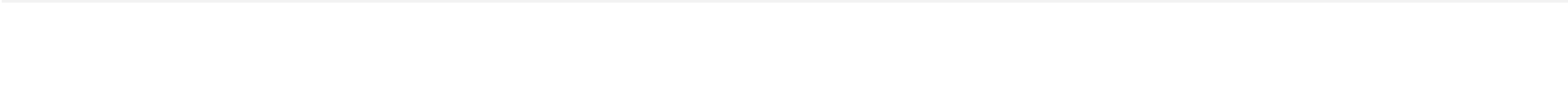


# Walmart analysis Report

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3 min read · Jul 9



## INTRODUCTION

Walmart is one of the leading retail stores in the U.S. and is committed to helping customers save money so they can live better. Walmart provided historical sales data for 45 Walmart stores located in different regions. Walmart also runs several promotional markdown events throughout the year. These markdowns precede prominent holidays, the four largest of all, which are the Super Bowl, Labor Day, Thanksgiving, and Christmas. The objective is to determine the factors affecting the sales and to analyze the impact of markdowns around holidays on the sales

## BUSINESS TASK

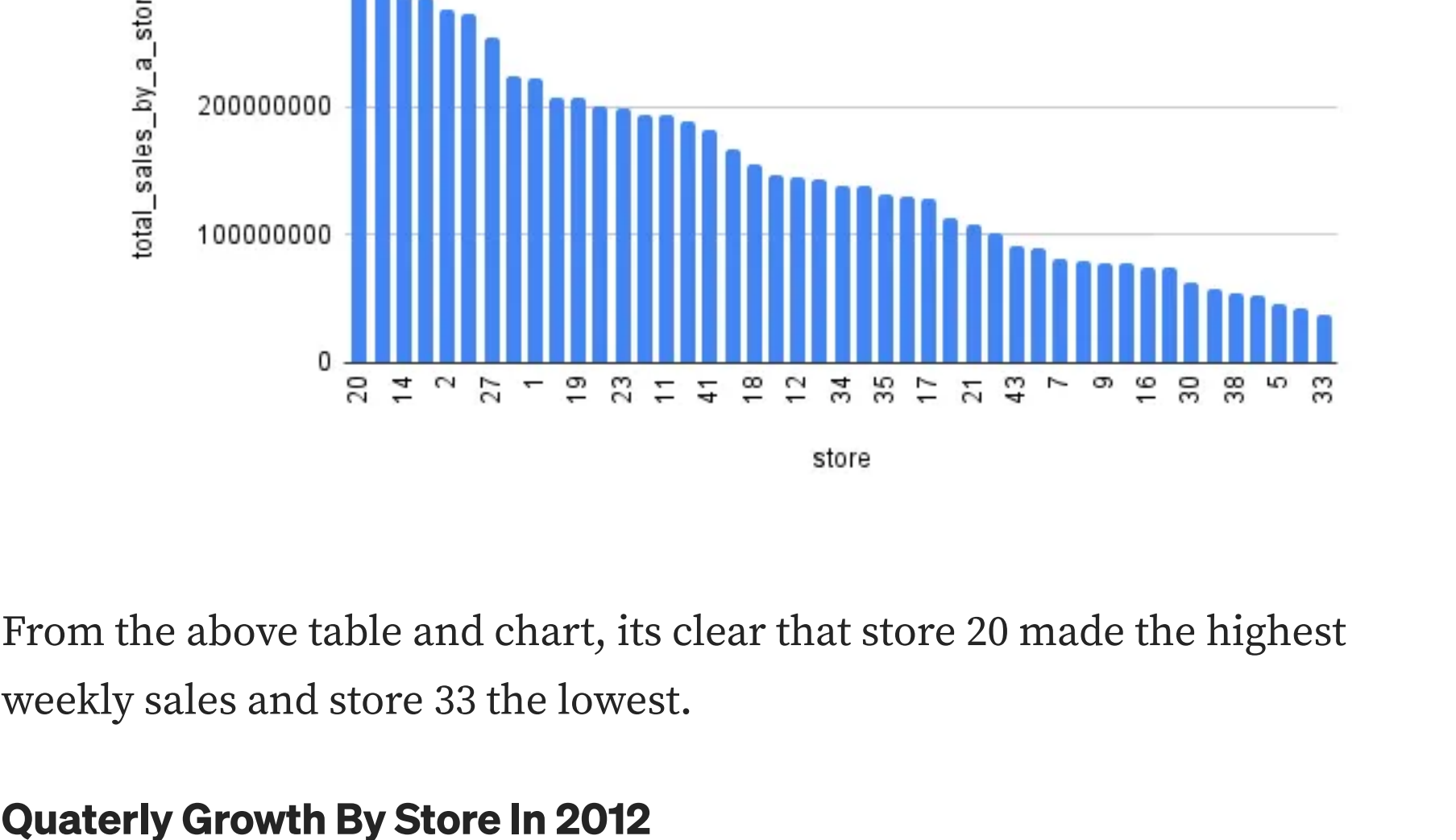
Data analysts are expected to do descriptive analysis as part of the challenge presented by the competition and to find out answers to several questions as part of the business task.

