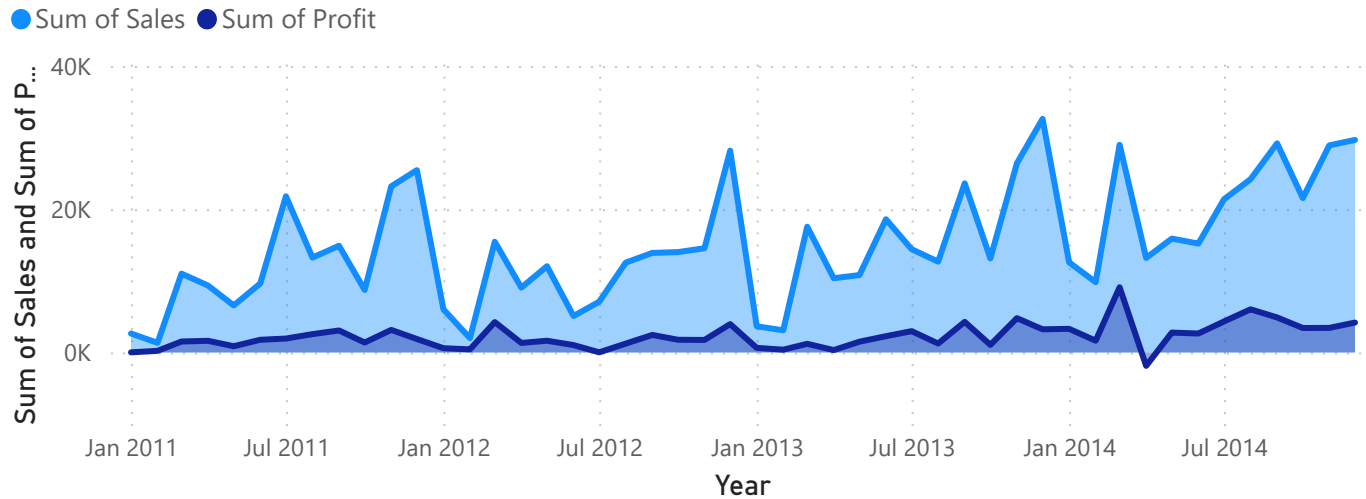


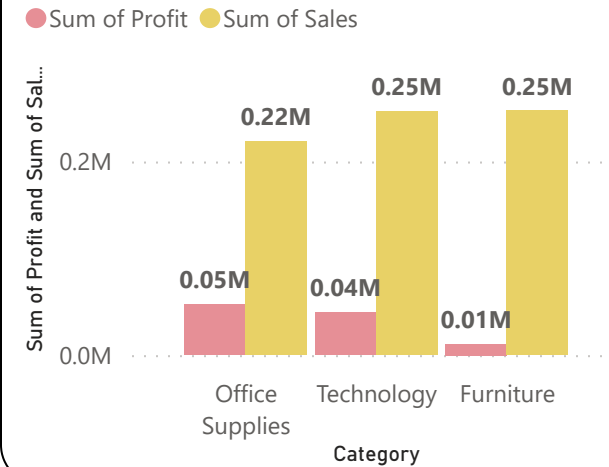
# WALMART SUPERSTORE SALES ANALYSIS

## PROFIT ANALYSIS

Sum of Sales and Sum of Profit by Year, Quarter and Month



Sum of Profit and Sum of Sales by Category

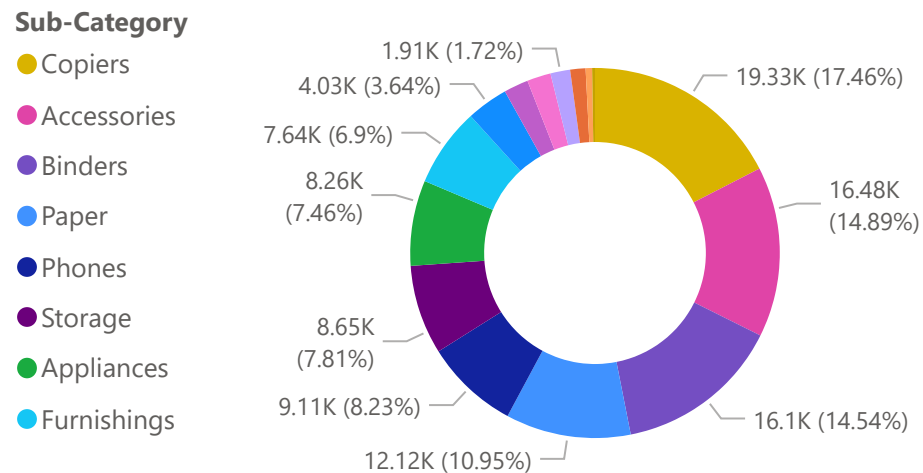


Segment

- ☐ Select all
- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

**108.42K**  
Sum of Profit

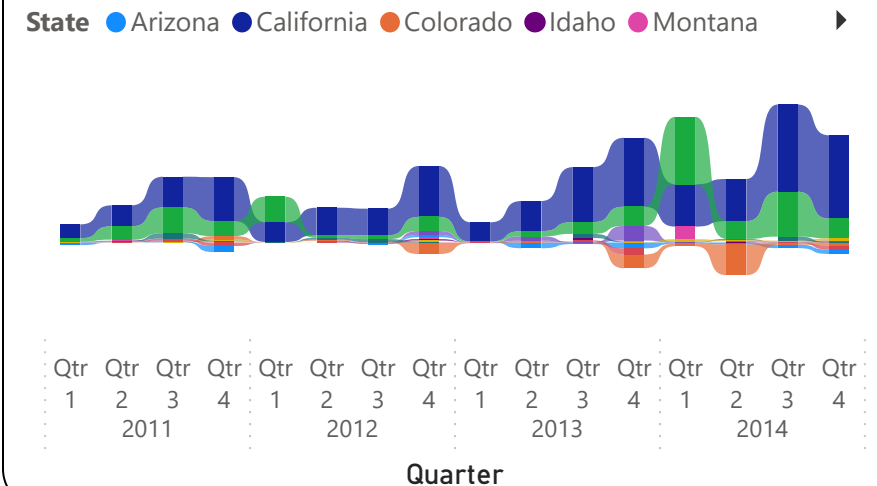
