**WALMART SALES ANALYSIS USING MYSQL**

**About**

This project is to show and analyze Walmart Sales Data with the purpose of gaining information on various branches and product. The focus includes examining the sales trends of different products and understanding customer behaviour. And to explore oppurtunities for optimizing sales strategies. The dataset utilized is sourced from the Kaggle Walmart Sales Forecasting Competition.

In this recruiting competition, job-seekers are provided with historical sales data for 45 Walmart stores located in different regions. Each store contains many departments, and participants must project the sales for each department in each store. To add to the challenge, selected holiday markdown events are included in the dataset. These markdowns are known to affect sales, but it is challenging to predict which departments are affected and the extent of the impact.

**Purpose Of The Project**

The major aim of the project is to gain insight into the sales data of Walmart to understand the different factors that affect sales of the different branches.

**About Data**

The dataset was obtained from the Kaggle Walmart Sales Forecasting Competition. This dataset contains sales transactions from a three branches of Walmart, respectively located in Mandalay, Yangon and Naypyitaw. The data contains 17 columns and 1000 rows.

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| COLUMN | DESCRIPTION | DATA TYPE |
| Invoice\_id | Invoice of the sales made | VARCHAR(30) |
| Branch | Branch at which sales were made | VARCHAR(5) |
| City | The location of the branch | VARCHAR(30) |
| Customer\_type | The type of the customer | VARCHAR(30) |
| Gender | Gender of the customer making purchase | VARCHAR(10) |
| Product\_line | Product line of the product solf | VARCHAR (100) |
| Unit\_price | The price of each product | DECIMAL)10,2) |
| Quantity | The amount of the product sold | INT |
| VAT | The amount of tax on the purchase | FLOAT(6,4) |
| Total | The total cost of the purchase | DECIMAL (10,2) |
| Date | The date on which the purchase was made | DATE |
| Time | The time on which the purchase was made | TIMESTAMP |
| Payment\_method | The total amount paid | DECIMAL (10,2) |
| cogs | Cost of Goods sold | DECIMAL(10,2) |
| Gross\_margin\_percentage | Gross margin percentage | FLOAT(11,9) |
| Gross\_income | Gross Income | DECIMAL(10,2) |
| Rating | Rating | FLOAT(2,1) |