### Basic ad-hoc Analysis and Reporting tasks

- Which store has maximum sales
- Which stores has good quarterly growth rate in Q3'2012
- Find out holidays which have higher sales than the mean sales in non-holiday season for all stores together
- Provide insights on monthly sales
- Provide insights on Semester sales

## ANALYSIS RESULTS

### Total Sales By Each Store



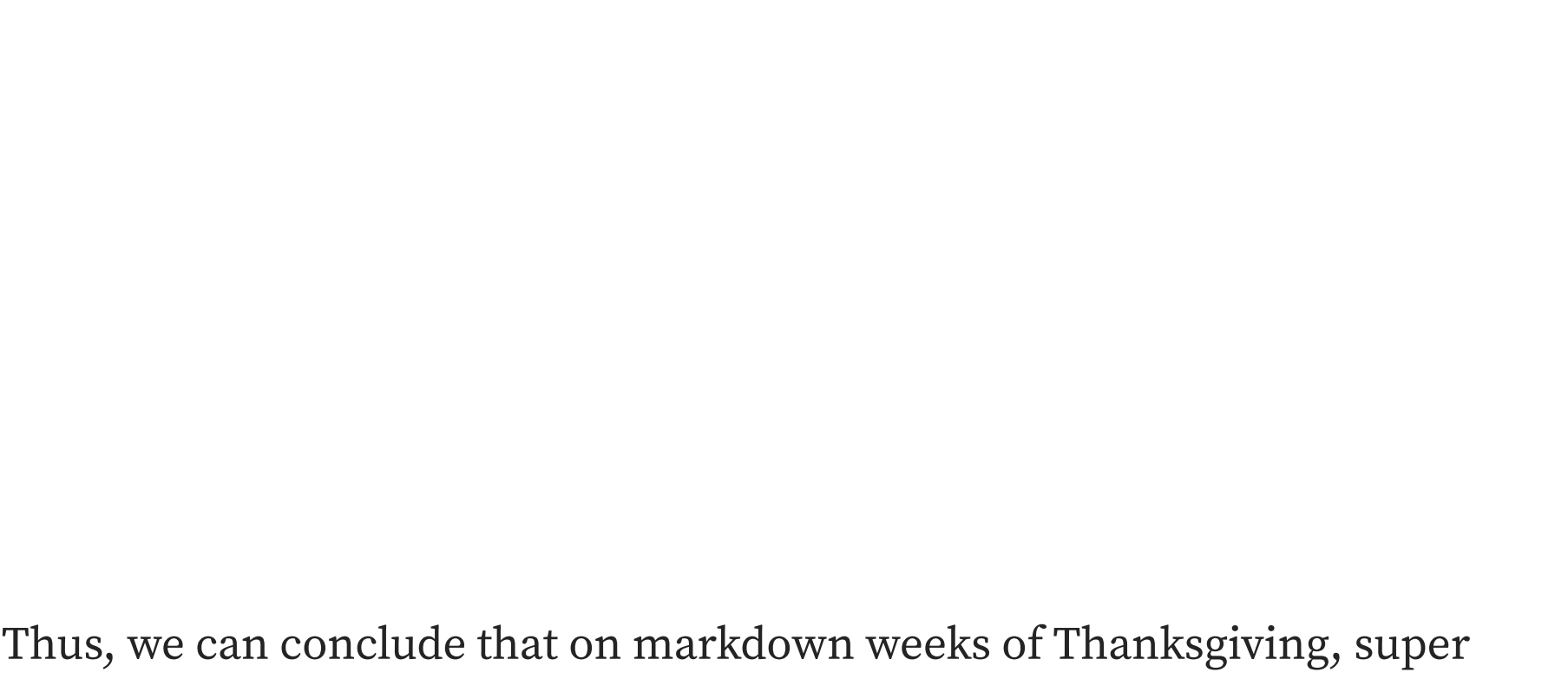
From the above table and chart, its clear that store 20 made the highest weekly sales and store 33 the lowest.

