

# SMALL BUSINESS TRENDS

## Regional Walmart Retail Office Supplies Sales

By Cody Collie-Szach

### INTRODUCTION

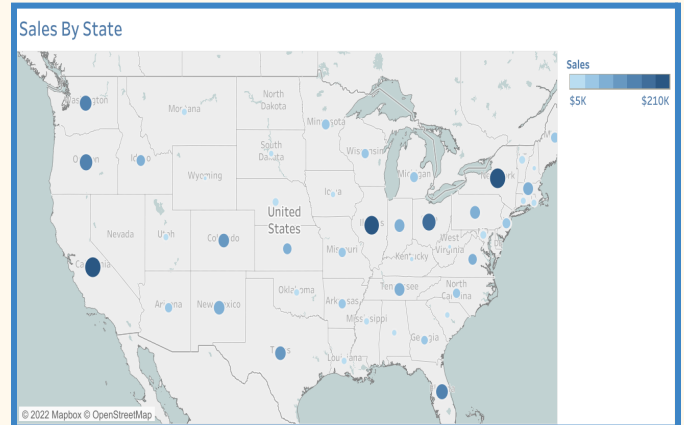
This is an Exploratory Data Analysis (EDA) report looking at different trends that have taken place with Walmart's retail office supplies sales focusing on purchases made by small businesses over a period of 3 years from January 2012 and December 2015.

