**ABSTRACT**

**E-COMMERCE SALES ANALYSIS (WALMART)**

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This study presents a comprehensive analysis of Walmart's e-commerce sales data using Python’s robust data handling library, Pandas, and insightful data visualization tools such as Matplotlib and Seaborn.

The dataset employed in this analysis contains detailed transaction records from Walmart's online retail operations. It includes multiple variables such as order dates, product categories, regional sales performance, customer segments, and promotional discounts. The primary goal of this analysis is to uncover trends, seasonal patterns, and key factors influencing sales performance and customer purchasing behavior.