### Quarterly Growth By Store In 2012



As its obvious from the chart, most of the stores faced negative quaterly growth from Q2 2012 to Q3 2012. Comparatively, Store 7 made the most positive growth and the store 14 faced the most negative growth

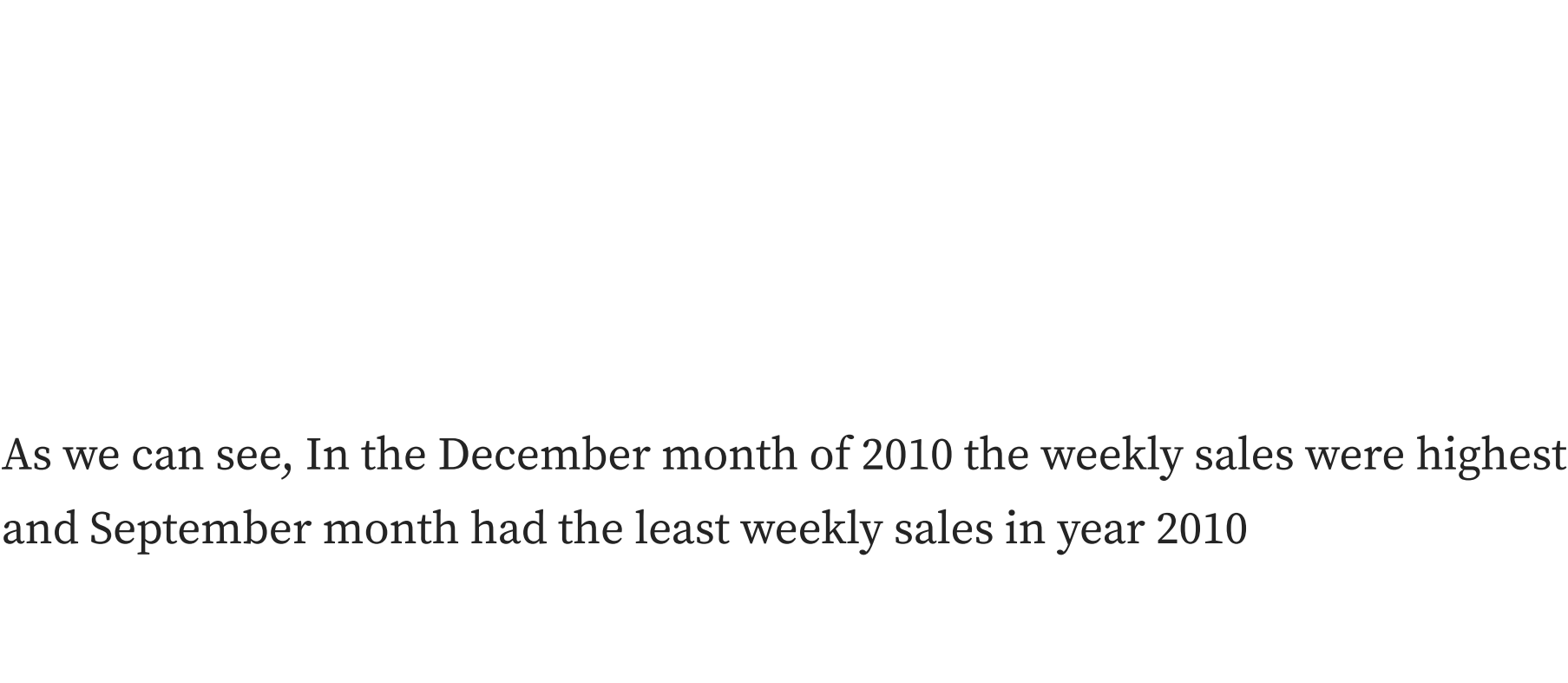
### Holiday Average Sales



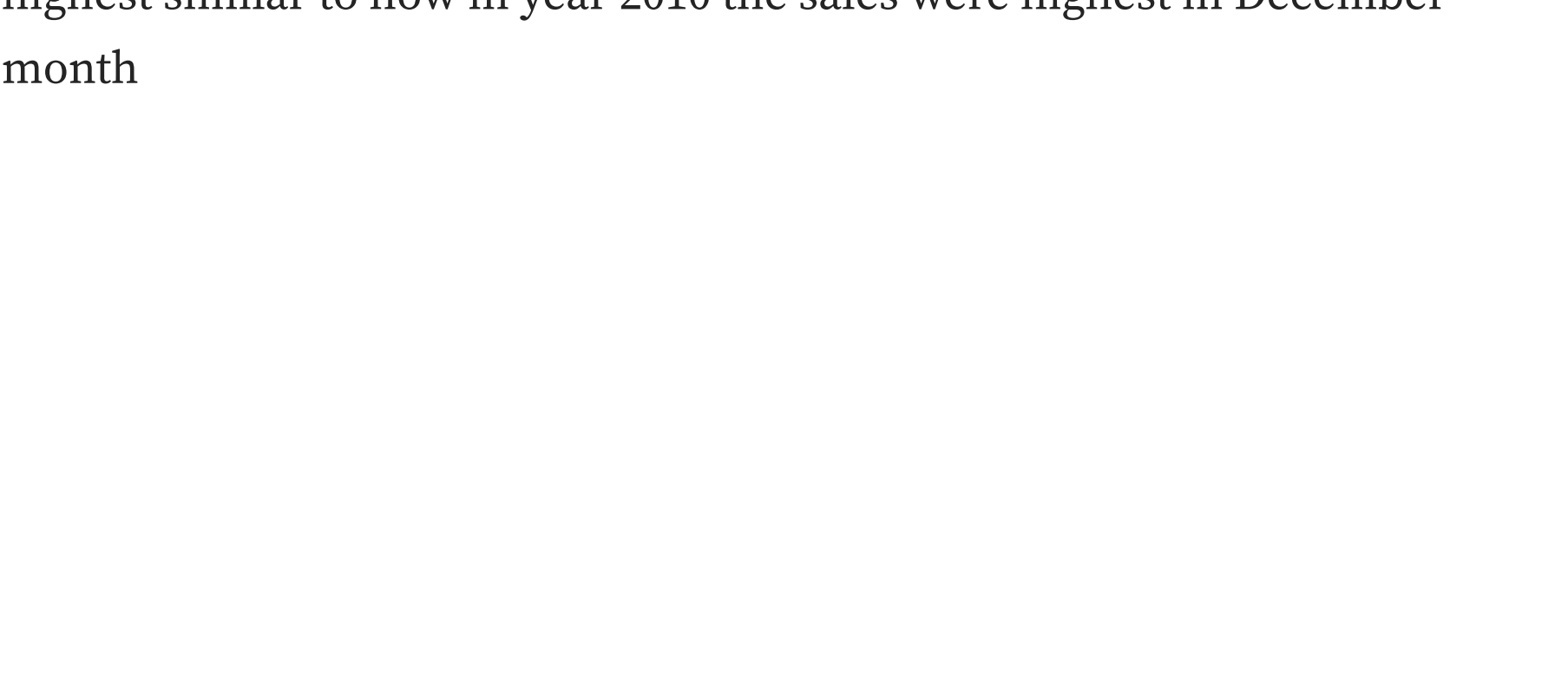
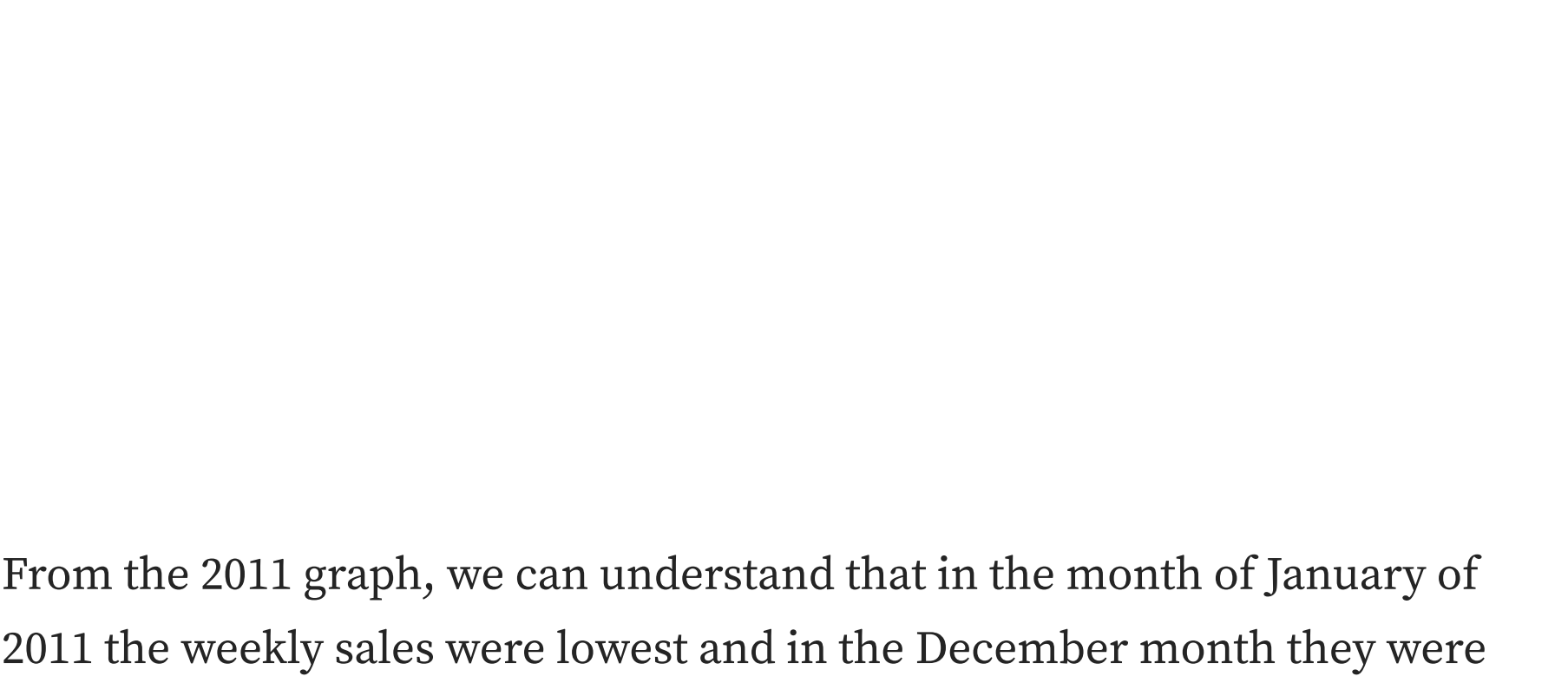
Thus, we can conclude that on markdown weeks of Thanksgiving, super bowl and labour day , the average sales are more than average sales of non-holiday weeks

1. Thanksgiving does create a high positive impact on sales than others.
2. Super Bowl and Labour day have sales more than non-Holiday sales.
3. Christmas sales decreases from the average non-holiday sales.

