**About**

This project delves into historical sales data from 45 Walmart stores across various regions to gain insights into:

* **Top-performing branches and products:** Identify key drivers of success.
* **Sales trends of different products:** Analyze sales patterns and seasonality.
* **Customer behavior:** Understand customer purchasing habits and preferences.

The primary objective is to develop strategies for improving and optimizing sales performance.

The dataset originates from the Kaggle Walmart Sales Forecasting Competition. Participants in this competition were tasked with forecasting sales for each department within each store, considering the impact of holiday markdown events on sales across different departments.

This project aims to leverage the insights gained from the analysis to inform data-driven decisions and improve Walmart's overall sales performance.

**Key improvements:**

* **Enhanced clarity and flow:** Used bullet points to improve readability and emphasize key areas of analysis.
* **Conciseness:** Removed redundant phrases and streamlined the language.
* **Focus on objectives:** Clearly stated the overall goal of the project: to improve sales performance.
* **Contextual information:** Briefly explained the origin of the dataset and the nature of the Kaggle competition.
* **Added a concluding statement:** Emphasized the practical application of the project findings.
* **Purposes Of The Project**
* The major aim of thie 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](https://www.kaggle.com/c/walmart-recruiting-store-sales-forecasting). This dataset contains sales transactions from three different branches of Walmart located in Mandalay, Yangon and Naypyitaw. The data contains 17 columns and 1000 rows.