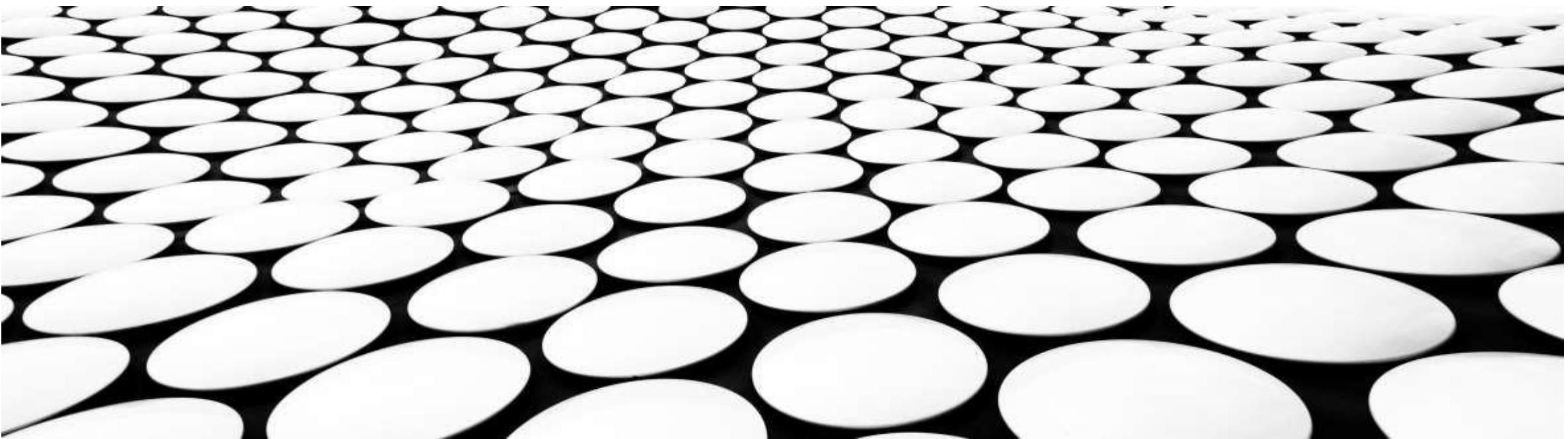


UNVEILING WALMART SALES ANALYSIS REPORT



Yogesh Kumar Saini

TOOLS USED: EXCEL, POWER QUERY, PIVOT TABLES, SLICERS, CHARTS



THE BIG QUESTION – WHY THIS ANALYSIS?

➤  **Objective :**

Ever wondered who shops more—Men or Women ?

What's the hottest-selling product ?

Which state is a shopping paradise ?

How do sales trends change over months ?



MEET THE DATASET – THE TREASURE TROVE!

■ Superstore Data at a Glance

 31,407 transactions across multiple channels

Key Features:

-  **Customer:** ID, Gender, Age Group
-  **Orders:** Date, Month, Status
-  **Product:** SKU, Category, Size, Qty, Amount
-  **Shipping:** City, State, Country
-  **B2B/B2C segmentation**

THE DASHBOARD – YOUR SALES SUPERPOWER!

- The Heart of the Project:

- Total Sales & Orders - KPI Cards
- Top-Selling Products - Trend Charts
- Low-Profit Categories - Profitability Breakdown
- Customer Behavior - Gender, Age, Region
- Interactive Slicers - Customize Your Insights

DASHBOARD



Sales Analysis Report



Status	Cancelled	Delivered
Refunded	Returned	

Category	Blouse	Bottom	Ethnic D...
kurta	Saree	Set	

Date	MONTHS
All Periods	
2022	
JAN	
FEB	
MAR	
APR	
MAY	
JUN	
JUL	
AUG	
SEP	
OCT	
NOV	
DEC	

Gender	
Men	
Women	

ship-state	
ANDAMAN & N...	
ANDHRA PRAD...	
ARUNACHAL P...	
ASSAM	
BIHAR	
CHANDIGARH	
CHHATTISGARH	
DADRA AND N...	
DELHI	
GOA	
GUJARAT	
HARYANA	
HIMACHAL PRA...	