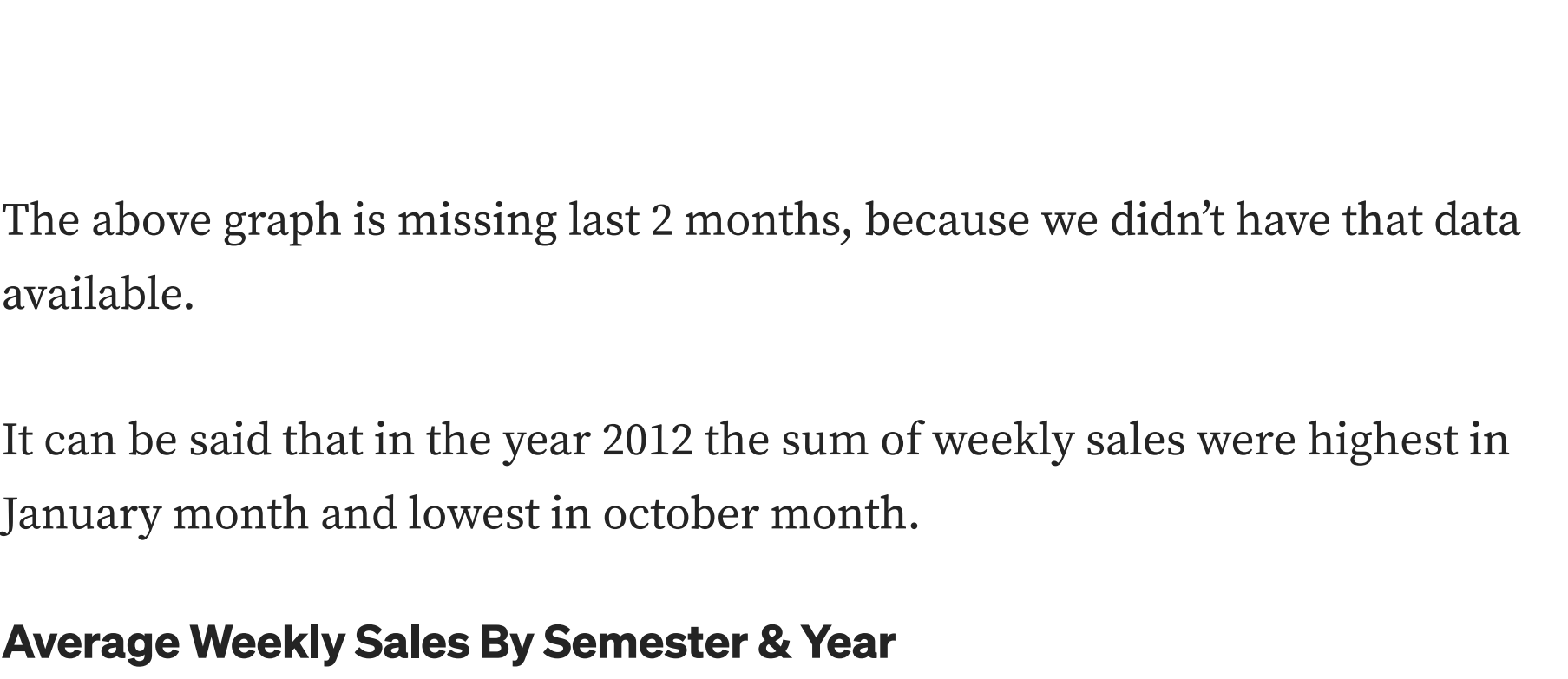
## MONTHLY SALES



As we can see, In the December month of 2010 the weekly sales were highest and September month had the least weekly sales in year 2010



From the 2011 graph, we can understand that in the month of January of 2011 the weekly sales were lowest and in the December month they were highest similar to how in year 2010 the sales were highest in December month



The above graph is missing last 2 months, because we didn't have that data available.

It can be said that in the year 2012 the sum of weekly sales were highest in January month and lowest in october month.

### Average Weekly Sales By Semester & Year

