

# Good Afternoon!

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# Agenda

01

## Set-Up

Things to keep in mind before we start our presentation.

03

## Conclusion

What does the data analysis tell us and why is that important?

02

## Data Analysis

BIG dataset (so scary) → colorful graphs (so nice)

04

## Question and Answer

Share your thoughts please!



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# 01

## Set-Up

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1. You DO NOT work at Barclays anymore!
2. Instead, you are a high level executive at Walmart!



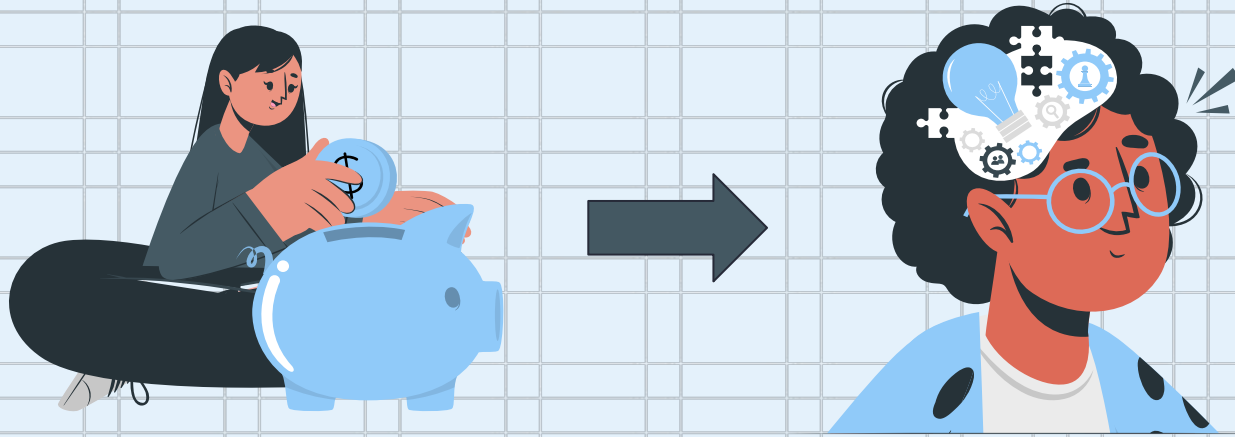
WOW



WOW



No more money... I have to go back to Walmart! But where do I start?



Let me ask my data analysts to give me a quick update and provide a focus point for the year!