Channel	
Ajio	
Amazon	
Flipkart	
Meesho	
Mynta	
Nalli	

Total Order

31047

Total Qty

31237

Total Amount

₹ 2,11,76,377

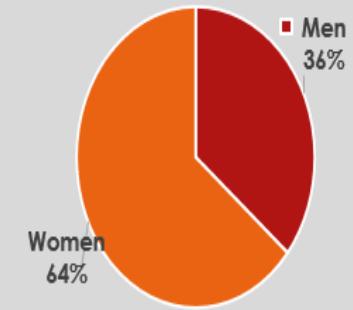
Avg Month Order

2587

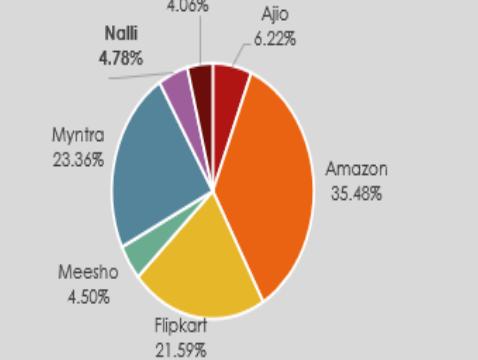
Orders Delivered

28641

Sales: Men & Women



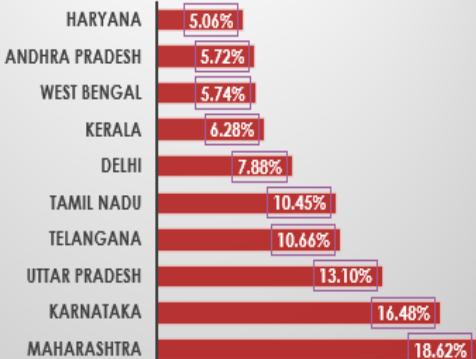
Channel's



