



Walmart Sales Insights Dashboard

Save money. Live better.



Sales

Customer

Product



INTRODUCTION

As a data analyst, I am excited to present insights derived from Walmart's sales data covering the months of January, February, and March. This dataset encompasses transactions from three key branches located in Yangon, Mandalay, and Naypyitaw. By examining various product lines along with critical metrics such as cost of goods sold (COGS), 5% tax, quantity sold, and unit prices, I aim to uncover meaningful trends and patterns. The analysis focuses on three primary areas: sales performance, customer demographics, and product effectiveness.



SALES ANALYSIS

In January, total revenue reached a strong **\$116K**, marking a solid start to the quarter. Notably, **cost of goods sold (COGS)** was highest at **\$111K**, indicating significant product movement during this month. Payment methods revealed that **cash transactions** were predominant, accounting for **34.41%** of total sales,



RECOMMENDATION

With **February** showing the lowest revenue at **\$97K**, it's crucial to replicate the successful strategies from January to improve sales during this period. Additionally, with **morning sales** lagging at only **1K**, applying successful **evening market strategies**, such as exclusive morning promotions, can help boost traffic and sales in the earlier hours.



CUSTOMER ANALYSIS

Our analysis reveals that **Members**, who make up **50.1%** of our customer base, generate the most revenue, contributing **\$164K**. Female customers are more prominent in the member category (**261**), while male customers dominate the normal category (**259**).



RECOMMENDATION

For **male customers**, who prefer **Electronic Accessories (86 purchases)**, promoting this category with personalized incentives could increase engagement and convert them into members, driving higher revenue.



PRODUCT ANALYSIS

Our analysis reveals that **Food and Beverages** is the top-performing product line, generating the highest revenue at **\$56.1K** and accounting for **33.9%** of total sales. It also received the best customer feedback, with an average rating of **7.1**. This product line is particularly popular among **female customers (90 purchases)**, followed closely by **male customers (84 purchases)**.



RECOMMENDATION

Focus on **Food and Beverages** with targeted promotions and adequate stock levels, as this category enjoys high customer satisfaction. Additionally, since **Sports and Travel** saw a revenue dip in February but rebounded to **\$20K** in March, we should analyze this trend and implement strategies to stabilize and grow sales in these areas.