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01

# Data Analysis

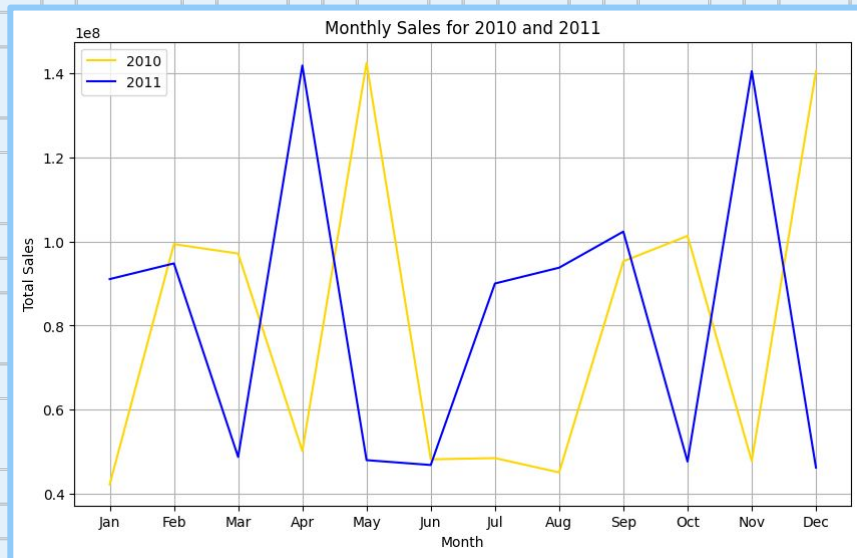
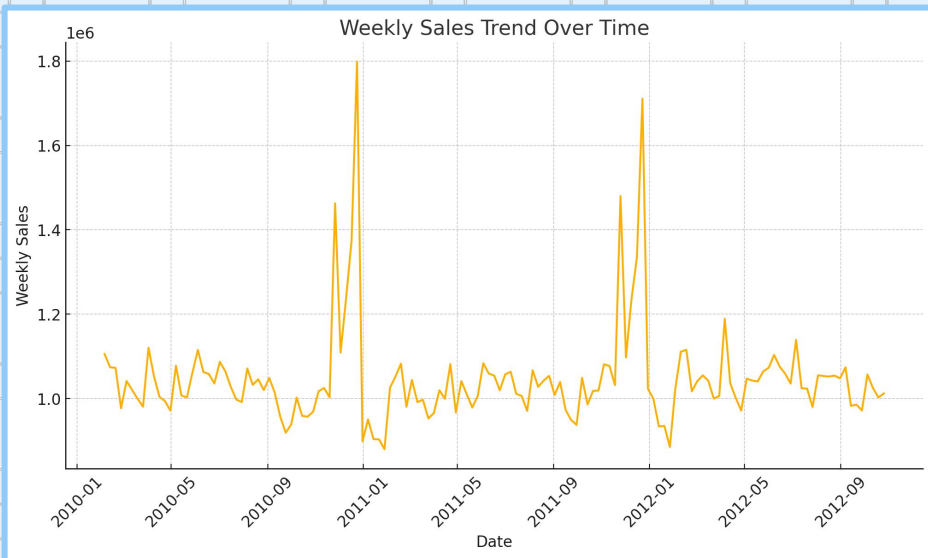
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# Dataset Overview:

Store	The store number
Date	The week of sales
Weekly Sales	Sales for the given store
Holiday Flag	Whether the week is a special holiday week
Temperature	Temperature on the day of sale
Fuel Price	Cost of fuel in the region
CPI	The consumer price index (measures inflation)
Unemployment	The unemployment rate