Sum of Profit by Sub-Category



### INFERENCE

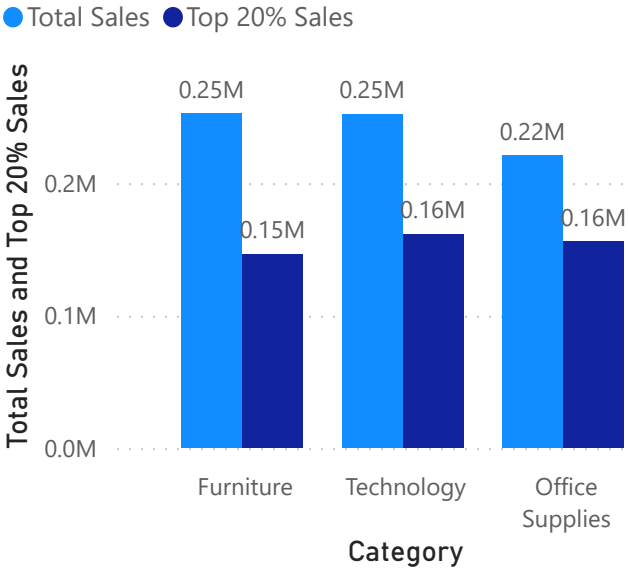
- **Seasonal Variation** is observed in sales, with the **4th quarter** consistently exhibiting the **highest** performance compared to the 1st quarter.
- This seasonal pattern suggests that there may be external factors or events during the **end-of-year period** that drive **increased consumer spending** and boost profitability for Walmart.

