



Walmart Black Friday Sales

Roadmap



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Sales
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of Data

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Introduction

A dataset of over half a million Walmart Black Friday sales was analyzed to provide information on user demographics and trends in sales.

Data and Sales Overview

Dataset: walmart_data.csv

- 550,068 entries
- Each entry represents varying amounts of one product sold to one customer

Total sales: 5,095,812,742 units

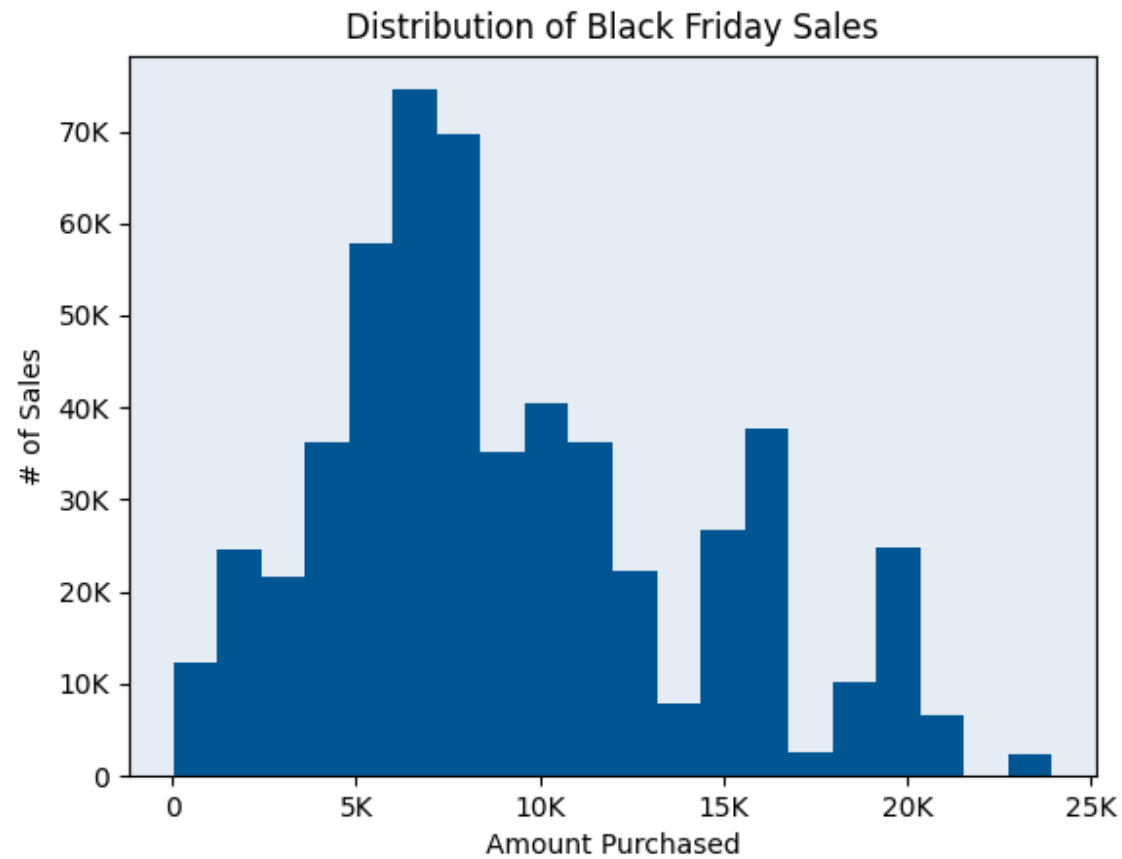
5891 unique customers, identified by customer ID

- Average number of unique items purchased per customer: 93
 - Min: 6; Max: 1,026
- Average number of units purchased by each customer: 865,016
 - Min: 46,681; Max: 10,536,909