# The Basics:



**Total Sales** ↑ \$895,872,202.27

2011: \$991,658,991.80

2010: \$95,786,789.53

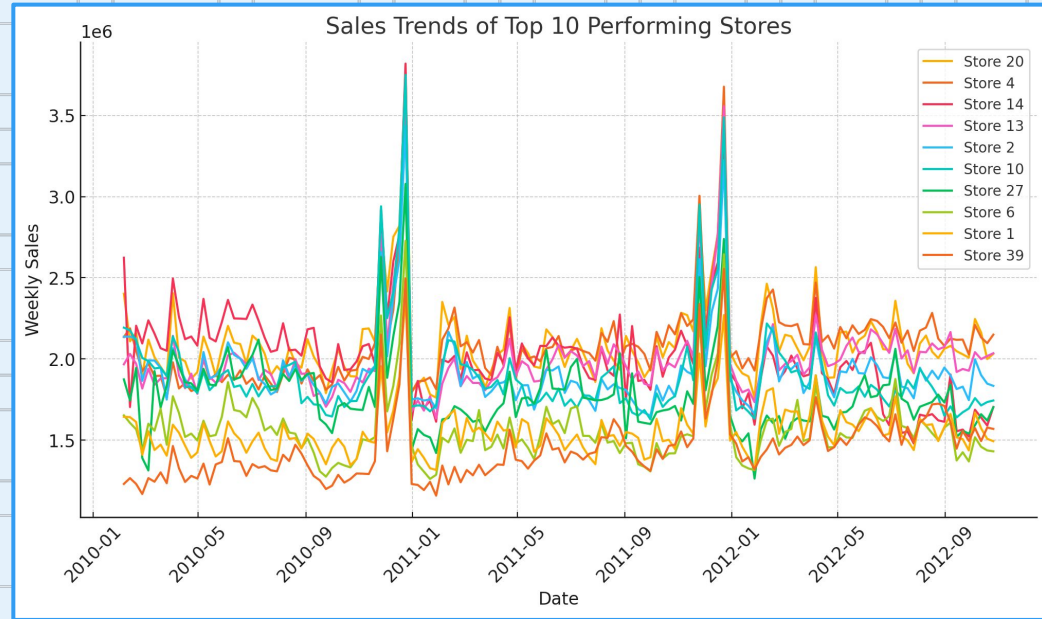




# Top Performing Stores

The top 10 performing Walmart stores based on total sales are:

1. Store 20 – Highest total sales (~301M)
2. Store 4 – (~299M)
3. Store 14 – (~289M)
4. Store 13 – (~286M)
5. Store 2 – (~275M)
6. Store 10 – (~271M)
7. Store 27 – (~254M)
8. Store 6 – (~224M)
9. Store 1 – (~222M)
10. Store 39 – (~207M)



# How important are holidays?

We considered the following holidays: Super Bowl, Labor Day, Thanksgiving, and Christmas.

And we found:

**Total Holiday Sales:** \$505,299,551.56

**Regular Sales :** \$6,231,919,435.55  
(excluding Holidays)

Let's take a closer look ...

**Avg Sales (holiday):**

**\$1,122,887.89**

**Avg Sales (non holiday):**

**\$1,041,256.38**

**Difference:**

**—**  
**\$81,631.51**

**Percentage Increase:**

**7.84%**

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03

Conclusion

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# Holiday Sales Drive Peaks

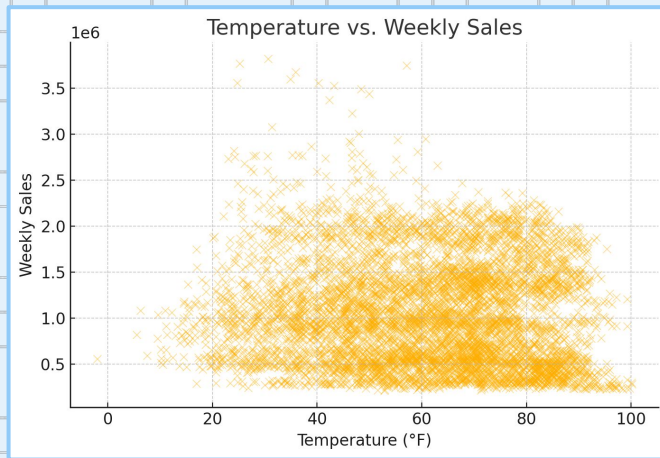
- Sales significantly increase during holiday weeks, indicating that consumers shop more for gifts, holiday meals, and seasonal promotions.
- Walmart should leverage holiday marketing campaigns and optimize inventory levels accordingly.
- So definitely start working on holiday marketing campaigns and inventory management!

# Economic Factors Have Minimal Impacts

- Fuel prices show little to no effect on weekly sales, suggesting that Walmart shoppers remain consistent despite fluctuations.
- CPI (inflation) has a slight positive correlation, meaning price increases might contribute to higher sales figures rather than demand.
- Unemployment shows a weak negative correlation, indicating that economic downturns slightly reduce sales, but Walmart remains relatively recession-resistant.
- This is good for you! Nothing to worry about here :)

# Temperature also has a Minimal Impact

- Despite seasonal variations, sales do not correlate strongly with temperature changes, implying that consumer spending patterns are not driven by weather conditions.



You might be thinking “Okay... what now?”

# Recommendations

- Optimize inventory for holiday seasons to capitalize on increased consumer spending.
- Continue expanding in high-demand areas similar to top-performing stores.
- Use data-driven marketing strategies to predict and prepare for seasonal surges (aka hire us)
- Monitor economic trends cautiously, but expect relatively stable sales despite fuel price or inflation fluctuations.



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# 04

## Q&A!

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