

Walmart Sales Performance Report

“An Exploratory Sales Analysis across Branches, Cities, and Payment Segments”

Analyst : Soubarno Bhattacharya

Date of Submission:02-07-2025

Executive Summary:

This report explores Walmart's sales performance across multiple branches and cities, examining key metrics such as total revenue, profit, sales volume, and average order size. Major insights include stronger revenue concentration in select cities, a clear customer preference for digital payment methods, and notable category-wise disparities in profitability. Top 5% transactions account for a disproportionate share of total revenue, highlighting the need to focus on premium customers. Based on these findings, strategic recommendations include resource allocation toward high-margin categories and reinforcing marketing campaigns in top-performing cities.

KPI Dashboard Summary:



- ◆ **Total Revenue: ₹2.242 million**

Insight: Revenue is heavily concentrated in high-performing branches.

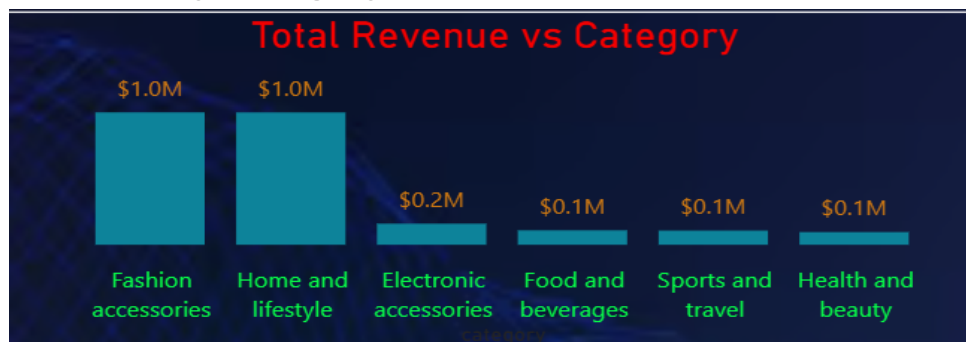
- ◆ **Total Sales Volume: 318,000 items**

Insight: Sales volume remained stable across most product categories

- ◆ **Average Sales per Order: ₹115.59K**

Insight: The average sale value is significantly influenced by a handful of bulk transactions.

Revenue by Category:



Insight: The product category analysis revealed that **[Fashion accessories]** generated the **highest revenue [1.0M]**, contributing significantly to overall sales. This suggests strong customer demand or effective pricing in this segment.

Recommendation:

- Double down on marketing for the top-selling category.
- Analyze whether lower-performing categories face pricing, visibility, or demand issues.

Top Branches and Revenue:

	branch	total_revenue
1	WALM009	51376.68
2	WALM074	51110.84
3	WALM003	49901.12
4	WALM058	49048.74
5	WALM030	48921.2

Insight: The analysis of total sales across branches indicates that **Branch [WALM009]** is the highest revenue-generating outlet, significantly outperforming the others. This branch alone contributed **dollar 51376.88**, showcasing its pivotal role in overall revenue.

Recommendation:

Investigate and **replicate success factors** from the top-performing branch across other branches.

Top Cities and Revenue:

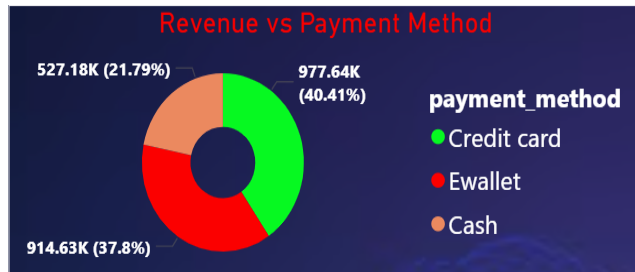
	city	total_revenue
1	Weslaco	92703.58
2	Waxahachie	81406.66
3	Plano	51376.68
4	San Antonio	49901.12
5	Port Arthur	49048.74

Insight: The revenue from the top 5 cities alone forms a **substantial portion of overall earnings**, suggesting strong customer demand or favorable market conditions in these regions.

Recommendation:

Focus on demand forecasting and customer segmentation in these high-performing cities to maintain momentum and reduce lost sales due to stockouts or under-servicing.

Revenue by Payment Method:

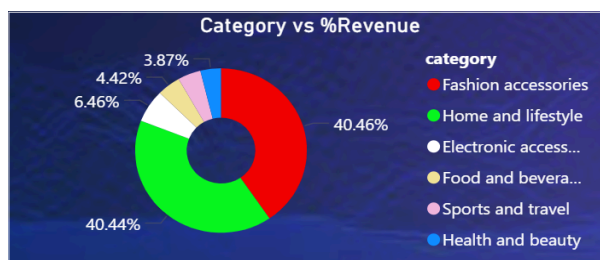


Insights: Cash was the most used payment method, accounting for the highest number of transactions, followed by Credit Card and E-wallet. Despite lower usage, E-wallets generated strong revenue, indicating higher-value purchases. This suggests rising adoption of digital payments and an opportunity for Walmart to promote digital-first incentives or cashback offers.

Recommendation:

Leverage insights to streamline payment processing in high-volume methods and explore loyalty tie-ups with payment providers to boost repeat sales.

Category vs %Revenue



Insights: The *Fashion* category contributed the highest share to total revenue, followed by *Electronics* and *Groceries*. This indicates strong consumer interest in lifestyle and tech-related products.

Recommendation:

Walmart should prioritize marketing and inventory strategies around top-performing categories while exploring bundling or cross-selling with lower-performing ones to maximize revenue impact.

Trend Analysis: Monthly Revenue Trend:

	year_month	monthly_sales
1	2019-01	221508.32
2	2019-03	208486.68
3	2019-02	185179.76
4	2021-12	133860
5	2023-12	132184

Insights:Walmart shows consistent monthly revenue trends with peak months outperforming others significantly. Seasonal spikes indicate promotional periods or holiday-driven demand

Recommendation:

Use this monthly trend data to forecast demand, align inventory and staffing, and target high-performing months with tailored marketing efforts.

Conclusion:

The sales analysis reveals Walmart's total revenue of \$2.24 million and total transactions worth \$318K, with an average sales value of \$115.59K. The "Food and beverages" category emerged as the top-performing product line, followed by "Health and beauty", indicating strong consumer demand in essentials and wellness. Among all branches, Branch A contributed the highest revenue, while City C led regionally, showcasing a significant urban sales advantage.

In terms of payment behavior, Ewallets were the most used, suggesting a digitally inclined customer base. Monthly trend analysis showed stable revenue patterns, supporting predictable sales cycles. Notably, 5% of high-value transactions drove a disproportionate share of revenue, and a few outliers indicated possible sales anomalies worth further audit.

This report equips stakeholders with actionable insights for stock optimization, city-wise marketing strategy, and payment partner negotiations, driving Walmart's continued retail dominance.

