



The \$mart Way: Data-Driven Strategies for Walmart Sales Success

WHY WALMART?



GLOBAL PRESENCE
ONE OF THE BIGGEST RETAIL STORES
DIVERSE SERVICE
FINANCIAL PERFORMANCE
COMPETITIVE STRATEGIES

OBJECTIVES

- Improve operational efficiency and support strategic decision-making for Walmart in the dynamic retail sector.
- Communicate the intention to compute and assess Walmart's overall sales income and profit.
- Identify key players and potential growth areas within the data.
- Understanding customer groups impacts sales strategies and outcomes.
- Assessing the impact of discounts on sales and profitability.
- Enhance Walmart's operational efficiency through data-driven insights.
- Identifying potential growth areas within Walmart's operations.

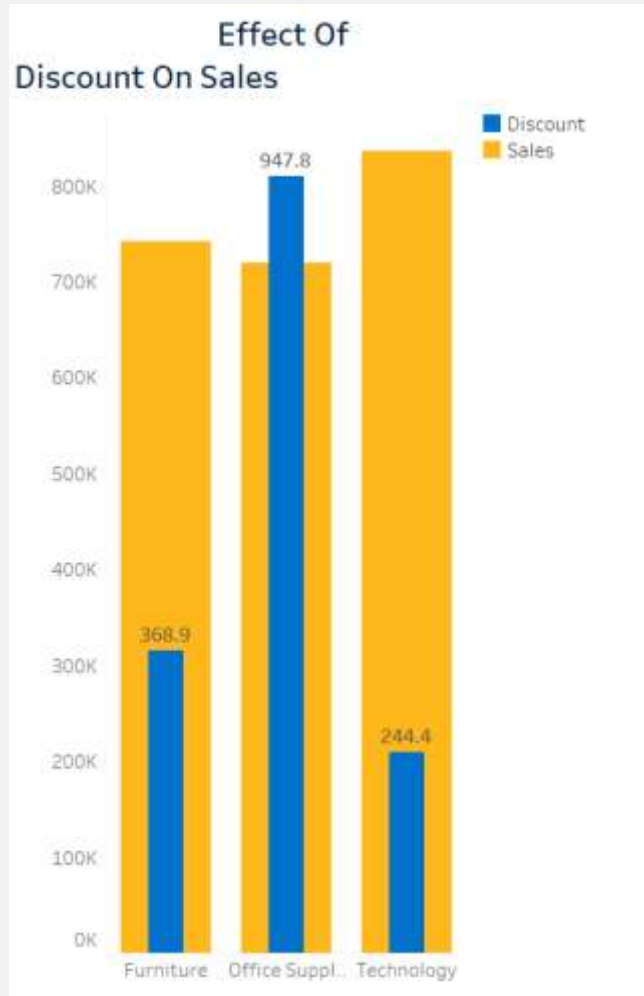
DATA EXPLORATION

- Comprehensive information including customer demographics, product specifications, order details, and financial metrics.
- Offers a rich source for in-depth analysis of various aspects of Walmart's retail operations.
- Obtain practical insights into Walmart's business practices.
- Address important facets of Walmart's retail strategy.
- Focus on finding customer segmentation, regional performance, and discount impact.

RESEARCH QUESTIONS

- What are the trends in sales that can be identified over time?
- What are the shipping mode used for customers in different regions and whether it varies according to the type of customers or the locations they order from.
- What is the relationship between discount rates and sales volume. Is there any correlation between them?
- Is there any Profitability among different product categories and which ones are less profitable?

Effect of Discount on Sales



Furniture:

- Current situation: The discount given for furniture is 368.9, but the sales are around 800K.
- Recommendations: Promotions, Customer education.

