

WALMART BUSINESS ANALYST

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1. Business Problem

The primary goal of this project is to help Walmart management understand sales performance, profit trends, and regional performance.

By visualizing sales data:

- Identify top-performing product categories and stores.
- Detect profit trends over time to inform strategic decisions.
- Enable data-driven decision-making for inventory, marketing, and store operations.

2. Data source and Description

The dataset used in this project was obtained from Kaggle and Custom Excel Dataset. It contains detailed sales information across different stores, product categories, and time periods.

Key columns in the dataset include:

- User ID: Unique identifier for each store.
- Product Category: Type of product sold (e.g., electronics, clothing, groceries).
- Sales: Total sales value for each product category.
- Cost: Cost associated with each product category.
- Profit: Derived column (Sales – Cost).
- Region/Department: Location and departmental information.

The dataset was cleaned and preprocessed in Power BI to ensure accurate relationships and meaningful insights.

2. Key INSIGHTS FROM THE DASHBOARD

1. Average Performance

The average sales per product/user is 46.81K,
Count of User_ID is 5891, Average of cost is 9.99K.

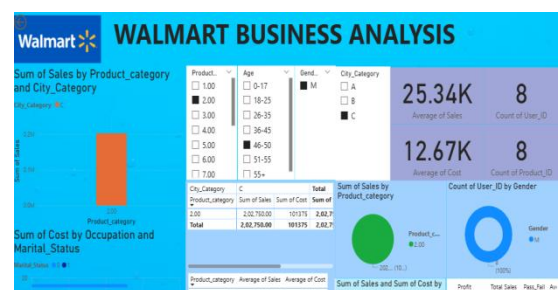


2. Profitability

Overall profit is 79% margin.

Very strong profitability for walmart based on the dataset(after cleaning).

3. User Behavior by Product



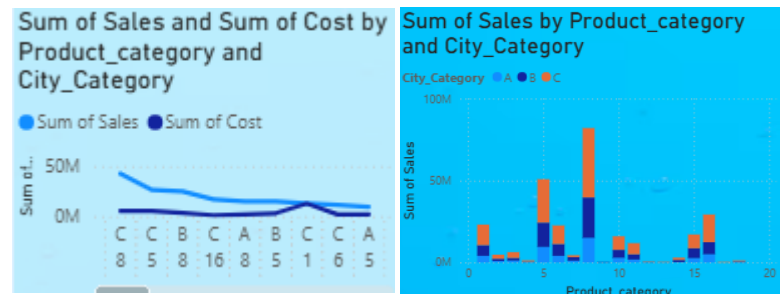
Based on Slicer we can demonstrate various Behavior of user. Overall behavior recorded as:-

Average sales per product vary from 53.8K to 9.6K based on category.

Certain product categories may require promotion To uplift lower-performing ones.

4. City wise Customer demographics Insights

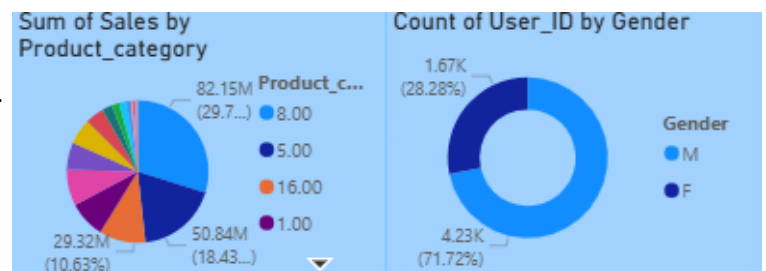
City Category B dominates sales Compared to A&C.
Suggests better customer penetration or Demands in City B.
Males contributes 71.8% and females 28.2% of the sales demands dominated.



5. Cost Analysis and product categories

Highest Costs are linked with occupation Groups around 8-10 and martial status=1.

Indicates spending patterns vary across Life stages.



User count(5891) shows significant engagement.

Top-selling categories: Product1 (82.5M), Product 5(50.84M), and Product 10(29.32M).

These 3 categories together form the bulk of Walmart's sales contribution.

Conclusion:

The dashboard provides actionable insights for Walmart management, helping them optimize inventory, maximize profits, and focus on high-performing regions and product categories. This project demonstrates the power of interactive visual analytics for real-time business decision-making.

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