3631 unique items sold

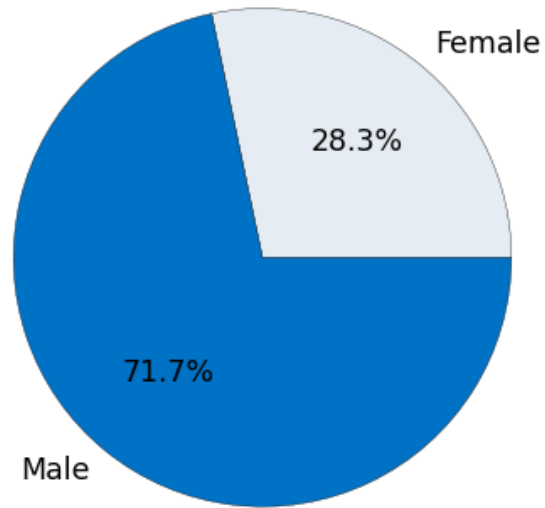
- Average: 151
- Min: 1; Max 1880

Distribution of Sales

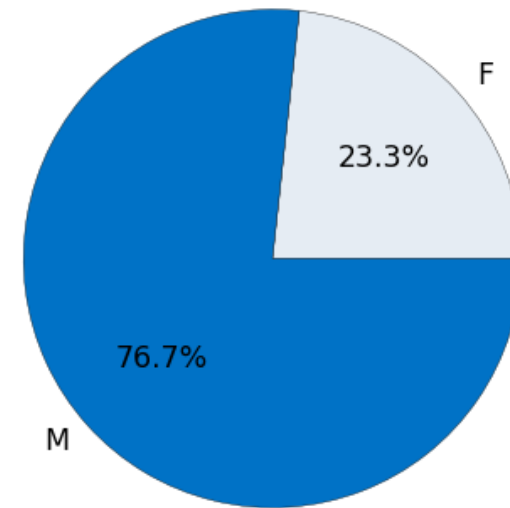


Sales by Gender

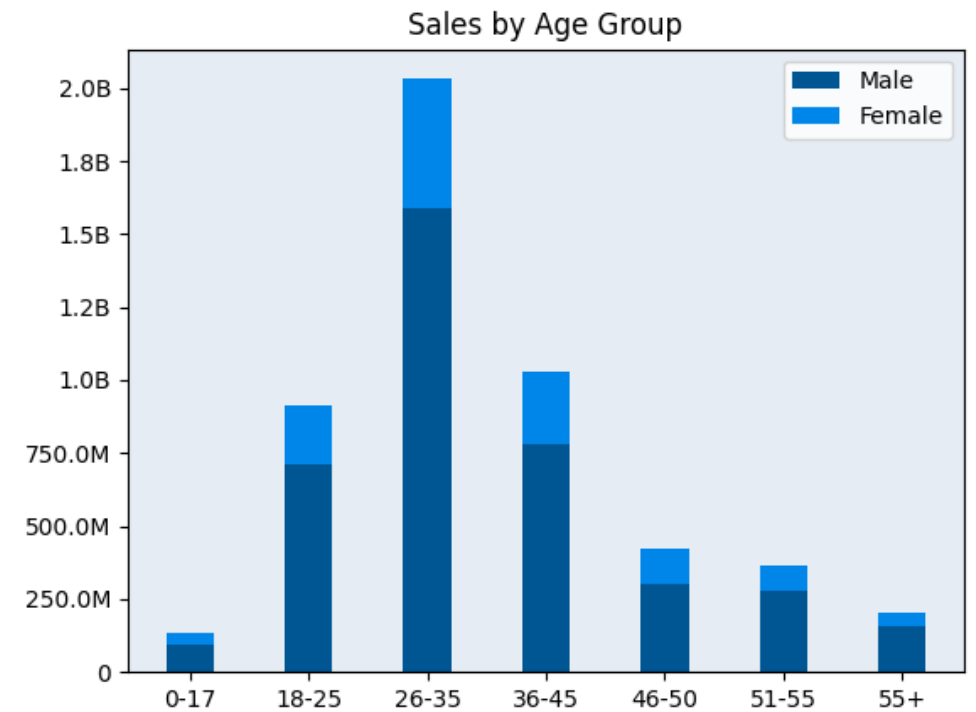
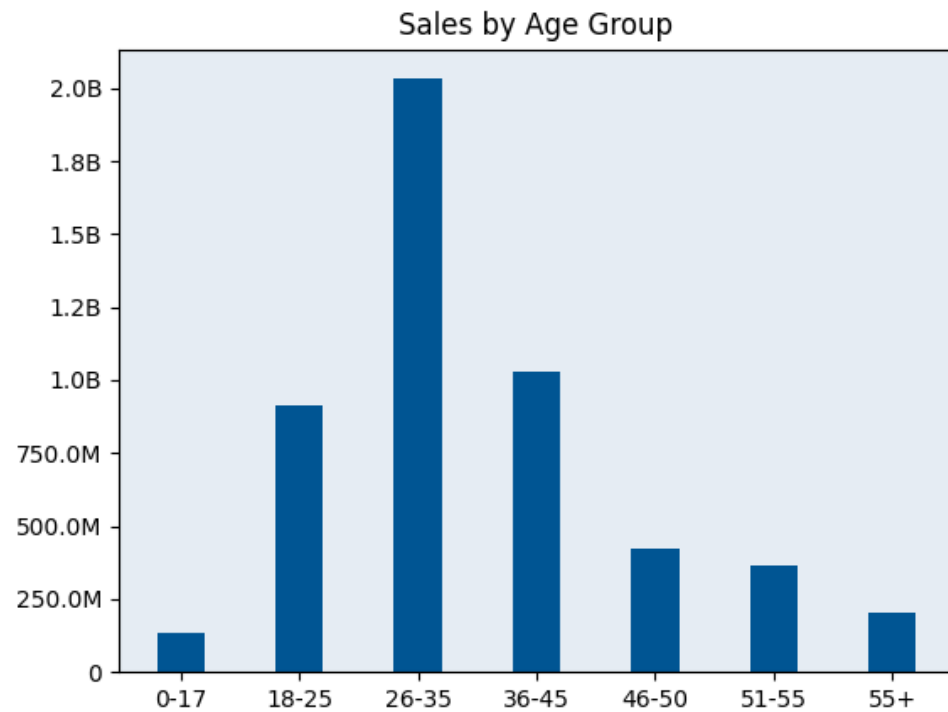
Male vs Female Black Friday Customers