Office Supplies:

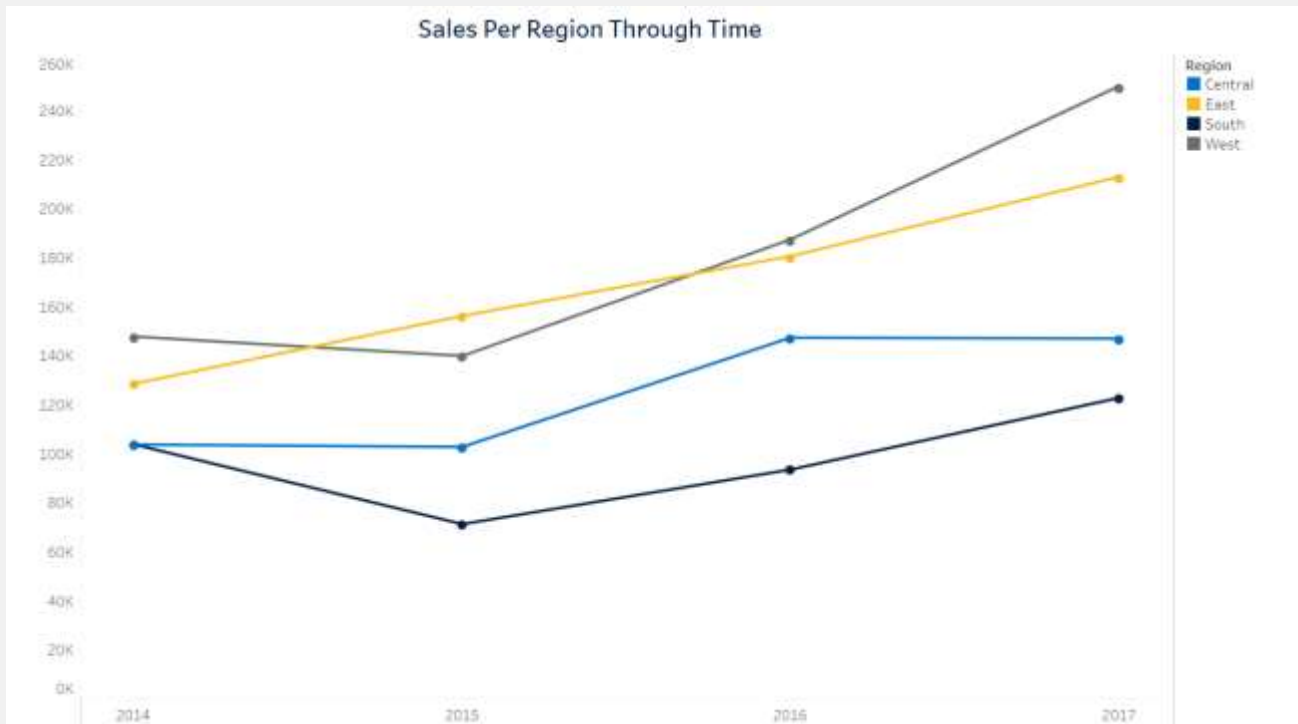
- Current Situation: The discount is significantly higher at 947.8, yet sales remain just above 800K.
- Recommendations: Pricing strategy, Cross selling.

Technology:

Current Situation: Technology products have the lowest discount (244.4), but sales are almost as high as office supplies.

