

# WALMART SALES

FACTORS INFLUENCING THE SALES OF WALMART  
& MARKETING RECOMMENDATIONS



Prepared by :

**Michael Hakim**

**Freelance Marketer & Data analyst**

 [www.linkedin.com/in/michael-hakim-mba-20312a223/](https://www.linkedin.com/in/michael-hakim-mba-20312a223/)

## Analyzing Walmart Sales and Strategies to Boost Them

The sales data includes store number, date, weekly sales, holiday flag, temperature, fuel price, CPI, and unemployment. Analyzing these factors can help in understanding sales dynamics and formulating targeted strategies.

### Key Factors Influencing Sales from Data Perspective:

- **Holiday Impact:** The holiday flag indicates whether a given week is a holiday week. Generally, holiday seasons are crucial for retailers, often accounting for a significant portion of annual sales. For instance, the period from November to December sees a substantial surge in consumer spending due to holidays like Thanksgiving and Christmas. Retailers frequently leverage this by offering promotions and discounts. It is important to analyze how "On" holiday weeks compare to "Off" non-holiday weeks in terms of weekly sales to understand the direct uplift holidays provide.
- **Economic Indicators:** temperature, fuel price, CPI (Consumer Price Index), and unemployment are all external economic factors that can influence consumer spending.
  - **Temperature:** Can influence sales of seasonal goods (e.g., higher temperatures might boost sales of summer-related items).
  - **Fuel Price:** Higher fuel prices might reduce discretionary spending or alter shopping habits (e.g., fewer trips to physical stores).
  - **CPI:** Indicates inflation, which can impact purchasing power. Lower inflation can encourage more spending.
  - **Unemployment:** Higher unemployment generally leads to decreased consumer confidence and reduced spending.
- **Store-Specific Performance:** The store number allows for analysis of individual store performance. Identifying high-performing stores and understanding their characteristics (e.g., location, management, customer demographics) can provide valuable insights for improving other stores.

### Strategies to Increase Sales:

Based on general retail best practices and the types of data available, here are several strategies to consider for increasing sales:

## 1. Leverage Holiday Seasons Effectively:

- **Targeted Promotions:** Plan and execute attention-grabbing promotions, discounts, and "buy one, get one" offers during holiday periods, as these times historically drive significant sales.
- **Optimize Inventory:** Ensure sufficient stock of popular items during peak seasons based on historical sales data to meet demand and avoid lost sales.
- **Enhance In-Store Experience:** During holidays, increased traffic necessitates adequate staffing and extended hours. Festive displays and in-store events can attract more customers.

## 2. Optimize Pricing and Promotions:

- **Dynamic Pricing:** Consider adjusting prices based on factors like Temperature, Fuel price, CPI, and local competitive landscape to remain attractive to customers.
- **Strategic Promotions:** Beyond holidays, use limited-time discounts, flash sales, and loyalty rewards to encourage.

## 3. Enhance Customer Experience and Loyalty:

- **Exceptional Customer Service:** Providing excellent service builds trust and fosters loyalty, which is crucial for long-term sales growth.
- **Loyalty Programs:** Implement or enhance loyalty programs that reward repeat purchases with points, discounts, or exclusive perks to encourage continued engagement and retention.
- **Personalized Experiences:** Tailor interactions, recommendations, and offers based on customer profiles and purchase history to make customers feel valued.

## 4. Strategic Product and Service Offerings:

- **Cross-selling and Upselling:** Train staff to recommend complementary or higher-value products to customers, increasing the average transaction value.
- **Product Demos and Samples:** Allowing customers to try products can significantly boost sales and gather feedback on new offerings.

## 5. **Operational Efficiency and Store Optimization:**

- **Optimize Store Layout:** A well-planned store layout can increase Browse time and influence purchasing decisions.
- **Streamline Checkout:** Implement mobile POS systems or self-checkout to minimize wait times and improve customer satisfaction, especially during peak hours.

## 6. **Marketing and Brand Building:**

- **Leverage Social Media:** Utilize platforms like Instagram and Facebook for product promotion, brand awareness, and reaching a broader audience.
- **Authentic Brand Story:** Craft a compelling brand story that resonates with customers and fosters an emotional connection and loyalty.

By combining the analysis of your specific sales data with these proven retail strategies, you can develop a comprehensive plan to drive significant sales growth.