Black Friday Sales by Gender

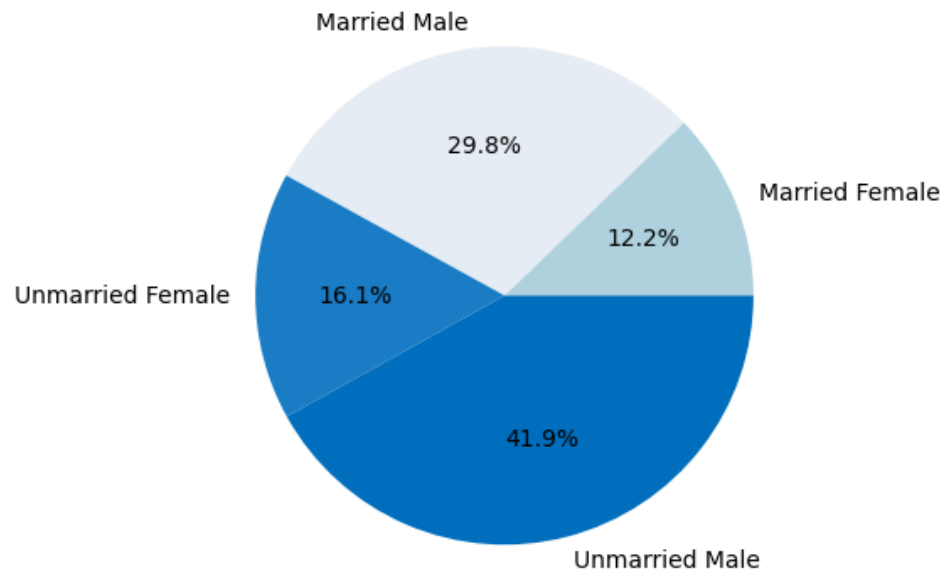


Sales by Age Group

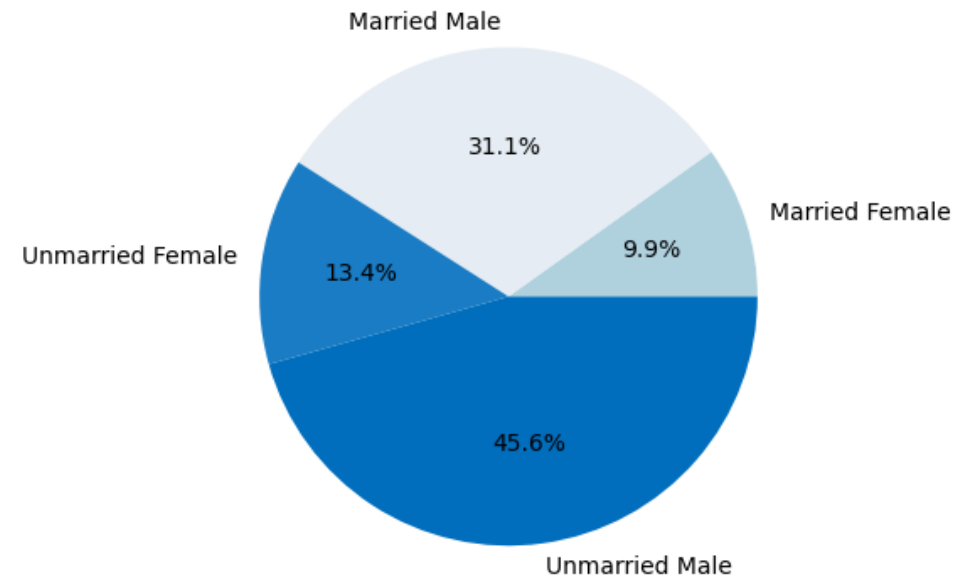


Sales by Marital Status

Customers by Gender and Marital Status

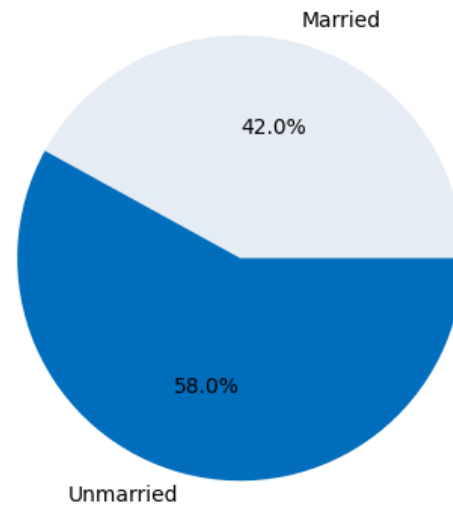


Sales by Marital Status and Gender

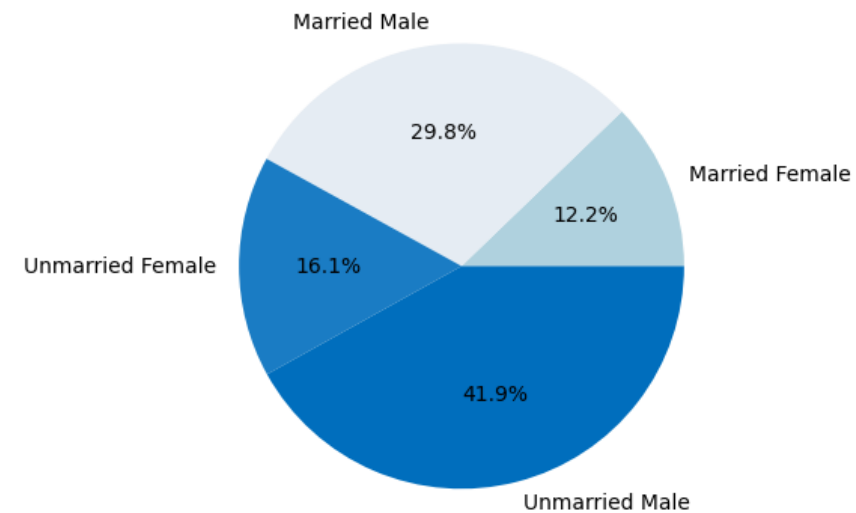


Sales by Marital Status (cont.)

