

Walmart Sales & Customer Insights Report

Executive Summary

This Walmart-branded report provides an analysis of sales performance, outlet metrics, and customer behavior. It highlights the key KPIs and trends across different product categories and outlet characteristics.

Dataset Overview

The dataset includes 8,523 rows with 13 attributes such as Item Type, Fat Content, Outlet Type, Outlet Location, Establishment Year, Rating, and Total Sales.

Key Performance Indicators (KPIs)

- Total Sales: 1,201,681.49
- Average Sales: 140.99
- Unique Item Count: 3
- Average Rating: 3.97

Insights

- Fat content influences sales patterns across categories.
- Larger and older outlets show consistently higher performance.
- Location-based insights reveal opportunities for market expansion.
- Ratings offer direction for improving customer satisfaction.

Recommendations

- Prioritize high-performing item categories while supporting low-performing ones.
- Optimize inventory distribution based on outlet-level trends.
- Expand in high-performing regions.
- Use customer ratings to improve underperforming items.