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FILTER PANEL

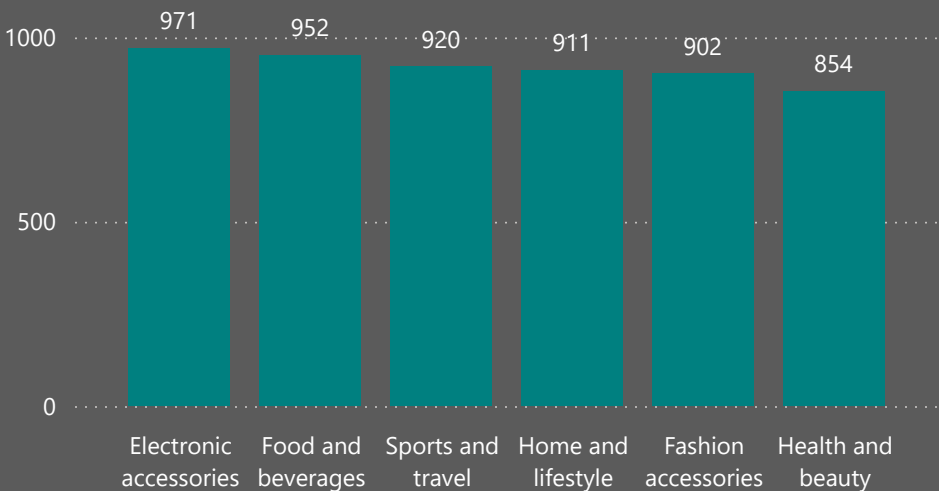
BRANCH

All

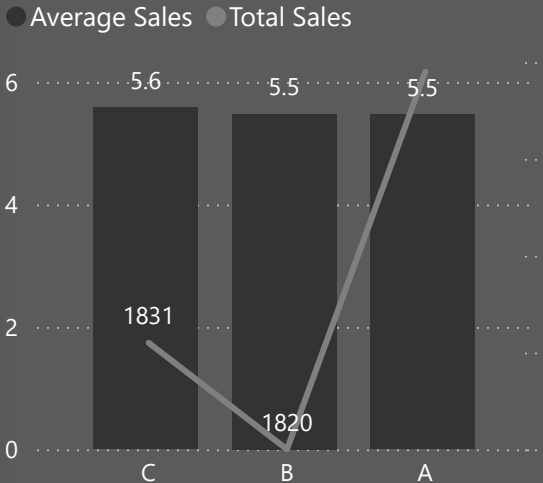
PRODUCT LINE

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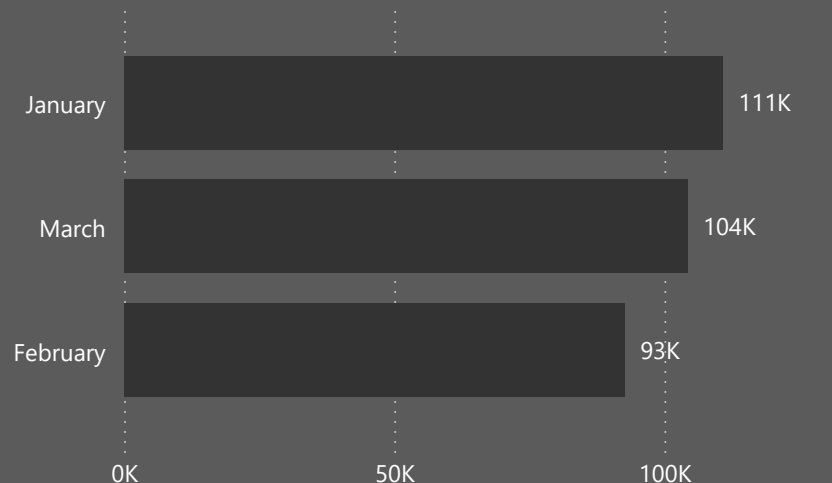
Total Units Sold by Product Line