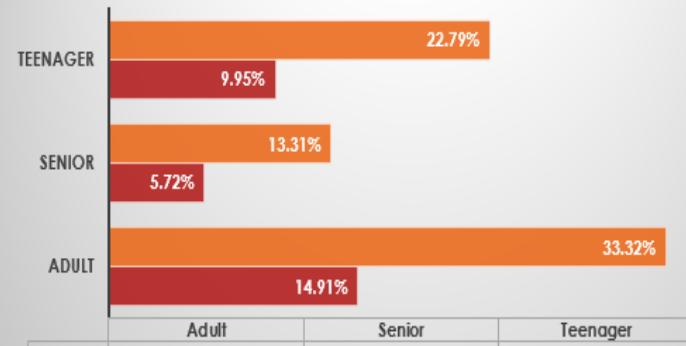
Order By Size



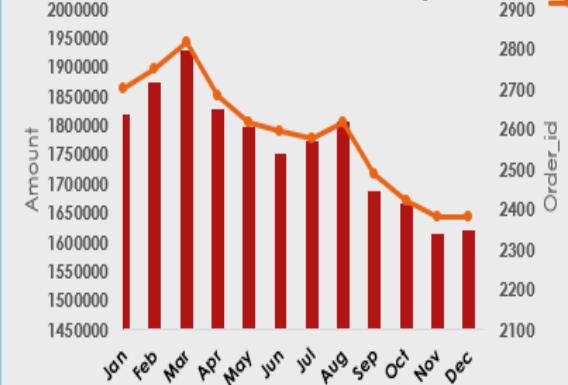
Top 10 State By Order Amount



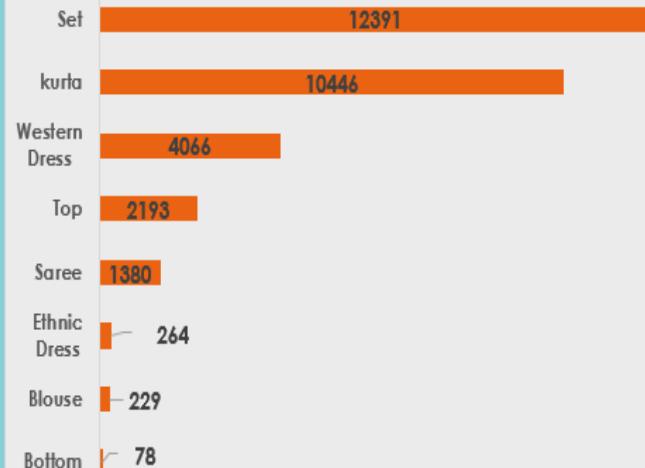
Order by Age Group



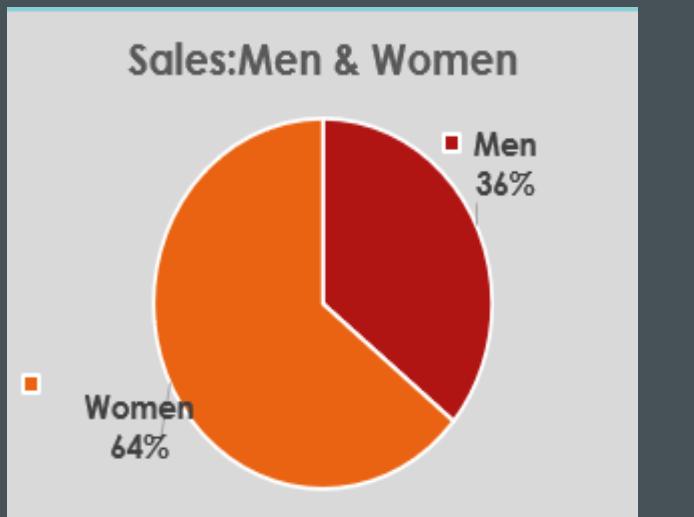
Order & Sales By Month



Order By Category



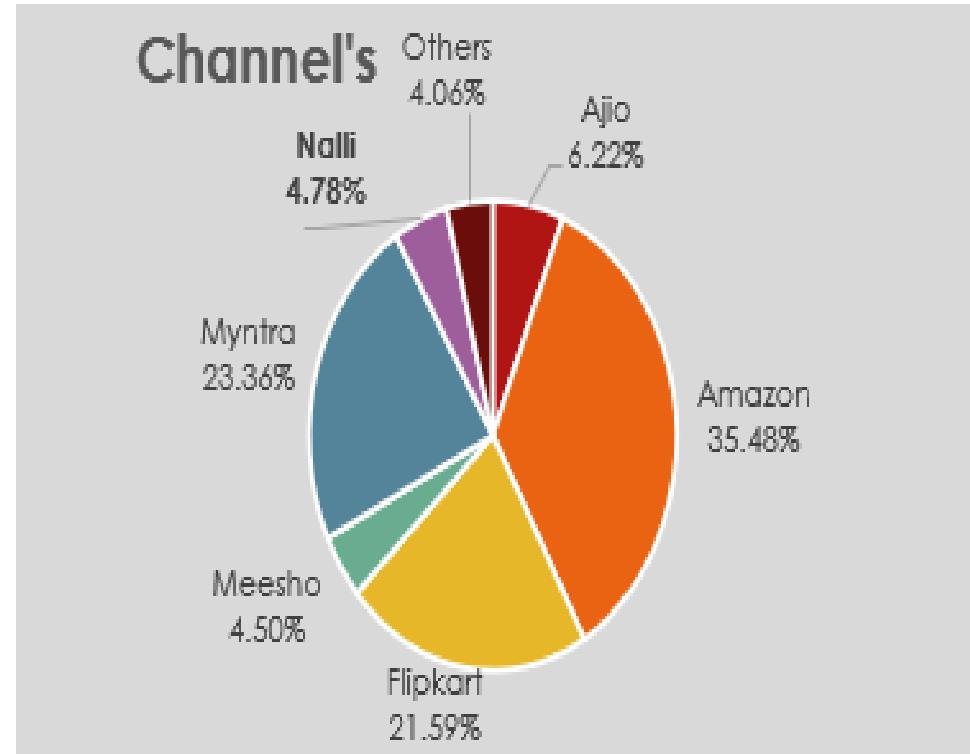
THE BATTLE OF BUYERS – MEN VS. WOMEN?