Sum of Profit by Year, Quarter and State



# CUSTOMER ANALYSIS

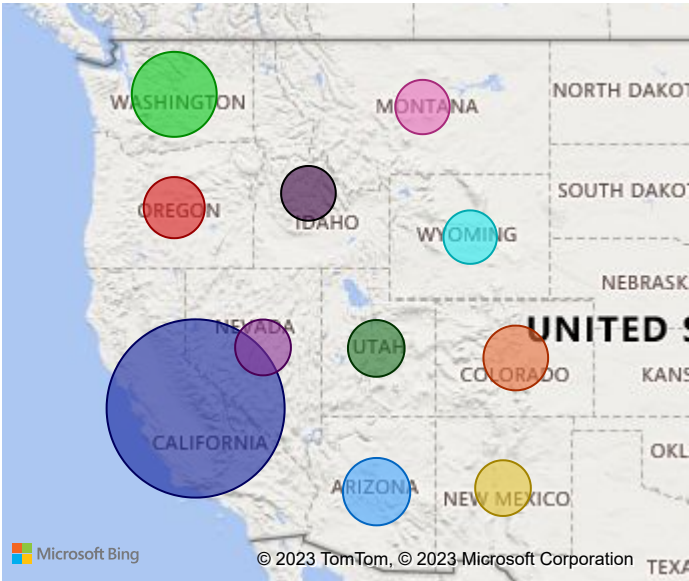
Total Sales and Top 20% Sales by Category



