

# Walmart Sales Analysis Report

## Key Insights

- **Total Revenue:** Walmart generated a total revenue of **\$1.21M**.
- **Top Performing Branch:** The branch **WALM009** recorded the highest revenue of **\$25.69K**.
- **Best-Selling Product Category:** **Fashion Accessories** led in sales with a revenue of **\$489K**.
- **Highest Sales City:** **Weslaco** had the highest quantity of products sold at **887** units.
- **Preferred Payment Method:** **E-Wallet** was the most frequently used payment method.
- **Peak Transaction Day:** **January 12, 2021**, had the highest transactions with **48 purchases**.
- **Average Profit Margin:** The overall profit margin across all sales was **0.39**.
- **Yearly Revenue Trend:** Sales revenue has been on the rise, with **2023** recording the highest revenue of **\$232K**.
- **Customer Ratings:** The highest-rated product category is **Food and Beverages**, with an average rating of **7.11**.
- **Branch Revenue Distribution:** The revenue distribution among branches is relatively even, with the top 5 branches contributing significantly to total sales.
- **Transaction Trends by Year:** 2019 had the highest quantity sold at **5,510 units**, followed by 2021 at **4,637 units**.
- **Category with Least Revenue:** **Health and Beauty** generated the lowest revenue of **\$46.8K**.

## **Important Recommendations**

1. **Strengthen Inventory and Demand Forecasting:** Given that Fashion Accessories generate the highest revenue, Walmart should invest in better demand forecasting and restocking strategies to avoid stockouts or overstock.
2. **Enhance Digital Payment Promotions:** With E-Wallet being the most used payment method, Walmart should offer exclusive discounts or cashback offers to further encourage cashless transactions.
3. **Leverage High-Rating Product Categories:** Food and Beverages have the highest customer ratings. Walmart should promote these items more and introduce loyalty programs to retain satisfied customers.
4. **Optimize Low-Performing Categories:** Health and Beauty products generate the lowest revenue. Walmart should analyze whether better marketing, bundling, or discount strategies could improve sales.
5. **Capitalize on Peak Sales Days:** Since January 12th historically shows high sales, Walmart should introduce exclusive one-day offers or flash sales around this date to maximize revenue.

## **Conclusion**

The Walmart Sales Analysis provides critical insights into sales trends, customer preferences, and revenue distribution. By implementing the above recommendations, Walmart can enhance sales growth, streamline operations, and improve overall profitability.