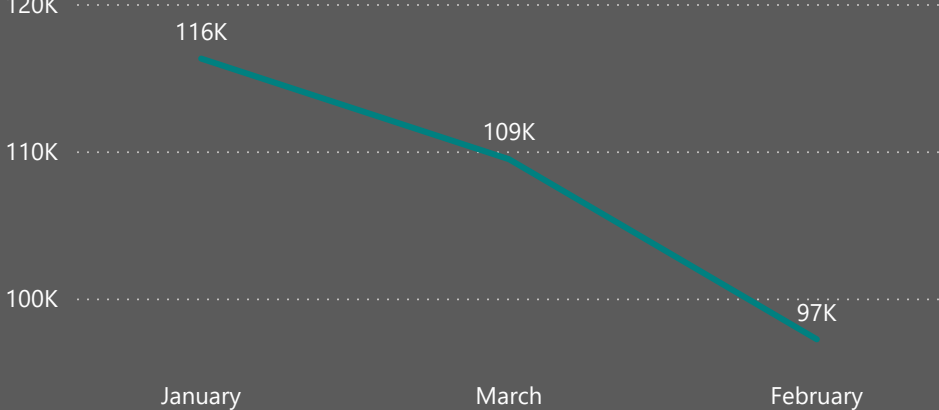
Total Sales vs. Avg Sales by Branch



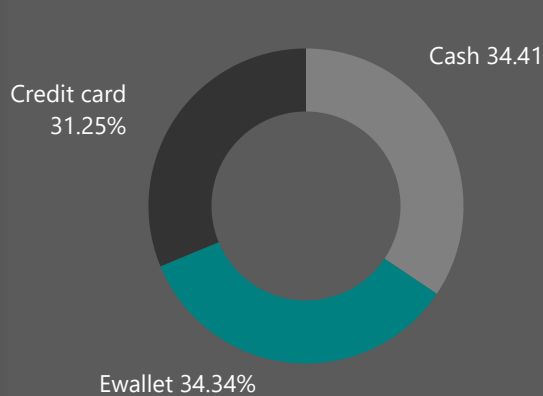
Total COGS by Month



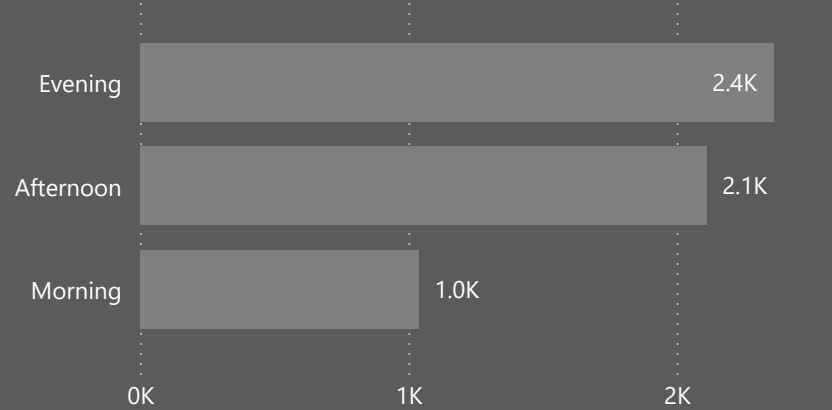
Revenue Trends by Month



Total Sales by Payment



Quantity Sold by Time of Day





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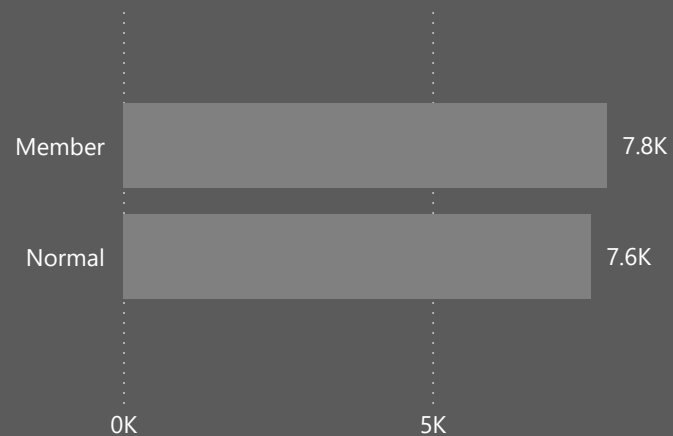
Gender

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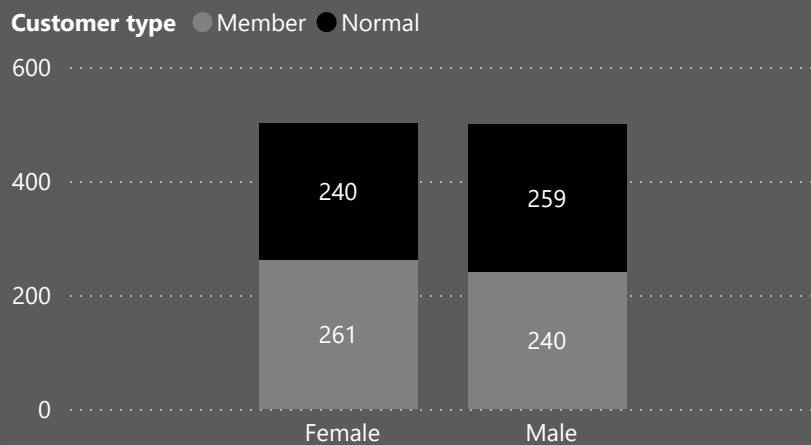
Customer type

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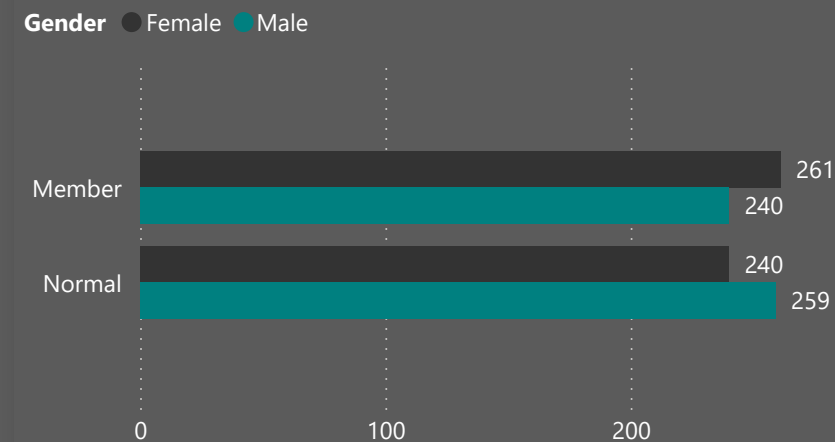
Total 5% Tax Collected by Customer