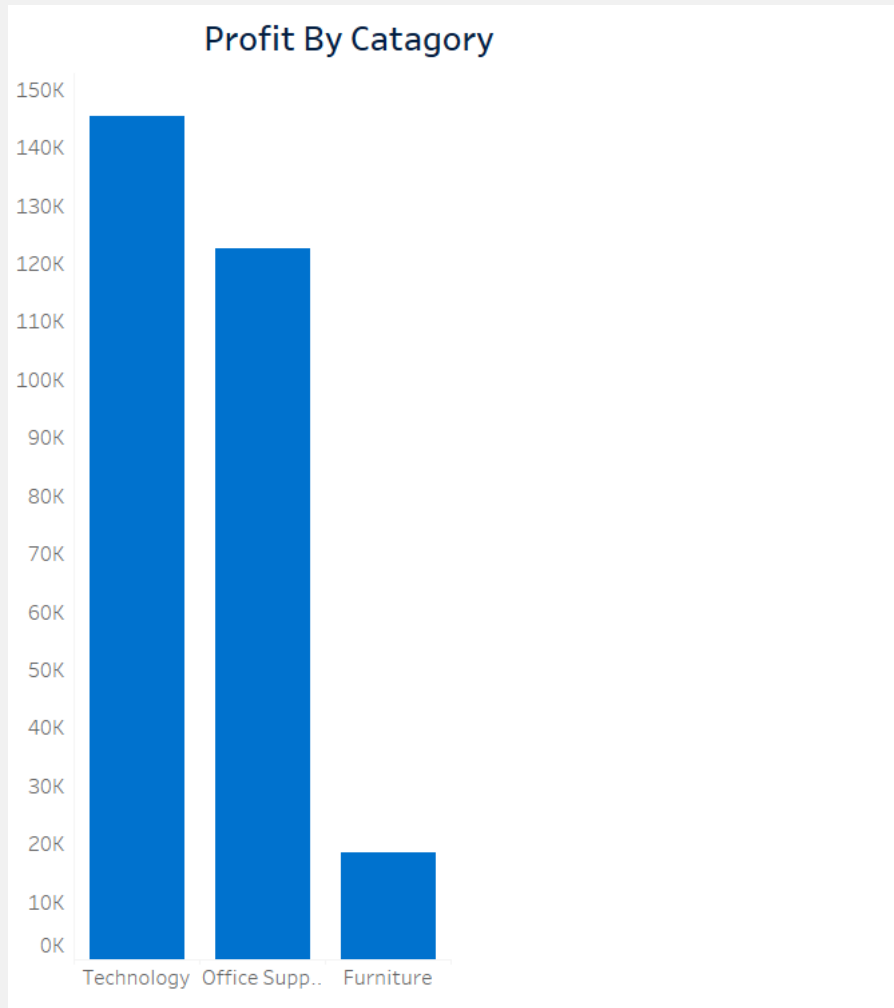
Recommendations: Product variety, Upselling.

Sales Per Region Through Time



- Grey, West: indicates a thriving market with potential for growth.
- Yellow East: Steady growth as well although at a slow pace
- Black, South region: Initially rising and dipping below 100K.
- Blue, Central region: Stable yet flat trend.

Profit By Category



Technology :

- Impressive lead

- Testament of good marketing strategies

Office supplies:

- Room for growth

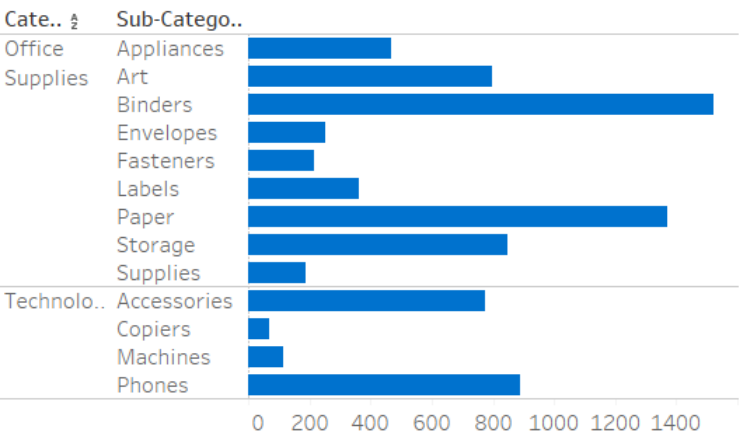
Furniture:

