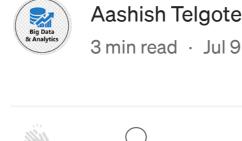
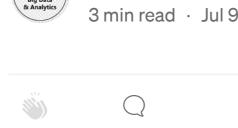
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INTRODUCTION

which are the Super Bowl, Labor Day, Thanksgiving, and Christmas. The impact of markdowns around holidays on the sales **BUSINESS TASK**

Basic ad-hoc Analysis and Reporting tasks • Which store has maximum sales

• Find out holidays which have higher sales than the mean sales in non-

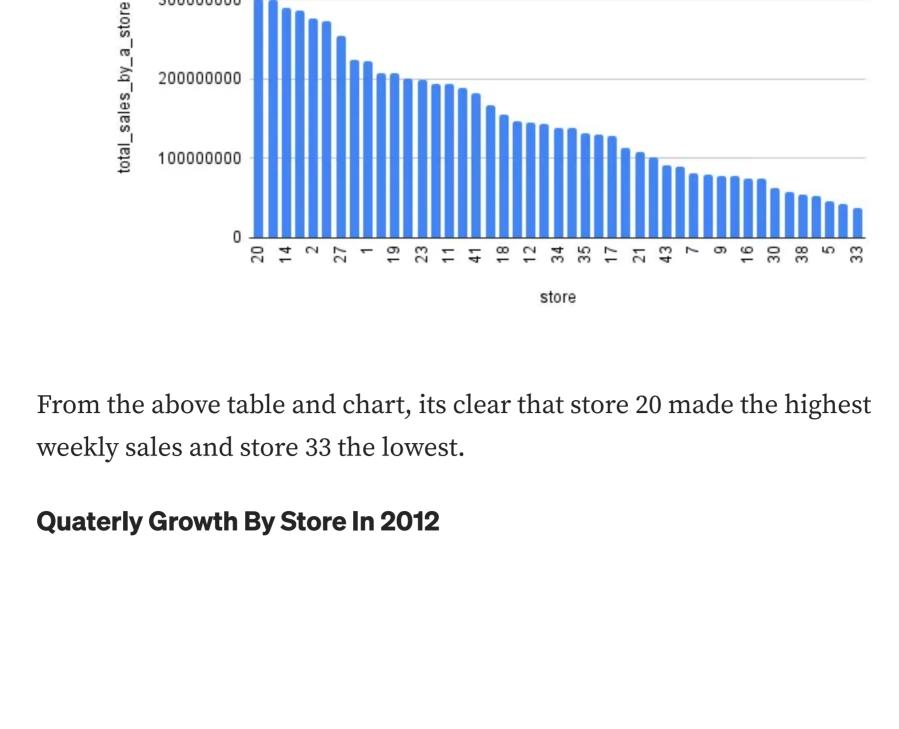
- holiday season for all stores together
- Provide insights on monthly sales • Provide insights on Semester sales
- **Total Sales By Each Store**
- total_sales_by_a_store

300000000

400000000

200000000

ANALYSIS RESULTS



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

holiday weeks

MONTHLY SALES

month

available.

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-

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.

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

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

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

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

From the semester sales it can be concluded that, semester 2 of year 2011

made the most total weekly sales and semester 2 of 2012 made the least total

percent of total weekly sales per semester by each year

weakly sales.

Thankyou!

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Walmart analysis Report

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, objective is to determine the factors affecting the sales and to analyze the 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.

• Which stores has good quarterly growth rate in Q3'2012