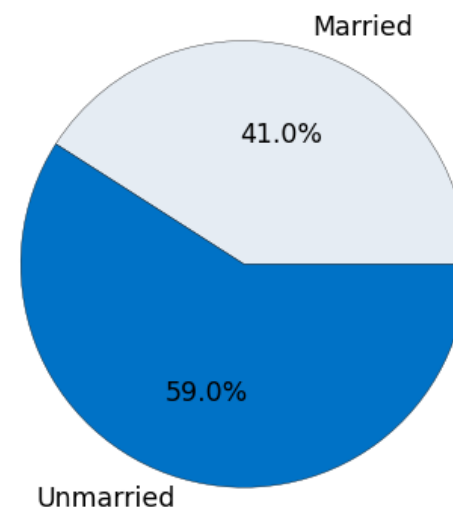
Customers by Marital Status



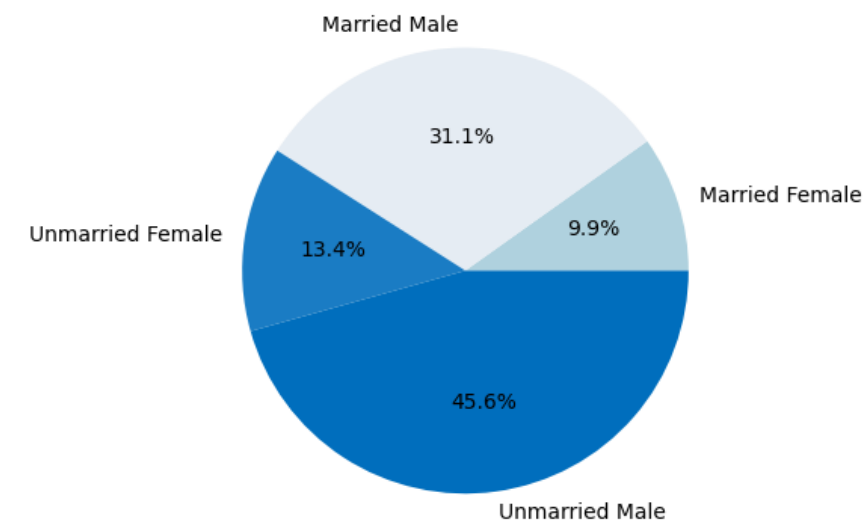
Customers by Marital Status and Gender



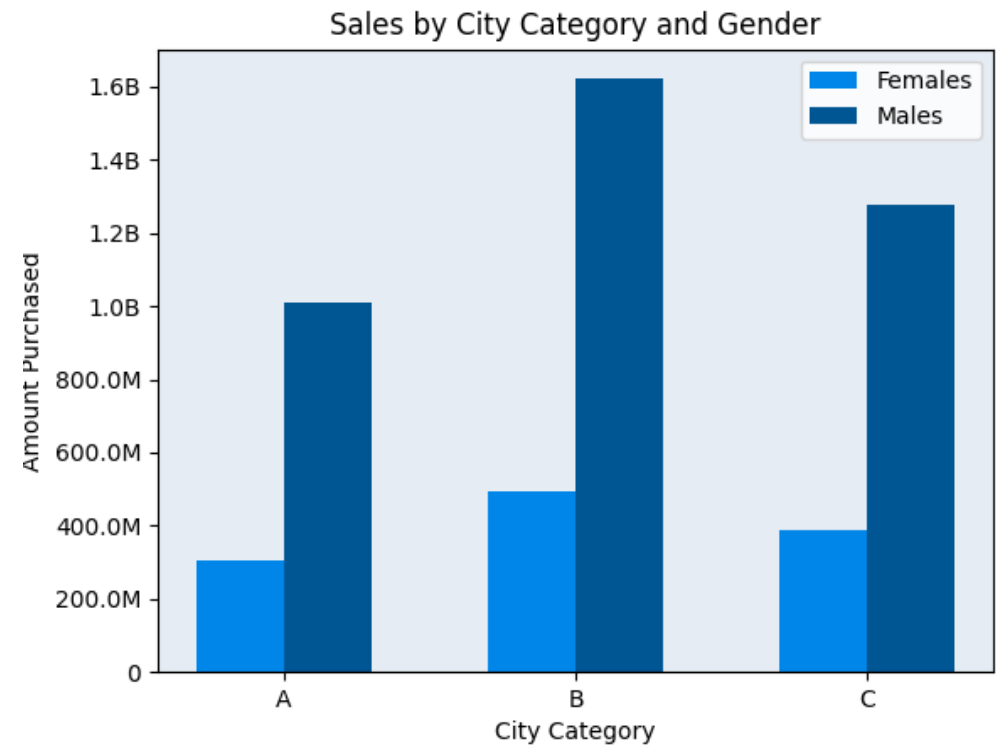
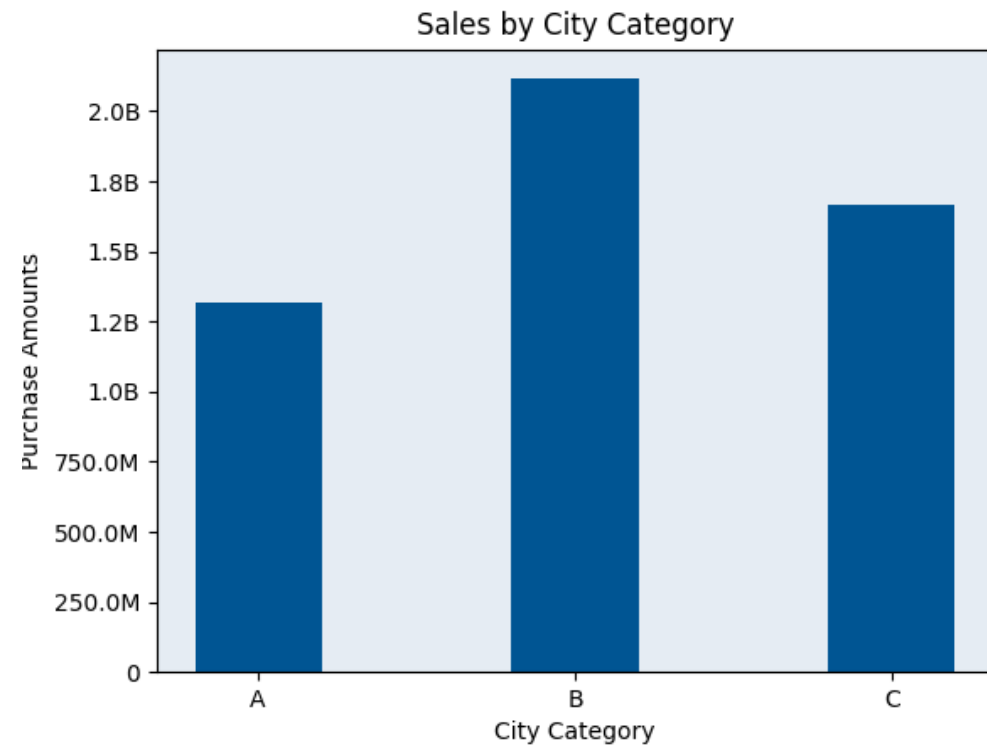
Sales by Marital Status