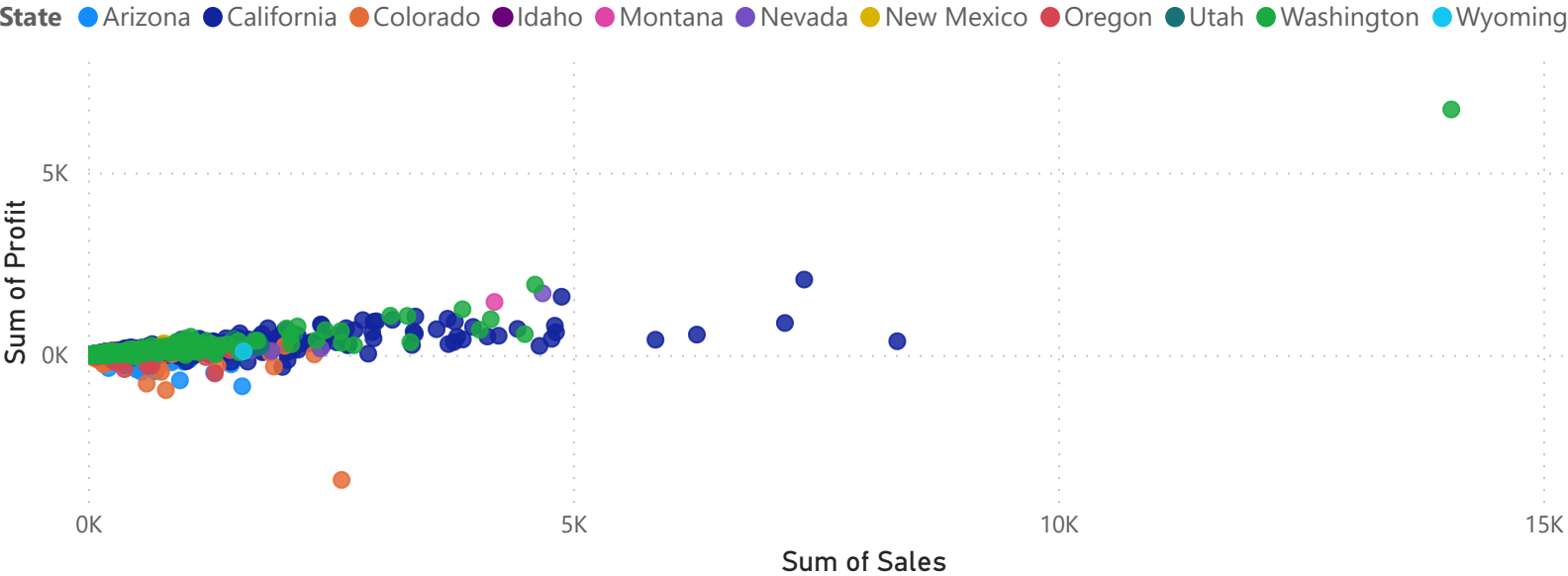
**58.19%**  
**ParetoTest**

- The Pareto analysis reveals that the **top 20% of customers contribute to 58.19% of the total sales**, indicating a significant concentration of sales among a relatively smaller group of customers.
- Implementing **targeted marketing strategies**, personalized offers, and exceptional customer service can help retain and further engage this valuable customer segment. Additionally, **identifying** potential customers who exhibit **similar characteristics** to the top 20% can lead to expanding the customer base and driving **additional sales growth**.

%GT Count of Customer ID by State



Sum of Sales and Sum of Profit by Customer ID and State



Top 10 Customers

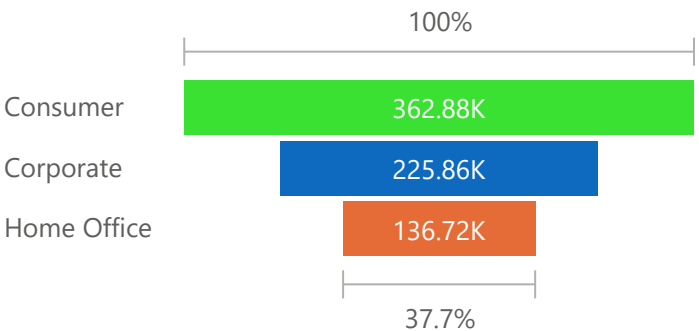
Customer Name	Sum of Sales	Sum of Profit
Raymond Buch	14,345.28	6,807.09
Ken Lonsdale	8,472.39	426.61
Edward Hooks	7,447.77	589.75
Jane Waco	7,391.53	2,073.28
Karen Ferguson	7,182.77	878.44
Nick Crebassa	6,734.23	706.57
Clay Ludtke	6,069.64	890.34
Total	74,485.44	15,116.69

