

Introduction: -

I design a sales report on the sales of Walmart USA by using of Microsoft Power BI.

In this report I just analyse the following things to get the useful insights

- Profit with respect to state
- Profit with respect to Product Category
- Sales with respect to Product Category
- Sales with respect to Individual Products

Insights we can extract: -

- **Behalf of Profit v/s State**
 - The company get its highest profit from the states of California
 - The second highest is in Washington
 - And the company face losses in two states like Arizona and Colorado
 - The sales in the states like New Mexico, Idaho, Wyoming and Oregon is not that much satisfactory but there are no losses
 - So, the company have to work on the above states to boost their business as well as in another two states where the company was facing the losses to minimize it....
- **Behalf of Profit v/s Category**
 - According to the tree map between Profit and Category there are 3 to 6 products are getting the majority sales among other products.
 - There are 3 hero products from the company which have the highest profit among other products (highest is the Copiers, then Accessories, then Binders...)
 - There are also some least profitable products like Fasteners, supplies, tables etc on which the company have to work on the sales or supply.
- **Behalf of Sales v/s Category**
 - According to the pie chart between the sales and the category there are three types of structures we can derive like Chairs, Phone, Tables are the most sold products...
 - Then storage, accessories, and Binders are the products which comes at the second most sold items....
 - Then the other items come which have the least sold margin.....
- **Behalf of Sales v/s Individual product**
 - From the table of sales and individual products we can observe the individual sales of a particular product as well as we can arrange them in increasing order also....

Overall output: -

- We can derive that the Copier have the most profitable margin but it is not the product which have the maximum sales.
- The most sold product is Chairs, but the profit margin of chairs has the less contribute towards the whole profit of the company.
- The profit as well as the sales of Phones have almost same contribution towards profit and sales.
- Papers are also be a hero product because it has a broad contribution in profit but the sales are not satisfactory, so if the company focus on the sales of this product, then it may be more profitable for the company.
- And as shown in the bar graph the two states have the most contribution in the sales as well as in the profit, they are California, and Washington.