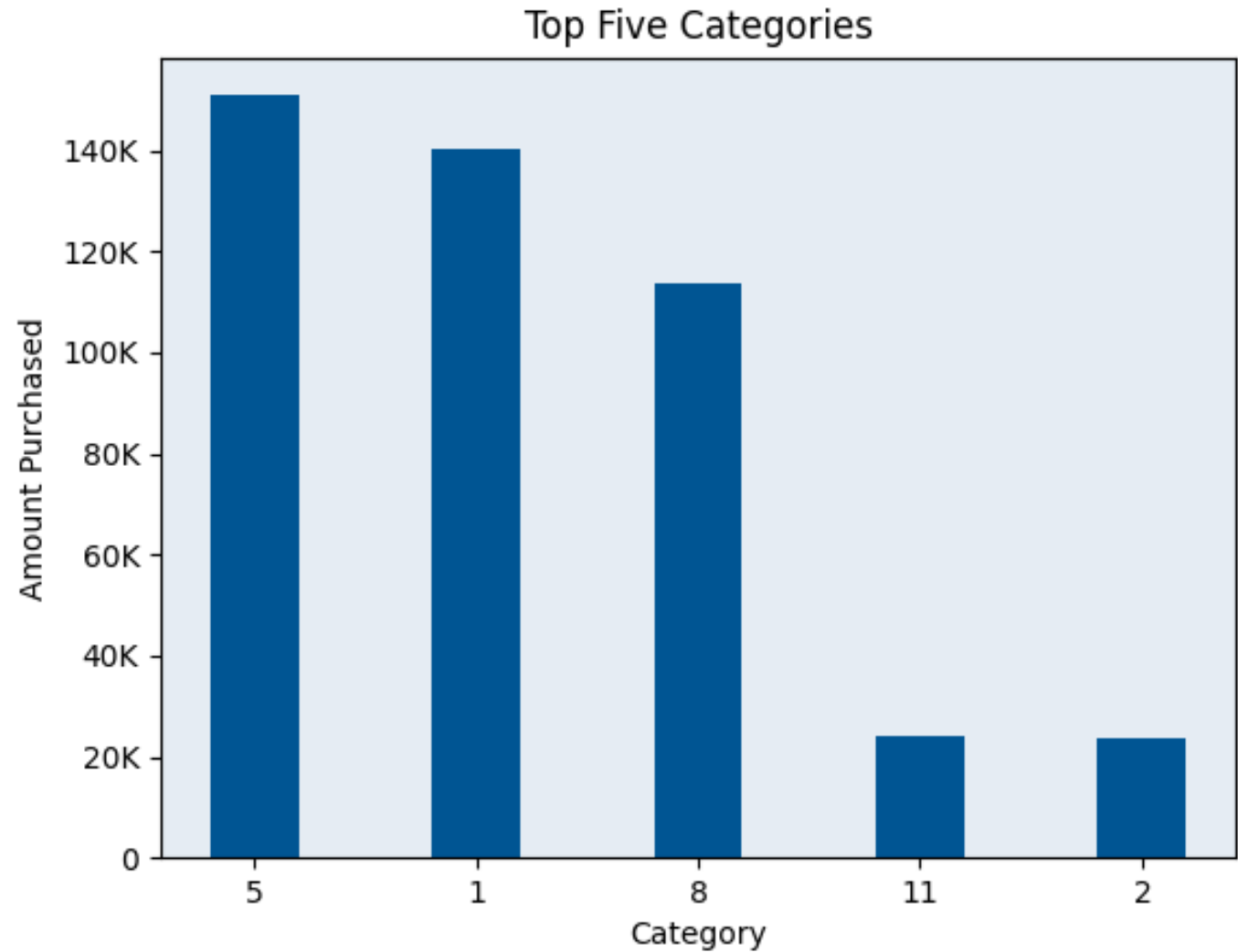
Sales by Marital Status and Gender



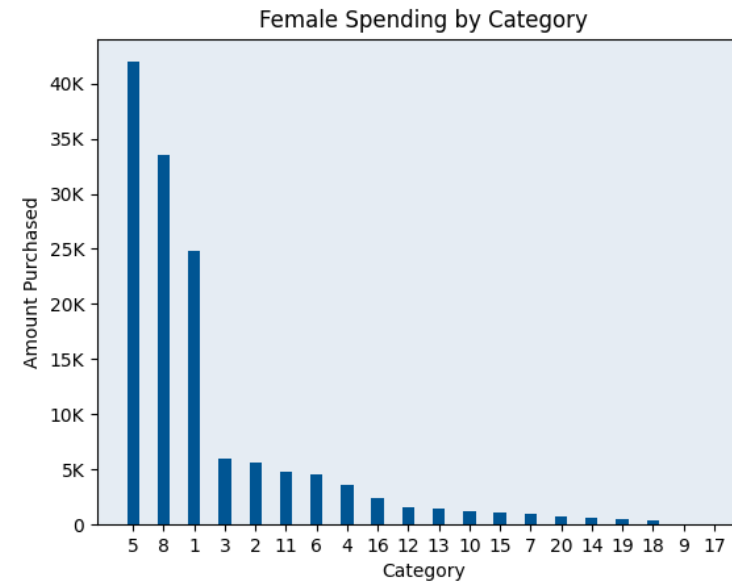
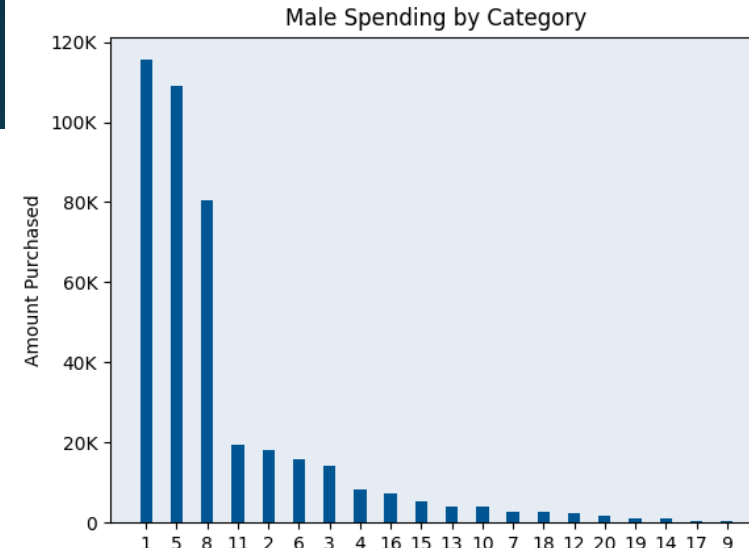