# SALES & REVENUE ANALYSIS

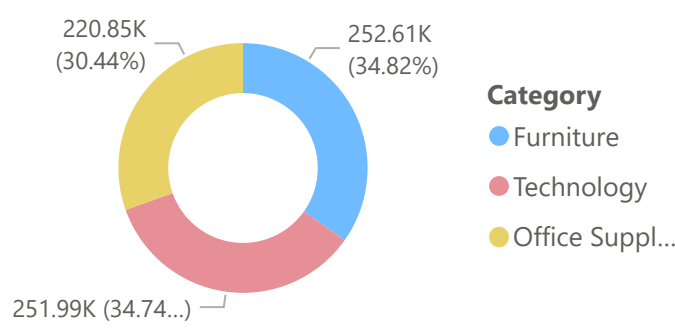
**725.46K**  
**Sum of Sales**

**108.42K**  
**Sum of Profit**

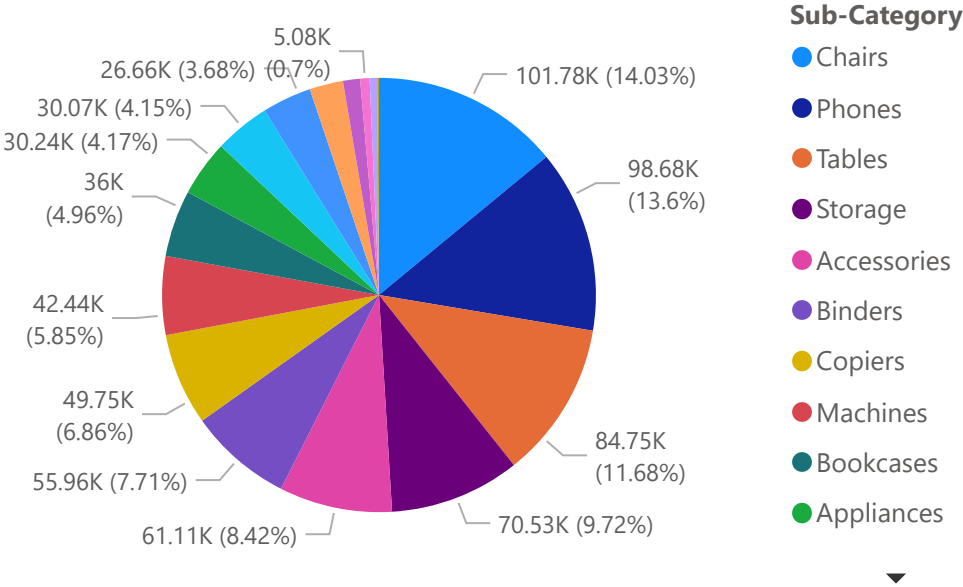
Sum of Sales by Segment



Sum of Sales by Category

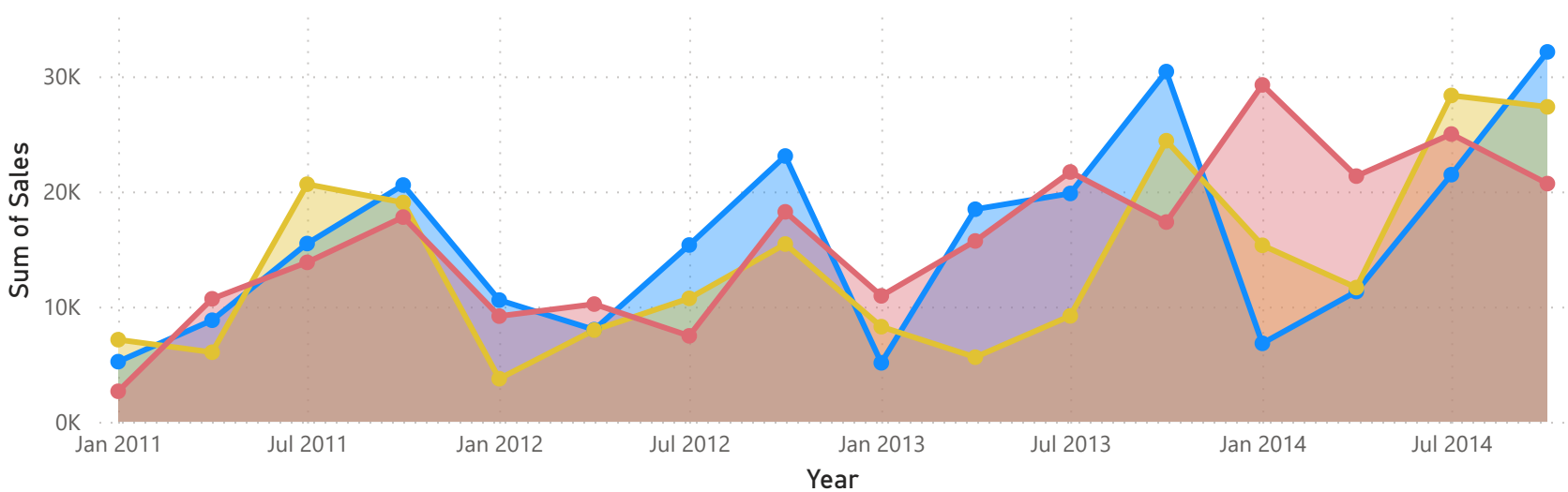


Sum of Sales and Best Selling Product by Sub-Category



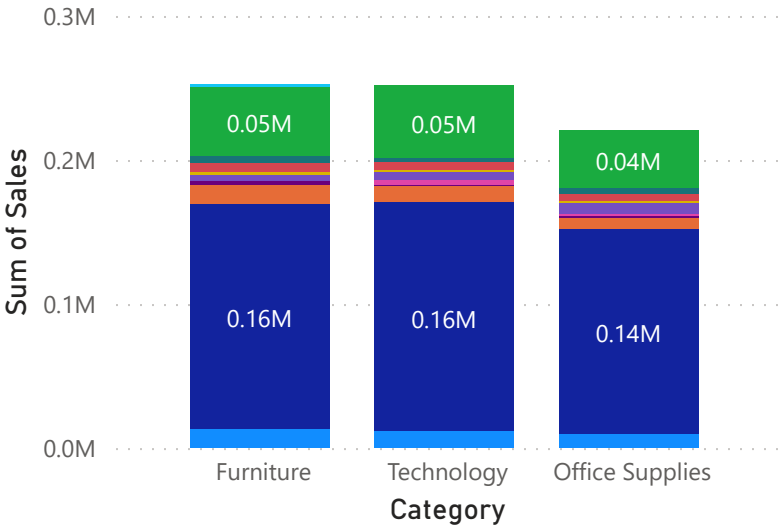
Sum of Sales by Year, Quarter and Category

Category: Furniture (blue), Office Supplies (yellow), Technology (red)



Sum of Sales by Category and State

State: Arizona (blue), California (dark blue), Colorado (orange), Idaho (purple)



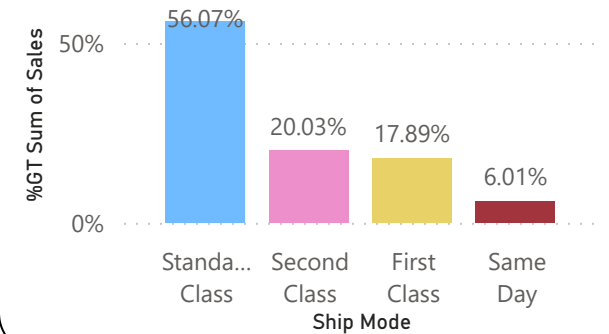


# ROOT CAUSE ANALYSIS

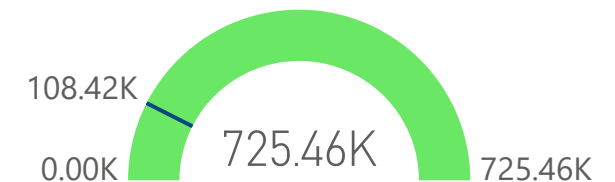
## ANALYSIS & POSSIBLE SOLUTIONS:

1. **Overall Profitability:** The overall **profit percentage to sales** is **14.94%**. Walmart should continue monitoring and striving to maintain or improve this profitability ratio by optimizing costs, managing discounts, and identifying areas for revenue growth to ensure Sustainable Business Growth.
2. **Profitability by Year: Seasonal Variation** is observed in sales and Profit percentages for each year are as follows: **2011 - 13.56%, 2012 - 14.64%, 2013 - 12.8%, and 2014 - 17.5%**. Walmart should analyze the factors contributing to the higher profitability in 2014 and identify strategies to replicate that success in upcoming years.
3. **State Analysis:** The strong performance in **California** suggests a robust market with potential for further growth, while **Washington** presents an opportunity for expansion and replication of successful strategies. **Implement region-specific marketing and sales initiatives** to leverage the success in California and Washington and explore new opportunities. Conduct a thorough evaluation of the **Colorado, Arizona and Oregon** markets, including market demand, competition, and cost structures, to turn these regions into profitable areas.
4. **Category Analysis:** The **furniture category**, despite having the **highest sales**, has a relatively **lower profit margin**. This indicates the need to evaluate pricing, cost, and operational aspects to improve profitability in this category.
5. **Customer Analysis:** The **top 10** customers contribute to **10.26%** of total sales. **Raymond Buch** is the highest sales contributor among them. Develop customer retention programs and personalized strategies for top customers to increase their loyalty and sales contribution.
6. **Ship Mode Analysis:** **Same-day ship mode** contributes only **6.01%** of sales, while first-class and second-class ship modes contribute 17.89% and 20.03%, respectively. The majority of sales, 56.07%, come from the standard class ship mode. Walmart

