



Walmart Sales Analysis – Summary & Insights

1 Sales Overview

- **Total Sales: \$15.26M**
- **Total Orders: 15K**
- **Inventory Level: 1M units**
- **Average Customer Age: 44.12 years**

♦ **Insight:** The total revenue is quite strong, with an average customer age of 44. This suggests that Walmart's key demographic consists of middle-aged buyers. Inventory levels seem stable.



Recommendation:

- Introduce targeted promotions for this age group (40-50 years old) with loyalty programs or exclusive discounts.
 - Assess if inventory turnover matches demand, avoiding overstocking or shortages.
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2 Sales by Products

Top-selling products:

1. **TV** - \$2M
2. **Tablet** - \$2M
3. **Fridge** - \$1.9M
4. **Smartphone** - \$1.9M
5. **Washing Machine** - \$1.9M
6. **Camera** - \$1.9M
7. **Headphones** - \$1.8M
8. **Laptop** - \$1.7M

♦ Insight:

- TVs and Tablets are the top revenue generators.
- Laptops have lower sales than expected, despite being a common consumer electronic item.



Recommendation:

- Promote bundle offers (e.g., TV + Sound System, Laptop + Accessories) to boost sales.

- Investigate why laptops are underperforming (pricing, competition, or customer preference).
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3 Sales by Category

- **Electronics: \$7.9M**
- **Appliances: \$7.3M**

♦ **Insight:** Electronics outperform appliances, but the gap is small. This suggests that both categories are in high demand.



Recommendation:

- Expand marketing for appliances, especially around holiday sales and special promotions.
 - Offer financing options for big-ticket electronics to increase sales.
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4 Sales by Weekdays

- **Highest Sales Days: Thursday & Monday (~\$2.4M each)**
- **Lowest Sales Day: Sunday (~\$1.9M)**

♦ **Insight:** Weekdays outperform weekends, meaning customers prefer shopping at the start of the workweek.



Recommendation:

- Increase weekend promotions to balance traffic across the week.
 - Launch exclusive Sunday discount deals to boost sales.
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5 Sales by Gender

- **Female: 34.03%**
- **Male: 31.96%**
- **Other: 34.02%**

♦ **Insight:** There is an almost equal split in gender-based purchases, suggesting a diverse customer base.



Recommendation:

- Personalize marketing campaigns for different genders (e.g., targeted promotions for female shoppers).
 - Expand gender-neutral product offerings.
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6 Monthly Sales (Running Sales Trend)

- January: \$1.73M
- February: \$3.49M
- March: \$5.33M
- April: \$7.07M
- May: \$8.85M
- June: \$10.45M
- July: \$12.33M
- August: \$14.35M
- September: \$15.26M

♦ Insight:

- Steady monthly growth in sales, indicating strong demand.
- August had a notable jump, possibly due to seasonal back-to-school promotions.



Recommendation:

- Identify the factors behind peak months and replicate successful strategies.
 - Plan seasonal promotions for high-demand months.
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Final Recommendations Summary

- ✓ Target **middle-aged customers** with personalized offers.
- ✓ Offer **bundle discounts** to increase cross-category purchases.
- ✓ Improve **weekend sales** with exclusive promotions.
- ✓ Focus on **gender-specific** marketing campaigns.
- ✓ Replicate strategies that led to **August's peak sales**.
- ✓ Optimize **inventory levels** based on demand patterns.