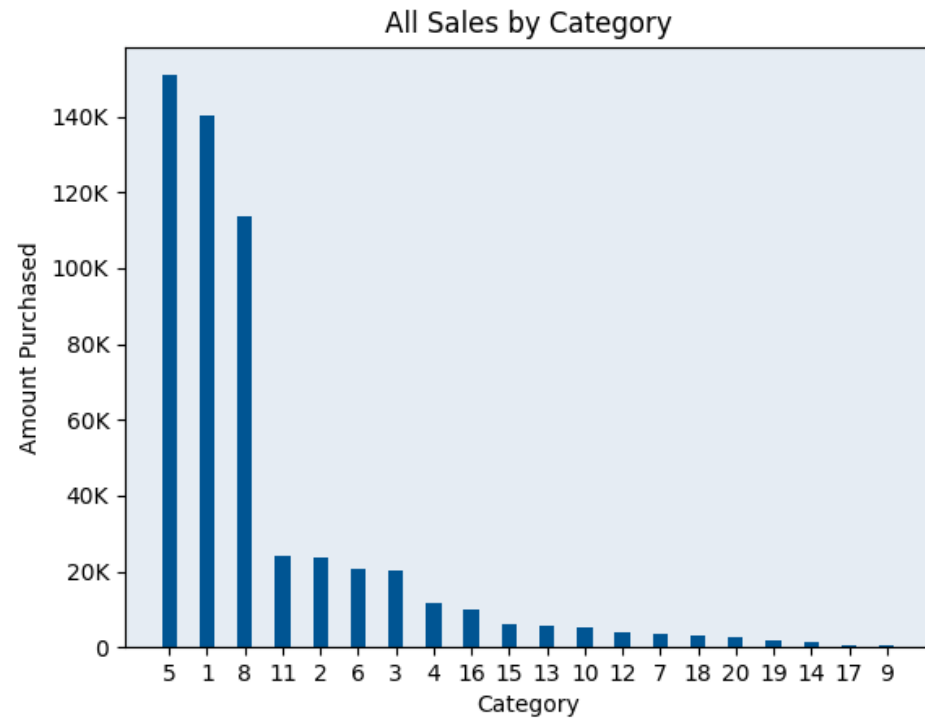
Sales by City Category



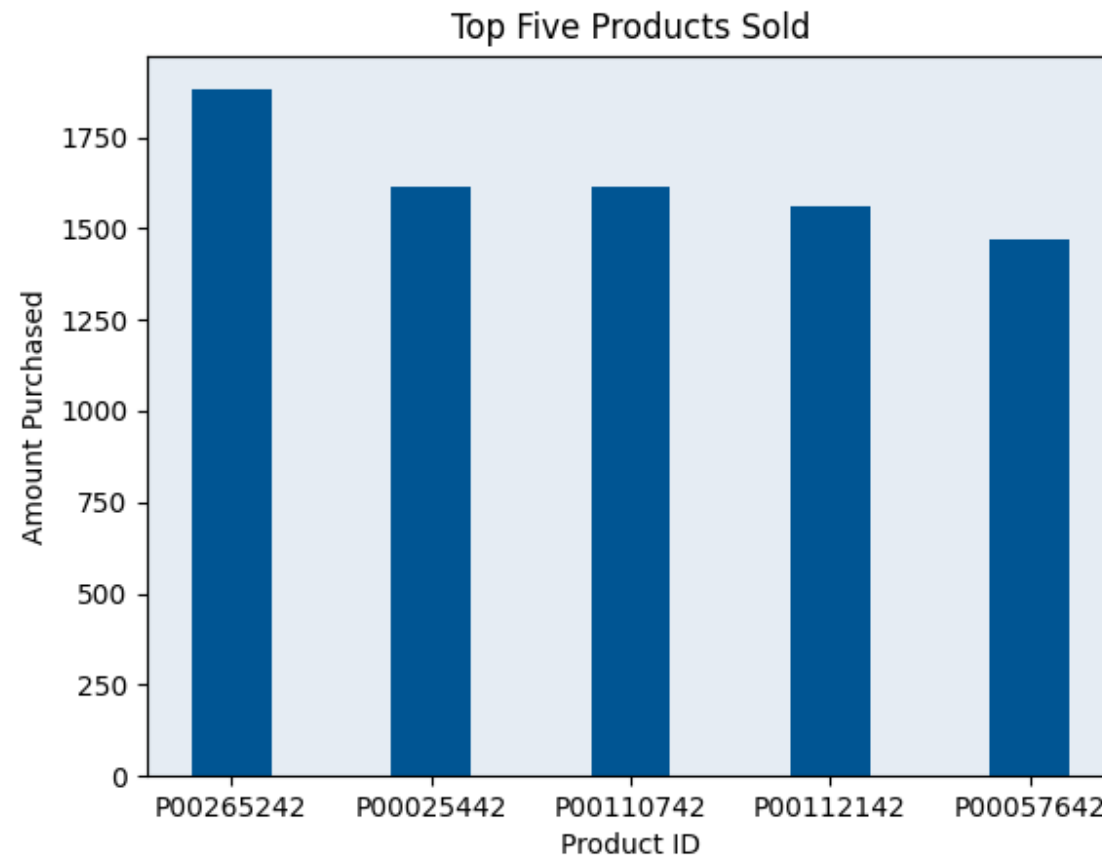
Top Five Product Categories Among All Users