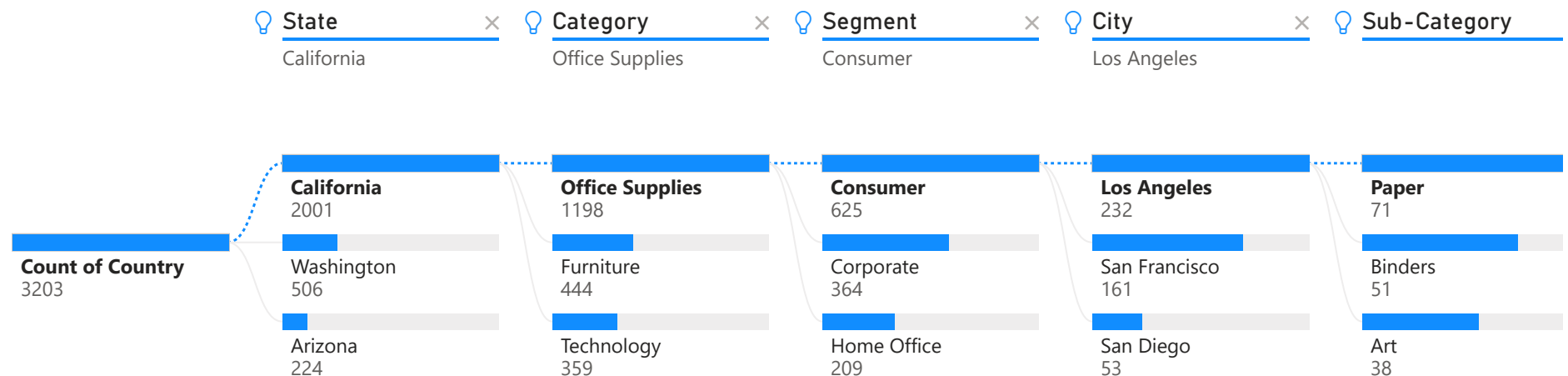
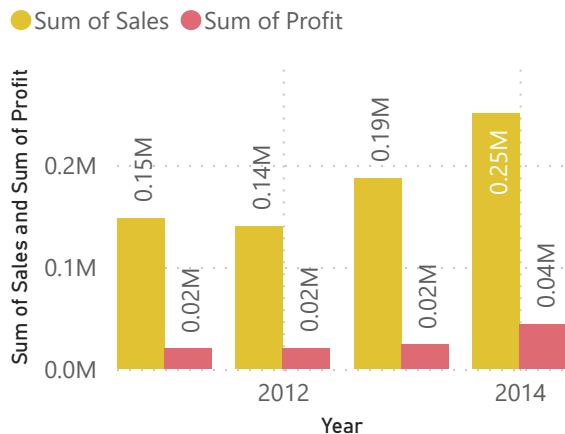
## %GT Sum of Sales by Ship Mode



## Sum of Sales, Sum of Sales and Sum of Profit



## Sum of Sales and Sum of Profit by Year



- **California** stands out as the top-performing region, generating **63.09% of total sales** and **70.45% of total profit**. Walmart should continue to invest in the California market and explore strategies to further increase sales and profitability in this region.
- **Washington** is the second-largest contributor, accounting for **19.11% of total sales** and **30.81% of total profit**. Walmart should analyze the factors contributing to its success in Washington and replicate those strategies in other regions.

## **Negative Profit:**

**Colorado, Arizona** and **Oregon** are experiencing negative profit margins of **-6.02%, -3.16%** and **-1.10%**, respectively. It is essential to investigate the underlying causes of these negative profit margins and take corrective actions such as cost optimization, pricing adjustments, or exploring new market opportunities to turn these regions into profitable areas.

- The **furniture category**, despite having the **highest sales**, has a relatively **lower profit margin**. This indicates the need to evaluate pricing, cost, and operational aspects to improve profitability in this category.
- **Possible Solution:** Walmart can work towards improving the profit margin in the furniture category, aligning it with the performance of office supplies and technology products.