- Significantly lower profits

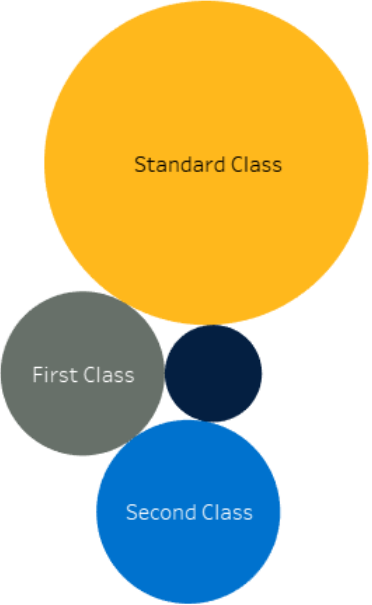
RETURNS



Returns Based on Category and Sub-Category



Returns Based on Ship Mode



- Standard Class has the highest return rate, significantly larger than other modes.
- Phones have the highest returns, followed by Machines. Copiers and Accessories have the fewest returns.
- providing more incentives for customers to choose shipping options with lower return rates, like discounts on First Class shipping.
- Implement a system to collect detailed customer feedback on returns

Walmart Sales And Analytics Dashboard For USA

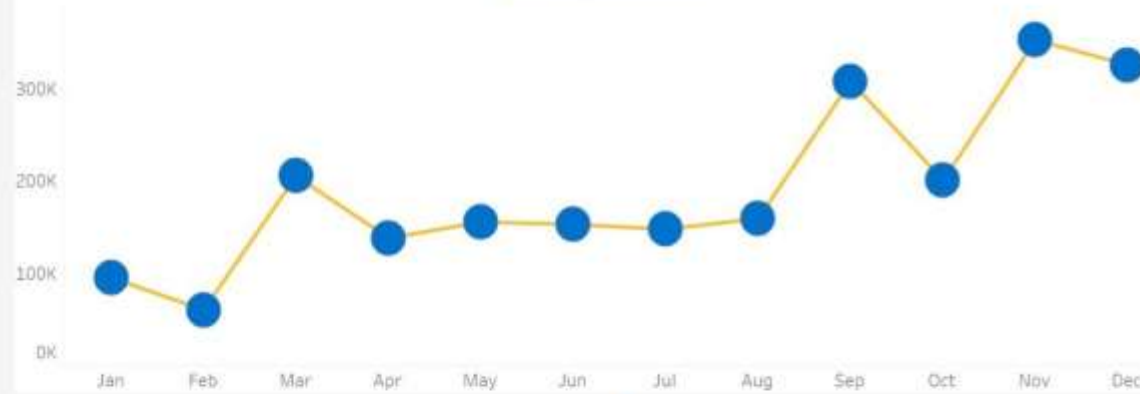
KPIs

Sales: 2,297,201

Profit: 286,397

of customers: 793

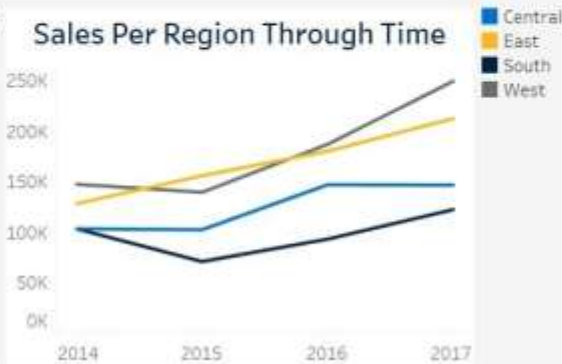
Sales by Month



Count Of Orders Per Region



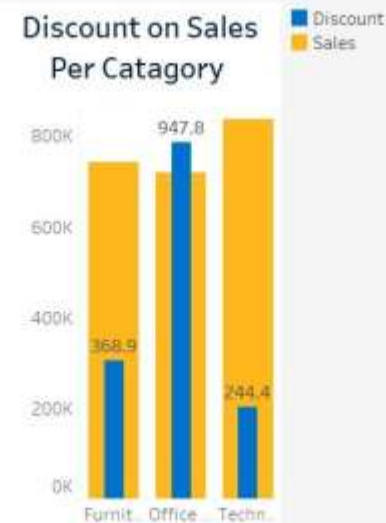
Sales Per Region Through Time



Profit And Sales By States



Discount on Sales Per Catagory



Profit By Catagory