#### TOTAL SALES

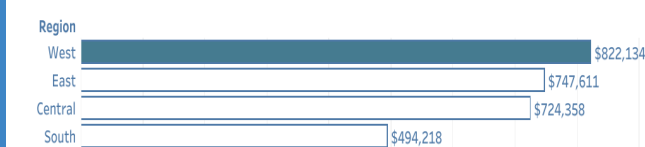
**\$2,788,320.99**

#### TOTAL PROFIT

**\$315,707.96**



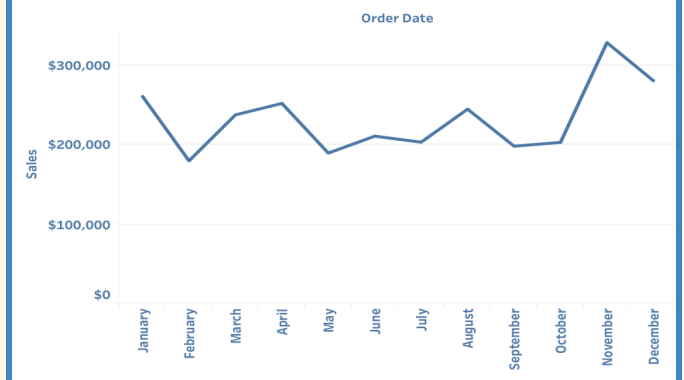
#### Sales By Region



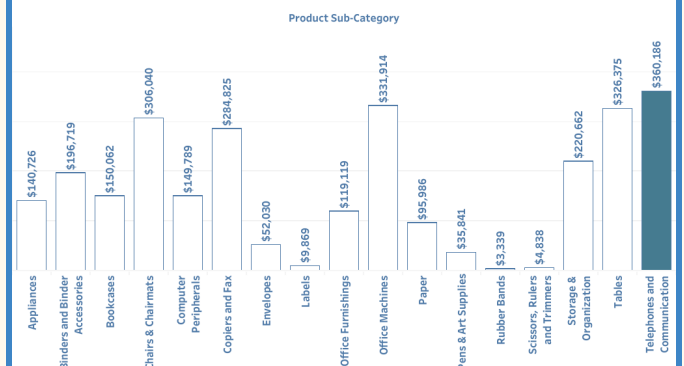
### OVER ALL SALES INSIGHTS

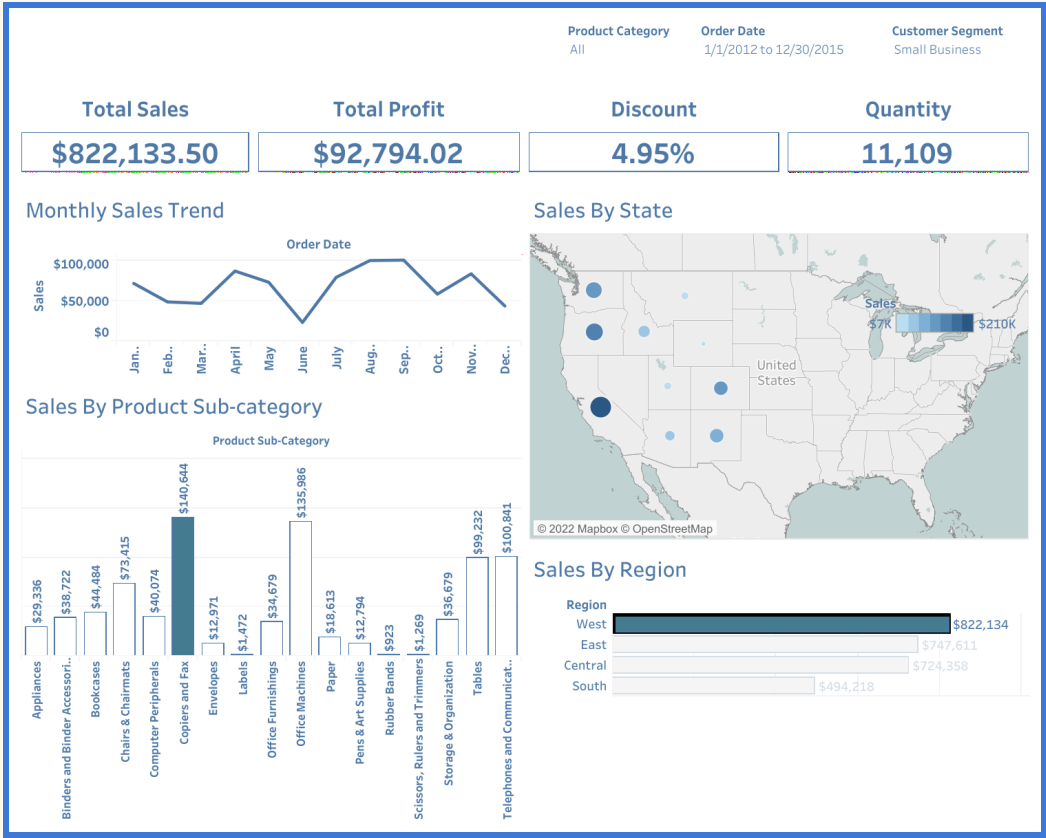
- Total sales of \$2.78M a profit of \$315k with an average discount of 4.9% given across the USA
- Sales peak in November at \$328k then start to fall in December hitting a low in February at \$179k between 2012 & 2015, drop occurs during holiday season
- Top 3 sub-categories were 1)Telephones and Communication 2) Office Machines 3) Tables
- Bottom 3 sub-categories were 1) Rubber Bands, 2) Scissors, Rulers, & Trimmers 3) Labels
- Western region lead office supplies sales with total sales of \$822k
- Top 3 states 1) California \$210k 2) New York \$208k 3) Illinois \$188k
- Highest profiting region was Central at \$94k