- **🏃 Women Dominate!** - 65% of total buyers
- **🏃 Men Lag Behind!** - 35% only
- **💡 Insight:** Women shoppers are the driving force behind our sales—targeted promotions can boost sales even further!
- **🎯 Marketing Takeaway:** Time to roll out exclusive women-centric deals! 💃

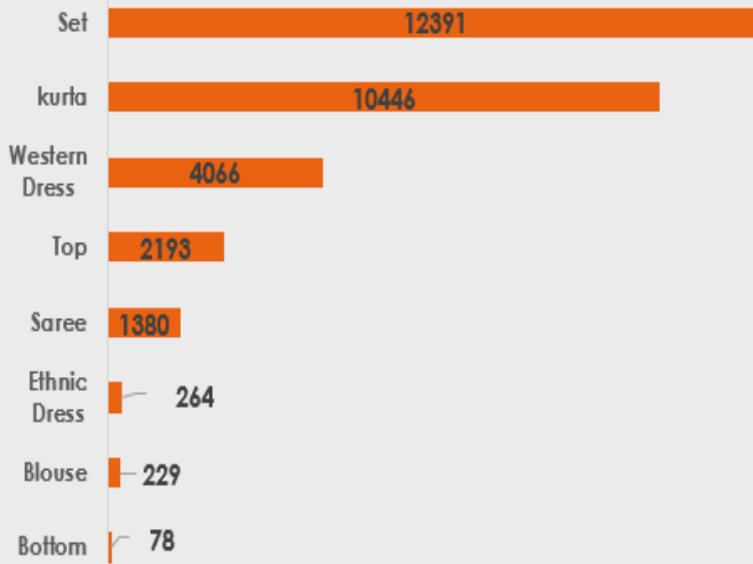
THE POWER OF E-COMMERCE – WHO'S THE KING?

- 🛒 Top Contributing Platforms:
- ✓ Amazon, Flipkart, Myntra – 80%+ of sales!
- *Insight:* Digital platforms are the powerhouse of revenue—investing in online marketing & partnerships is a no-brainer!



THE BEST OF THE BEST – TOP SELLERS!

Order By Category



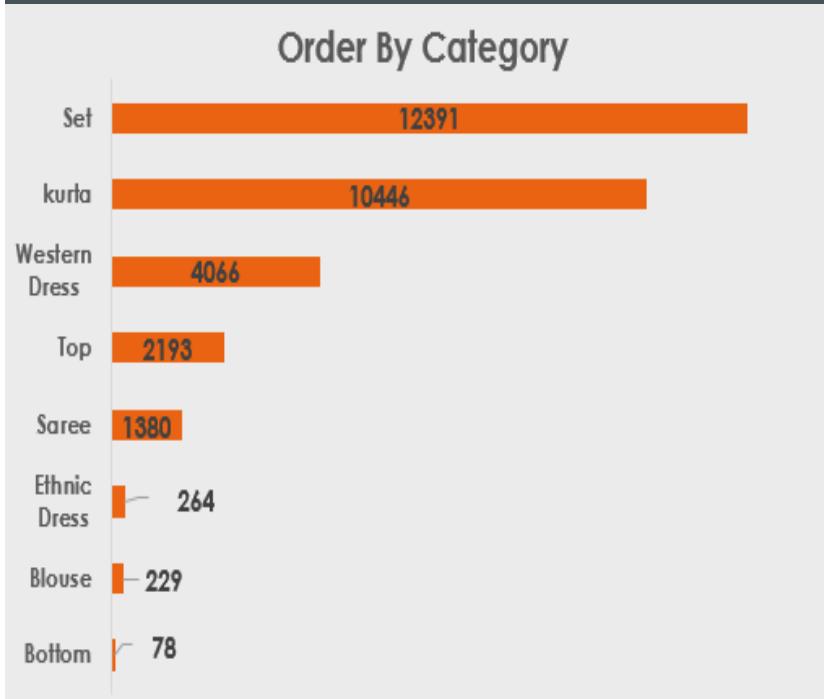
- 🏆 Hot Favorites:

