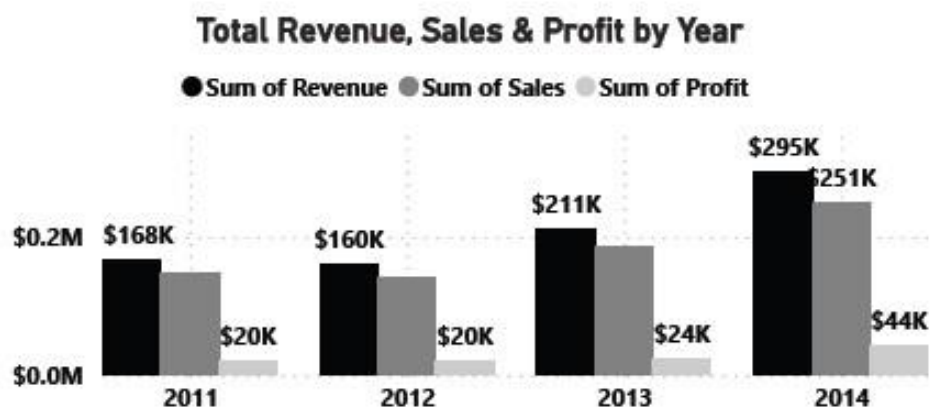
Fig: 2 Total Revenue, Sales & Profit by Year

The graph you sent shows a company's total revenue, sales, and profit from 2011 to 2014. The y-axis shows the amount of money in thousands of dollars, while the x-axis shows the year.

The chart shows that the company's total revenue, sales, and profit have all increased over the last four years. In 2011, the total revenue of the company was $160K, sales were $147K, and profit was $20K. The company's total revenue in 2014 was $295K, its sales were $251K, and its profit was $44K.

The graph also shows that the company's profit margin has increased over the last four years. In 2011, the company's profit margin was 12.5% and in 2014, the profit margin was 17.6%.

Revenue by Ship Mode

$168K (20.17%)

Ship Mode
● Standard Class
  Second Class
  First Class
● Same Day

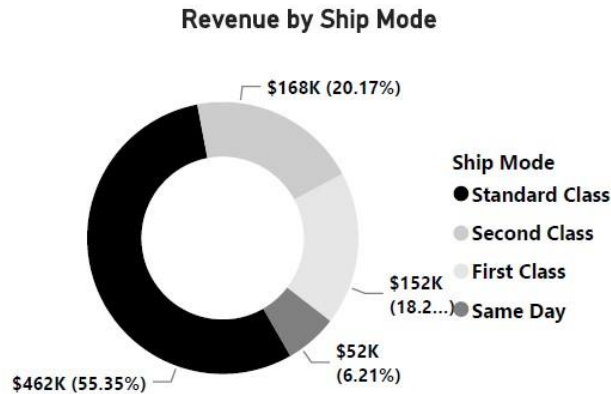$152K
(18.2...)

$52K
(6.21%)

$462K (55.35%)

Fig 3: Revenue by Ship Mode

The pie chart is divided into four slices, one for each of the four ship modes: standard class, second class, first class, and same day.

The pie chart shows that Standard Class shipping accounts for the vast majority of the company's revenue. Standard Class shipping accounted for 55.35% of total revenue for the company. Second Class shipping accounted for 20.17% of total revenue, while First Class shipping accounted for 18.27% of total revenue and Same Day shipping accounted for 6.21% of total revenue.

The pie chart also shows that the company's Second Class shipping revenue is very close to its First Class shipping revenue. This suggests that the company could save money by moving more of its shipments to Second Class, which is a less expensive shipping option.