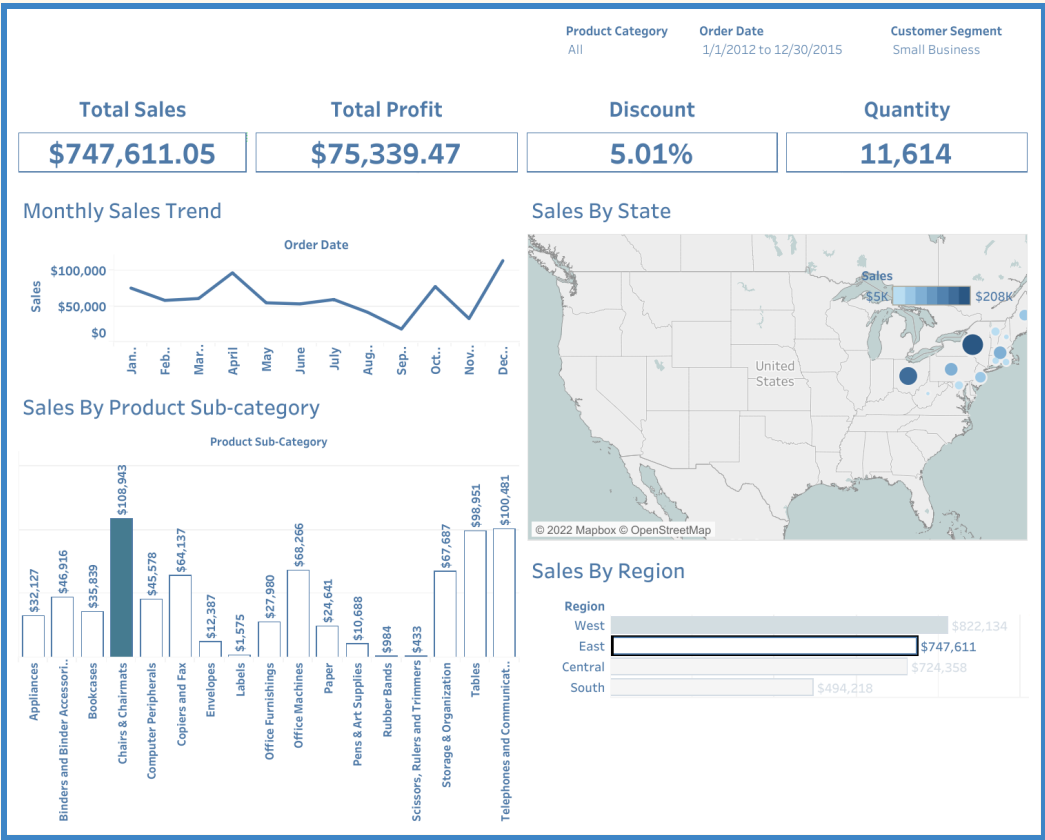
#### Monthly Sales Trend



#### Sales By Product Sub-category

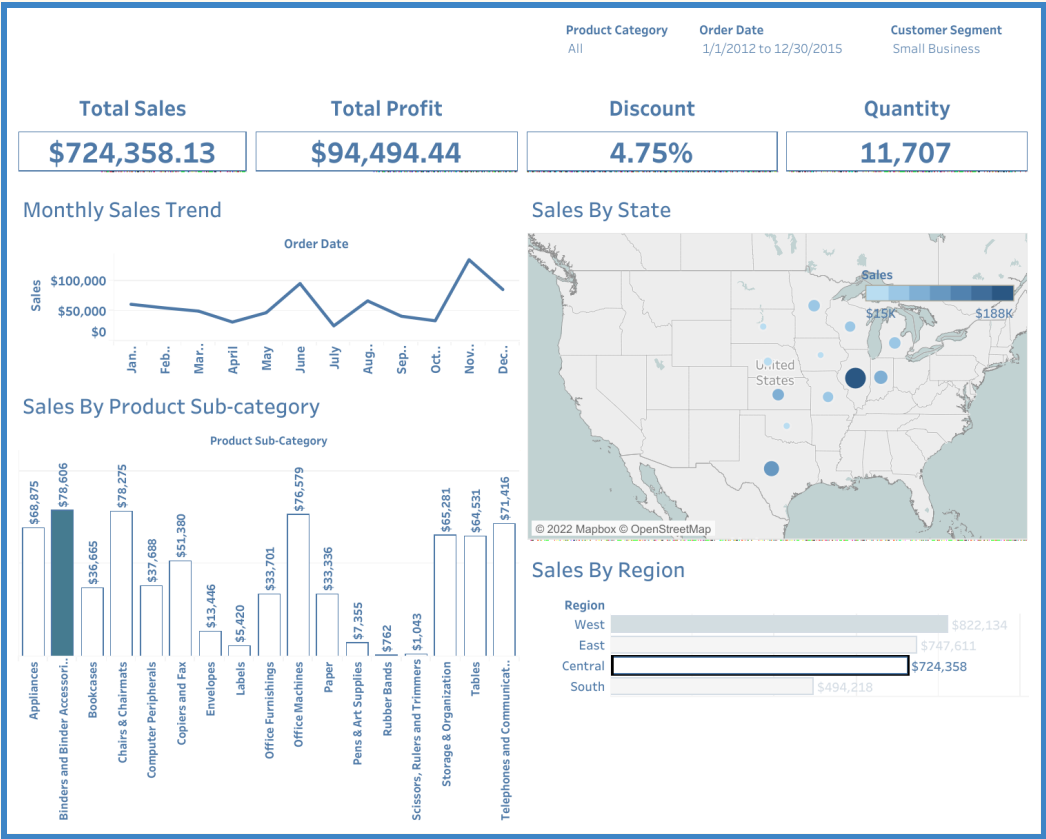






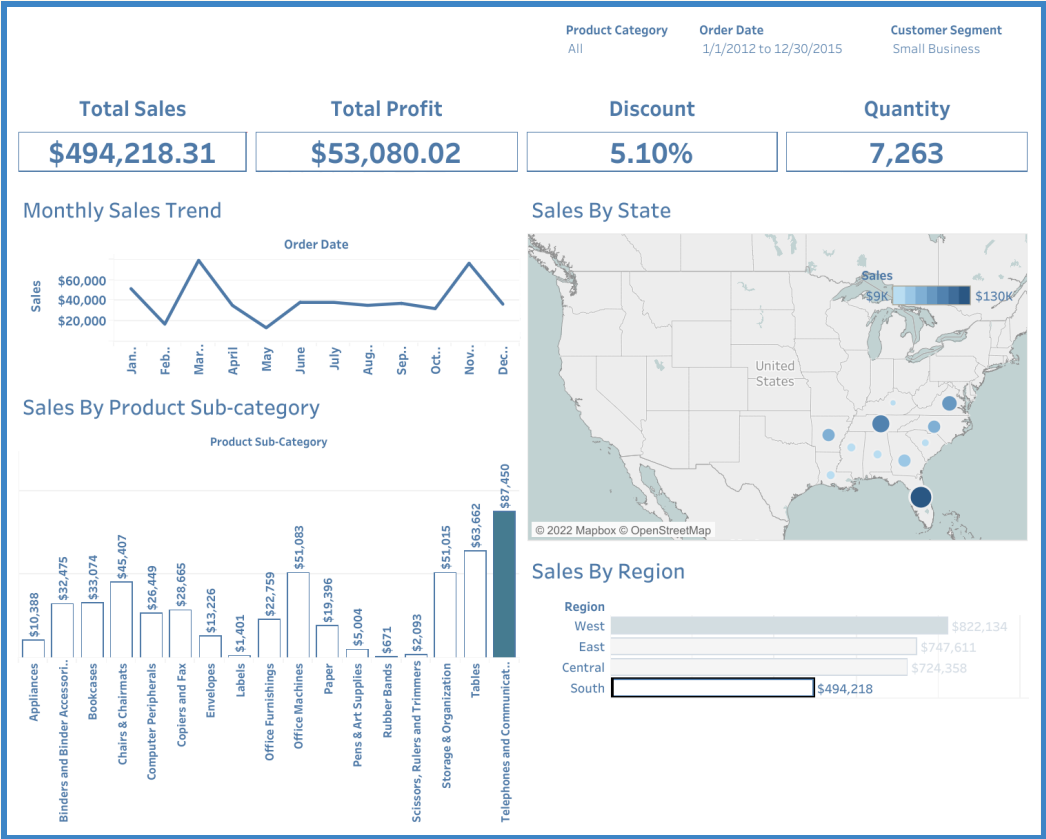
EASTERN SALES INSIGHTS

- Total sales of \$747k, a profit of \$75k with an average discount of 5.01%
- Sales peak in April \$97k and October \$78k and a high in with December \$114k
- Sales lows in September \$ 18k and November \$ 33k
- Top 3 sub-categories 1)Chairs & Chairmates 2) Telephones and Communication 3) Tables
- Bottom 3 sub-categories 1)Scissors, Rulers and Trimmers 2) Rubber Bands 3)Labels
- Top 3 states in region 1) New York \$208k 2) Ohio \$155k 3) Pennsylvania \$78k
- Only region that has the highest sales in the month of December



CENTRAL SALES INSIGHTS

- Total sales of \$724k a profit of \$94k with an average discount of 4.75%
- Sales peak in June \$95k and November \$134k, low month in July \$25k
- Top 3 sub-categories 1)Binders and Binder Accessories 2) Chairs & Chairmates 3) Office Machines
- Bottom 3 sub-categories 1)Scissors, Rulers and Trimmers 2) Rubber Bands 3)Labels
- Top 3 states in region 1) Illinois \$188k 2) Texas \$100k 3) Indiana \$78k
- Even being 3rd for sales, Central region had the highest overall profit



SOUTHERN SALES INSIGHTS

- Total sales of \$494k a profit of \$53k with an average discount of 5.10%
- Sales peak in March \$79k and November \$76k , low month in May \$13k and February \$17k
- Top 3 sub-categories 1)Telephones and Communication 2) Tables3) Office Machines
- Bottom 3 sub-categories 1) Rubber Bands 2) Labels 3)Scissors, Rulers and Trimmers
- Top 3 states in region 1) Florida \$130k 2) Tennessee \$88k 3) Virginia \$64k

## Conclusions

- Western states lead with sales but Central states lead with profits
- Overall, December is a low selling month for office supplies with the exemption of Eastern sales having an **all time high during December**
- Top 3 sub-categories were 1)Telephones and Communication 2) Office Machines 3) Tables
- Bottom 3 sub-categories were 1) Rubber Bands, 2) Scissors, Rulers, & Trimmers 3) Labels
- Top 3 sub-categories from highest profiting region 1)Binders and Binder Accessories 2) Chairs & Chairmates 3) Office Machines
- These insights could also help with predictive planning for inventory by region helping understand popular products linked to dates when they are most needed