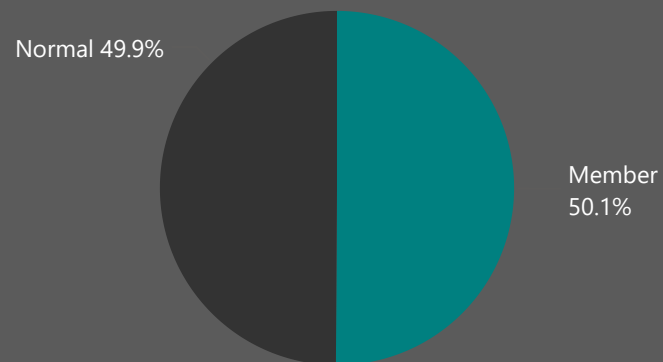
Invoices by Gender and Customer Type



Branch Distribution by Customer Type and Gender



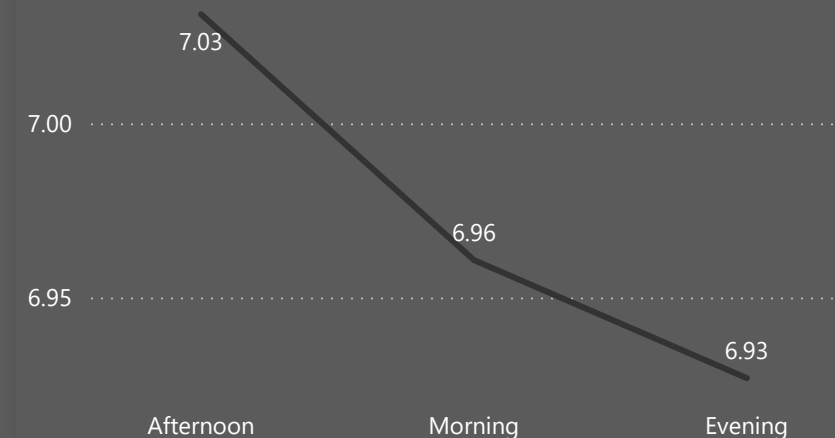
Total Count of Customer Types



Total Revenue by Customer type



Average Customer Rating by Time of Day





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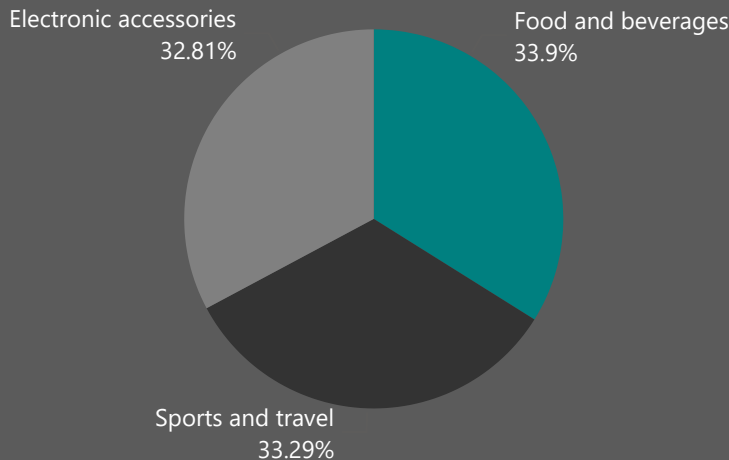
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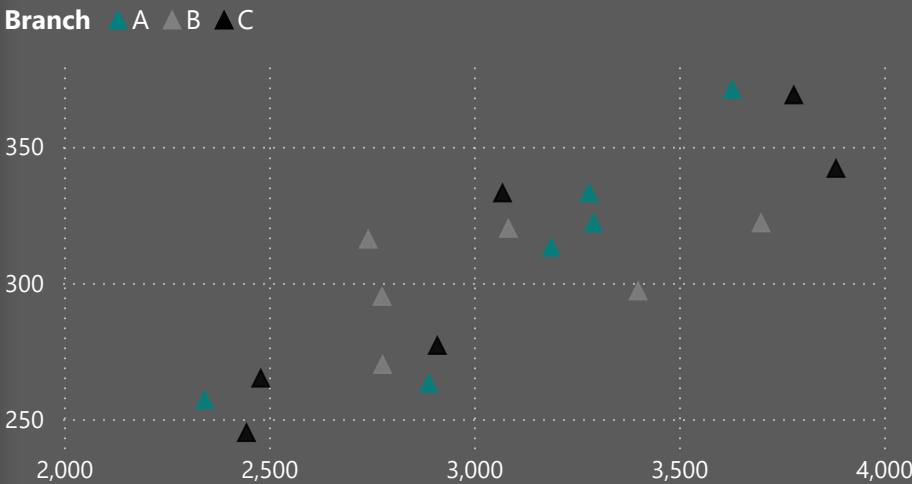
City

