**🏬 Walmart Sales Dashboard**

**📝 Problem Statement**

The goal of this project is to analyze Walmart's sales data to uncover patterns in profitability and sales performance. By examining the data across multiple years, product categories, and monthly trends, the analysis aims to drive informed business decisions, optimize sales strategies, and identify areas of operational improvement.

**🚀 Project Overview**

This project delivers a comprehensive analysis of Walmart’s sales data using **Power BI** .The dashboard provides a clear visual understanding of key business metrics including yearly profit trends, product category performance, and month-wise sales distribution. These insights are designed to empower stakeholders with data-driven strategies to improve revenue and customer satisfaction.

To enhance visual design and usability, **Figma** was used for the initial dashboard interface mock-up, ensuring a clean, intuitive layout. Complex aggregations and business logic were handled using **DAX (Data Analysis Expressions)** within Power BI.

**🛠 Tools & Technologies Used**

* **Power BI**: For building interactive dashboards, performing data transformations, and implementing dynamic visualizations.
* **DAX (Data Analysis Expressions)**: Used to create custom measures and KPIs, enabling deep-level data analysis.
* **Figma**: Used to prototype and design the visual structure and UI/UX of the dashboard, enhancing clarity and usability.

**📊 Key Visualizations & Dashboard Components**

1. **Yearly Profit & Revenue Trends**
   * Visual breakdown of total profit and revenue from 2011 to 2014.
   * Interactive year filter to compare year-on-year performance.
2. **Product Category Performance**
   * Bar chart comparing profits across all product categories.
   * Highlighted top-performing and underperforming categories.
3. **Monthly Sales & Profit Analysis**
   * Trend line chart showing monthly fluctuations.
   * Drill-down capabilities to view profit contributions by month.
4. **KPI Cards**
   * Total Revenue
   * Total Profit
   * Best-Selling Category
   * Best Month for Sales
5. **Interactive Filters**
   * Year, Month, Category, Region (if applicable)
   * Dynamic changes across all visuals based on selected filters.

**🔍 Key Insights Extracted**

**📅 1. Yearly Profit Analysis**

* **2014**: Highest profit year with **$251k** in profit from **$725.46k** in total revenue.
* Profit trends across years:
  + **2013**: $187k
  + **2012**: $140k
  + **2011**: $148k

**🗃️ 2. Category Performance**

* **Most Profitable Category**: **Binders** – $16.10k in profit.
* **Most Selling Category**: **Phones** – contributing to **35% of total sales**.

**📆 3. Monthly Performance**

* **December**: Identified as the **top month** for both sales and profit.
  + Profit: **$13.26k**
  + Revenue: **$725.46k**

**🎯 Business Impact**

* Helped identify peak sales periods and high-performing product categories for strategic planning.
* Enabled stakeholders to allocate marketing and inventory budgets more effectively.
* Highlighted performance trends useful for forecasting and goal setting.

**📐 Design & Usability**

* Figma used to design a clean, modern interface for better UX.
* Layout optimized for business users, with clearly labeled charts, KPI cards, and responsive filters.

**🔗 Next Steps / Improvements**

* Integrate predictive analytics (e.g., forecasting next year's revenue).
* Expand to regional store analysis for location-based insights.
* Include customer segmentation if data is available.

**📤 Deliverables**

* **Power BI Dashboard File (.pbix)**
* **Figma Design File**
* **Documentation / Case Study Report**
* **Insights Summary PDF (optional)**