🔥 Set, Kurta, Western Dress – Leading the charts

📊 12,000+ Qty Sales – Sets rule the fashion game

- 🔊 The fashion world bows down to these! A golden opportunity for inventory expansion!

THE UNDERDOGS – LEAST PROFITABLE CATEGORIES!



- **⚠ Blouse & Bottom Wear – Profit Margins at Rock Bottom!**
 - **High Discounts = Low Profits!**
- **🎯 Business Strategy:**
 - **Reduce Discounts on high-cost items**
 - **Upsell & Bundle Offers for better margins**
- **💡 Sales ≠ Profit. Smart pricing is the real game!**

WHERE ARE OUR SHOPPERS?

Top 10 State By Order Amount



- 📍 **Top 3 Shopper Hubs:**

✓ Maharashtra, Karnataka, Uttar Pradesh – Contributing 35%+ of total sales!

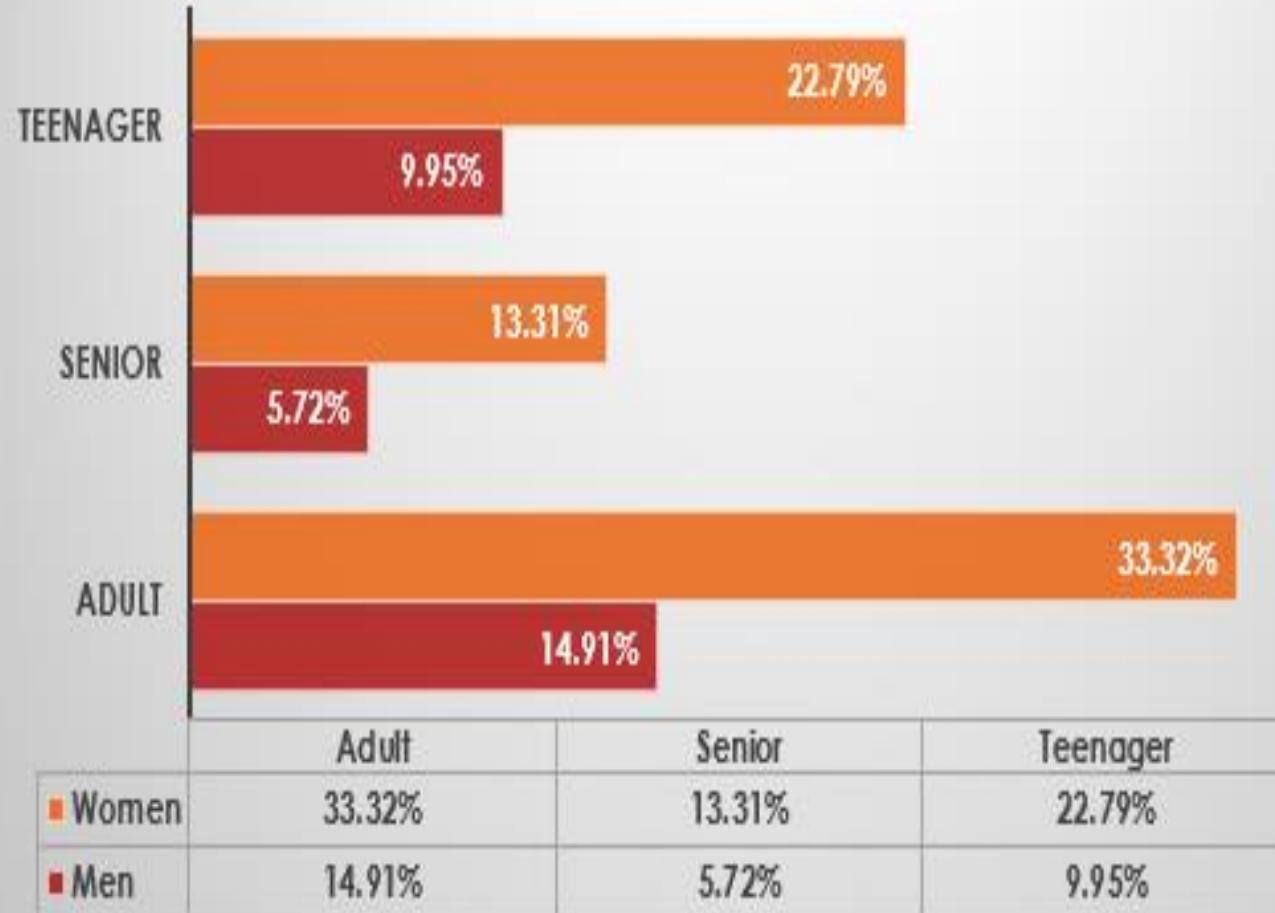
- 🔑 **State-wise Strategy:**

- Boost marketing in top-performing states 🔊
- Offer location-specific discounts 💰

AGE GROUP INSIGHTS

- Adult women lead in orders (33.32%), followed by teenage women (22.79%).
- Women consistently order more than men across all age groups.
- Senior men contribute the least (5.72%).