All

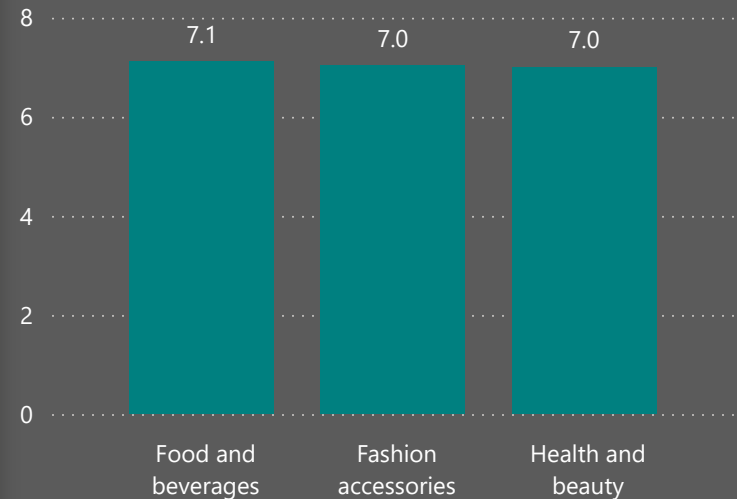
Total Sales by Product Line



Unit Price vs. Quantity by Product Line

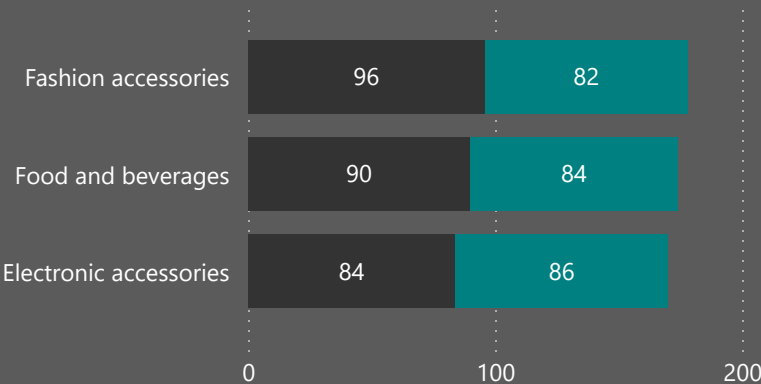


Average Rating by Product line

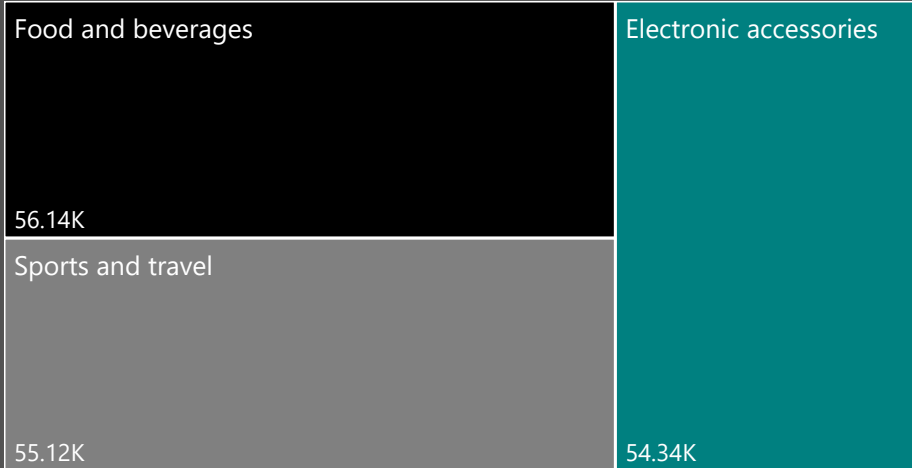


Product Line Count by Gender

Gender ● Female ● Male



Total Revenue by Product line



Total Revenue by Month and Product Line

● Electronic accessories ● Food and beverages ● Sports and travel

