**Walmart Superstore Sales Analysis**

**Introduction:**

Walmart, as one of the world's largest retailers, harnesses the power of data analytics to understand consumer behaviour, optimize operations, and drive sales growth. This report presents a comprehensive analysis of Walmart's sales performance using Power BI, a robust business intelligence tool.

**Problem of the Statement:**

The Walmart Superstore wants to Analyse its sales data to gain insights into its performance and identify opportunities for growth. The company has a vast amount of sales data, including information on products, customers, stores, and transactions. The main objective is to extract meaningful insights from this data to analyse the overall sales of Walmart superstore.

**Data Details**

The sales data, including information on products, customers, stores, and transactions

**Purpose of the analysis:**

Based on sales data to gain insights into its performance and identify opportunities for growth.

**Analysis process**

1. Check the data for errors.

2. Choose your tools.

3. Transform the data so you can work with it effectively.

4. Document the cleaning process.

After do this process we are prepare the data visualisation.

**Data Analysis method:**

Here I do data visualisation method

**Data insight & Prepare dashboard:**

Here I do two different types of dashboards, First Sales Overview dash board and Second Product Dashboard

**Findings:**

* Based on Data insight Highest sale and Profit City is Los-Angeles.
* Based on Over all data **Consumer segment** Profit and sales is high
* Over all 4 years data category wise **Furniture** sales is high but Profit wise **Office Supplies** is High.
* Here Office supplies sales is compared to other getting 3rd position
* Based on over all sale and profit **December** month getting high sale but **March** month is getting high Profit
* Based on sales data **California** is High profit State
* Product wise **Technology** category product getting high sales
* Based on data in **Furniture** category include high loss product, those products are not even selling product purchasing cost
* Based on data every year sales were increasing Compare to others Category **Technology sales** was Good Improvement
* Based on data over all 4 years data **home Office** sales is very low
* Based on data on top selling product listed mostly include **technology category**.
* Here most of the selling Quantity is based on consumer Segment
* High loss state in **Colorado**
* Compare to Overall profit percentage First position is Technology category, consumer segment earning 25.63%.
* Based on sub category First position is, Technology copiers earing 17.83% of profit
* Based on data over all 4 years April month is earing very less profit

**Impact finding**

* Based on data Furniture product earn more sale but profit wise very low.
* Then segment wise Home Office is very low sale and profit and Consumer Segment is getting more sales and Profit
* Over all segment wise Technology Category is involve major part sales.
* Based on over all data nearly 4600 product Profit percentage is in between 15% to 35%, and only 3650 Products Qty profit percentage is more than 35%
* Major of the sales Qty based on Consumer segment and in this segment more than 50% of product sales in Office supplies category
* Based on overall sales data, In the all-category consumer segment is earn more sale and profit expect Furniture category profit. Furniture category consumer segment.
* Based on over all data only march month is profit getting more then 15k
* More than 1200 products are sold less than 0%. In the 1200 product 50% products based on consumer segment

**Analysis Interpretation**

* Base on over analysis majorly focus on Technology, here we try to increase the profit percentage.it help to increase the sale and profit value.
* In furniture category, particularly chair (sub-category) must increase the profit percentage, because sale high ($1,017,81) but profit is just ($4,027) only
* Then try increase the other furniture sub-category profit percentage.
* Then increase the sub-category product, so I will help to increase the sale at time profit also.
* Based on data office supplies sale and profit is low so we need to increase profit percentage and improve the marketing campaign.
* Focus on marketing campaign based on home office products
* Open new store it helps to get more sales
* Products wise we need to increase the Category.
* Segment wise home office, category wise furniture, Walmart need to increase the product price and profit percentage. And marketing campaign
* Most on the sale and profit earn by consumer segment so in future try focus on increase the product sub-category and based on sub-category interduce the new product, so it helps to increase the sale more
* Then majorly focus on corporate segment, because they will buy bulk Qty.
* Step by step slowly increase the profit percentage more than 35%
* Introduce seasonal and particular day-based product and run marketing campaign

**Summary:**

* + Based on analysis my over all summary is Walmart un future run a marketing campaign based in segment. Then try to increase the new product also.
  + Next Focus on pricing also, because it will affect the over al profit. Each segment wise Walmart need to improve the pricing strategy.
  + Focus on sub-category products and based on product Walmart need to improve the marketing and pricing strategy. It helps create USB on product.
  + Improve the store quantity, try increase the new store.
  + Give more discount but not reduce the profit percentage. Focus on product price, because pricing affect the over sales and profit

**Suggestions:**

* + My Major suggestion based on analysis, focus on Pricing and profit percentage.
  + Then marketing campaign run by segment wise and increase the product Quantity.
  + Majorly increase the product based on technology Category.
  + Improve the Home office segment product price. Must avoid to selling the product less the 5% Profit.
  + Depend on the segment Walmart need to change the marketing campaign, so we can more understand the customer behaviour
  + Try to push the more profitable and quality product.
  + If we planning to increase the customer count, we need to increase the store count and also new product count
  + These are my major suggestion

**Conclusion:**

Through the analysis of Walmart sales data, several key insights have emerged regarding consumer behavior, product performance, and market trends. These insights provide valuable guidance for strategic decision-making and future business planning.

**Consumer Trends:** Our analysis reveals shifting consumer preferences towards [specific products/categories]. Understanding these trends enables Walmart to tailor its offerings to meet evolving consumer demands effectively.

**Seasonal Variations:** The sales data highlights distinct patterns corresponding to seasonal fluctuations, with [specific seasons] emerging as peak periods for certain products. Leveraging this information, Walmart can optimize inventory management and marketing strategies to capitalize on seasonal demand.

**Product Performance:** By examining sales performance metrics, we've identified top-performing products, as well as those experiencing stagnation or decline. This insight empowers Walmart to prioritize product assortment, allocate resources efficiently, and explore opportunities for product innovation or promotion.

In conclusion, the comprehensive analysis of Walmart sales data offers actionable insights that can inform strategic decision-making, enhance operational efficiency, and drive sustainable growth. By leveraging these insights effectively, Walmart can remain responsive to market dynamics, meet evolving consumer needs, and achieve long-term success.