The company is making a sizable amount of money from each of the four ship modes, as the pie chart demonstrates overall. However, Standard Class shipping accounts for the vast majority of the company's revenue. Because Second Class shipping is less expensive, the company may be able to save money by switching more of its shipments to it.
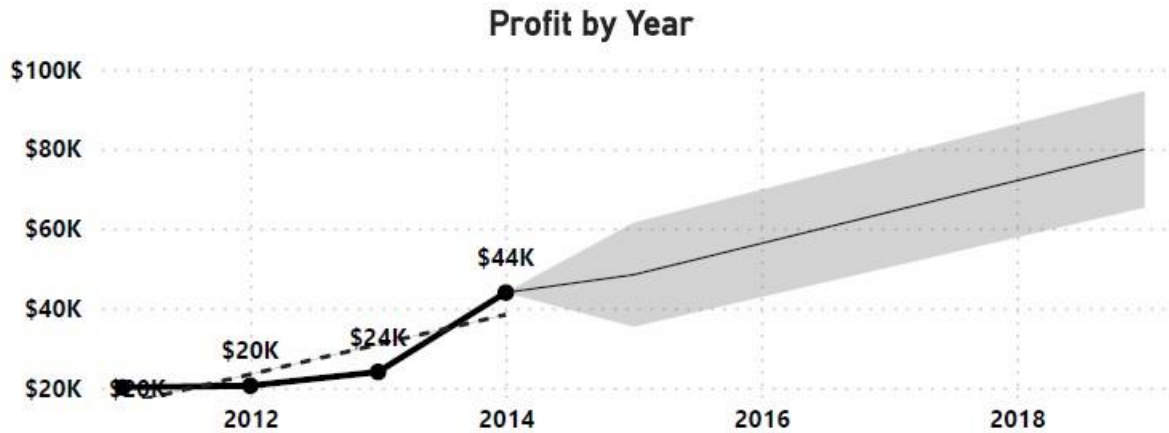
Fig 4: Profit Projection

From the above table, it gives the overall profit projection till the year 2018. The initial year, 2011 to 2014, the profit has been gradually increasing due to various factors. And in the year 2014, the profit is $44K which is the highest in the 4 years, with this projection to the year 2018, the profit should be doubled i.e, $80K which has to be achieved.
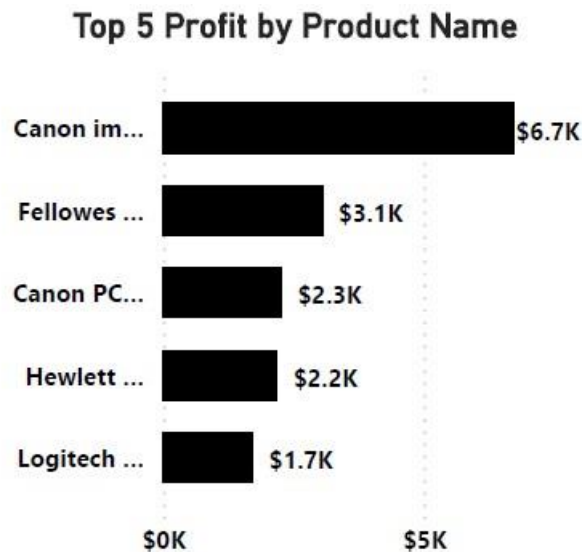

Fig 5: TOP 5 Profit earning products

In the given bar graph, we can clearly see the highest profit making product is from the category office supplies, and the product is "Canon image CLASS 2200 Advanced Copier". This product accounts $6.7K profit to the company for the overall year. From this data it clearly depicts office supplies has been giving higher profit to the superstore than the other type of categories.

Revenue, Profit & Sales by Region

Map 1: Region wise revenue, sales & profit

The map depicts revenue, profit, and sales in the United States by region. The circles on the map represent the states with the highest revenue, profit, and sales.

According to the map, California (Revenue: $534K, Profit: $76K & Sales: $457K), Washington (Revenue:$172K, Profit: $33K & Sales: 138K) have the highest revenue, profit, and sales. These states all have large populations and important economic centres.

The map also shows that the Idaho, Wyoming, New Mexico, Montana have the lowest revenue, profit, and sales. All of these states are sparsely populated and have small economies.

Recommendation and Suggestion

Based on the dashboard, stakeholders can benefit from adapting to market trends, and the following are some suggestions:

- To increase sales, special promotions can be introduced.

- Increased customer engagement through targeted marketing efforts in the home office segment.

- Personalised marketing to the home office segment of products such as tables (which incur losses).

- Offering discounts on less profitable items to increase sales could be an effective strategy, as there is a clear correlation between discounts and sales performance.

- Consider conducting a survey to determine the underlying cause of poor table sales.

- Discover the underlying factors contributing to lower sales in the first quarter compared to the previous period through a detailed survey.