All Sales by Category

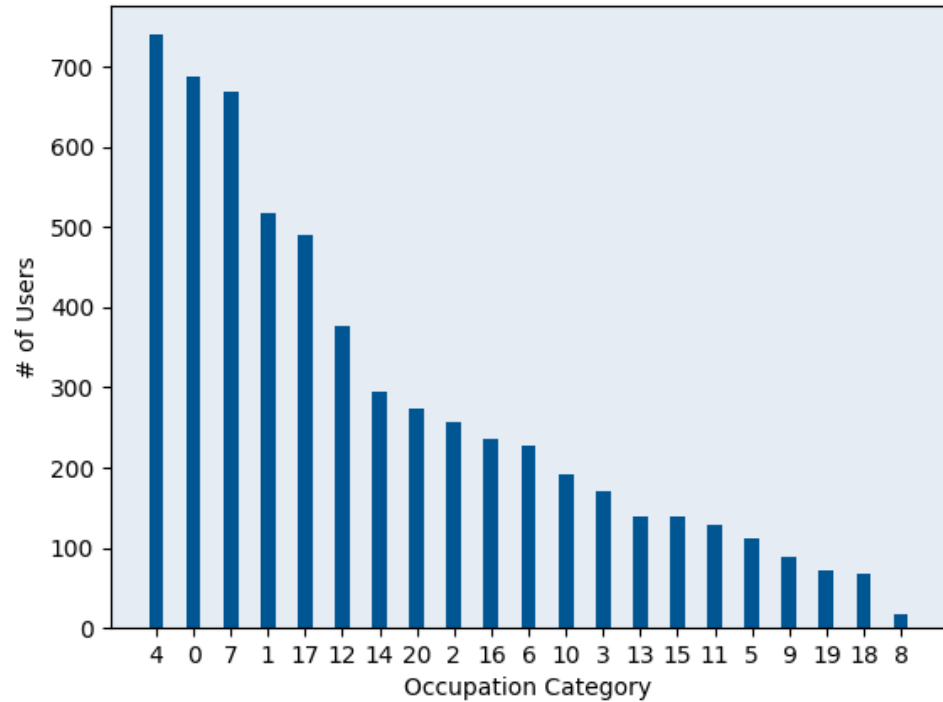


Top Five Products Sold

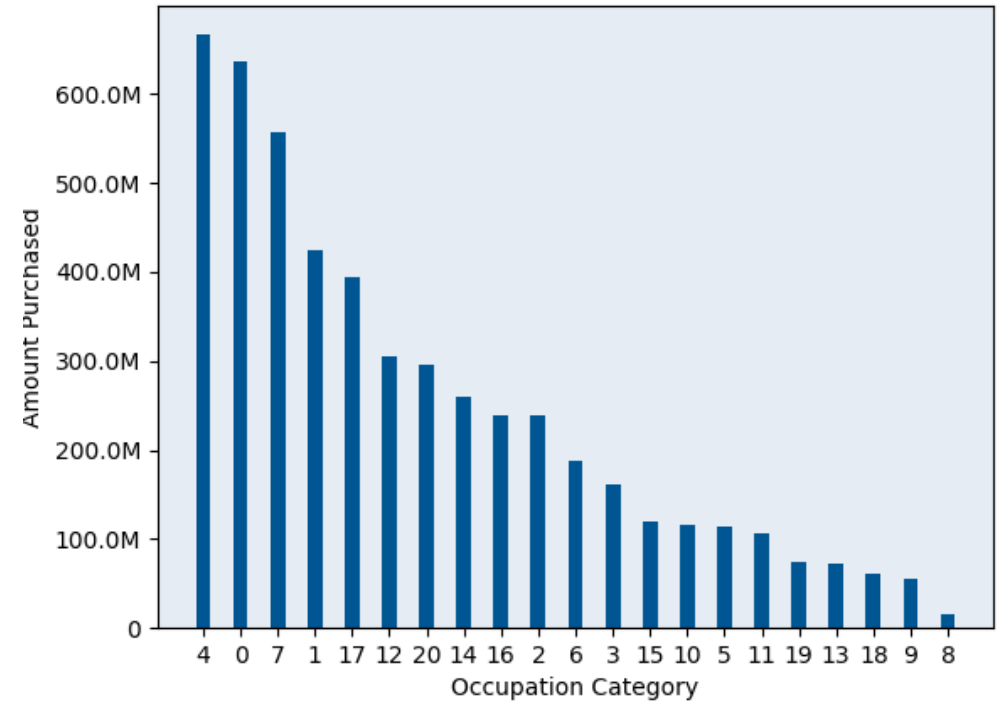


Occupation Category

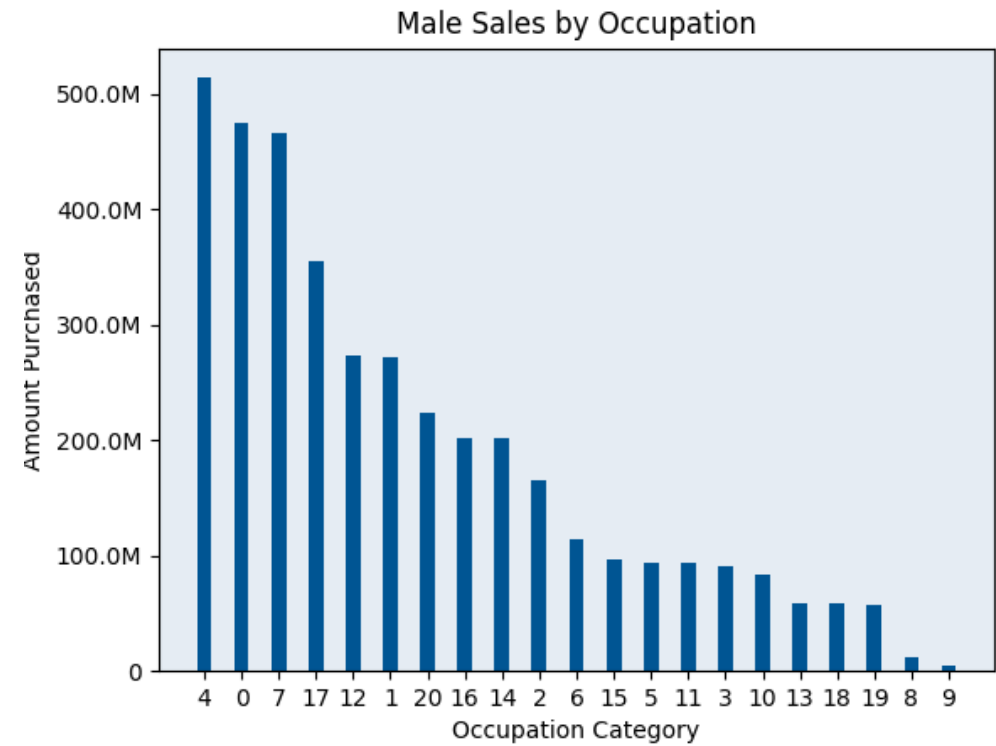
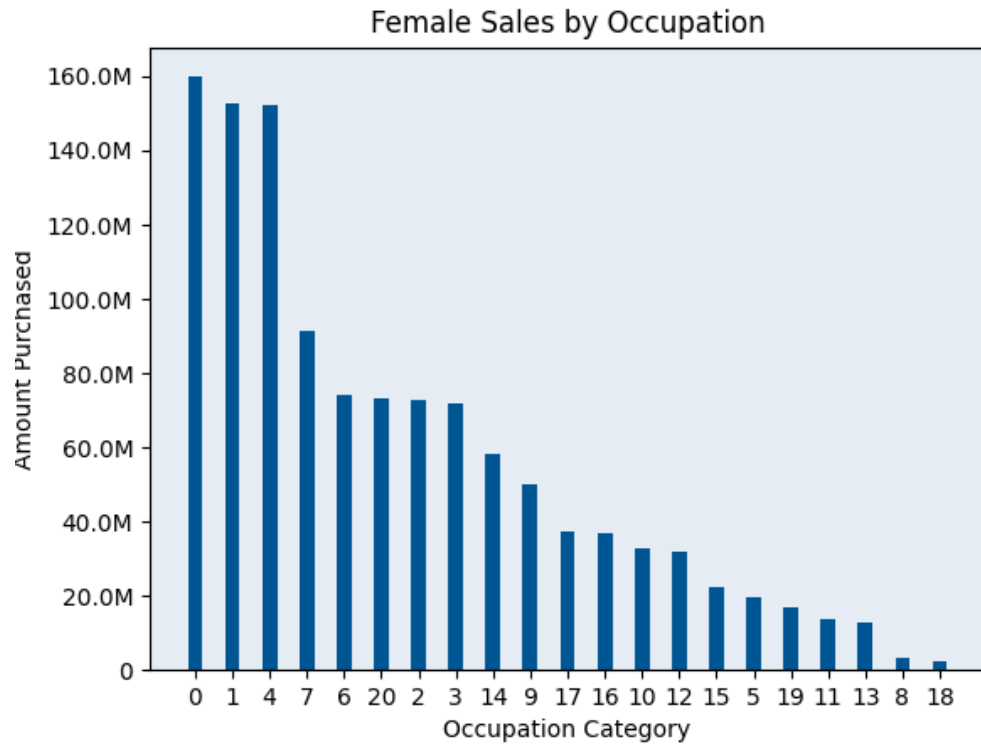
Users by Occupation



All Sales by Occupation



Sales by Occupation, Male vs Female Users



Conclusion

High performing groups:

- Unmarried male customers
- Ages 26-35
- Customers from city category B
- Customers within occupation categories 4, 0, 7, and 1

High performing products:

- Item categories 5, 1, and 8 dominated sales
- Number one product was from category 5; sold 1880 units

Who to target?

- Already high-performing groups versus under-performing?