- Focus marketing on adult and teenage women for best ROI.

Order by Age Group



CHALLENGES WE FACED 😞

- ⚠ DATA CLEANING WOES: MISSING VALUES, DUPLICATE ENTRIES
- 〽 OUTLIER ANALYSIS: EXTREME ORDER VALUES AFFECTING INSIGHTS
- 〽 COMPLEX TRENDS: SALES PATTERNS VARYING ACROSS REGIONS & CHANNELS

🚀 HOW WE OVERCAME THEM:

- ✓ DATA PREPROCESSING WITH POWER QUERY
- ✓ OUTLIER HANDLING WITH STATISTICAL TECHNIQUES
- ✓ INTERACTIVE DASHBOARDS FOR DEEP INSIGHTS

ACTIONABLE RECOMMENDATIONS & BUSINESS IMPACT

- ◆ REDUCE DISCOUNTS ON LOW-MARGIN ITEMS 
- ◆ INVEST IN WOMEN-CENTRIC CAMPAIGNS 
- ◆ EXPAND INVENTORY FOR TOP-SELLING CATEGORIES 
- ◆ ENHANCE MARKETING IN HIGH-PERFORMING REGIONS 
- ❖ ***INSIGHTS → STRATEGY → ACTION → REVENUE BOOST!*** 

CONCLUSION - THE FINAL TAKEAWAY!

- ✓ WHO SHOPS THE MOST? - WOMEN (65%) 
- ✓ WHERE DO THEY SHOP? - AMAZON, FLIPKART, MYNTRA (80%) 
- ✓ WHAT DO THEY BUY? - SETS, KURTAS, WESTERN WEAR 
- ✓ WHICH STATES DOMINATE? - MAHARASHTRA, KARNATAKA, UP 

**THANK
YOU!!**

