ARTICLE OF CASE STUDY ON

WALMART DATA

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This ARTICLE will analyze Walmart's data to identify ways to improve operations, enhance decision-making, and ultimately increase profitability for the company.

INTRO

Walmart is recognized as a global leader in the retail sector, offering a wide array of items at the best possible prices. Founded in 1962 by Sam Walton in Rogers, Arkansas, Walmart today has expanded its presence to include thousands of stores worldwide and offers a vast range of product categories, including groceries, electronics, and much more. The company makes it a point to target a large volume of items and a narrow margin of profit, which is the reason why they cut expenses and offer lower prices to their customers.

purpose and/or goals.

1. Customer Focus
2. **Sustainability**:
3. Community Engagement
4. Diversity and Inclusion
5. **Global Expansion**:

1. Your key question on the data (minimum three).

1. WHICH product categories contribute the most to profit margins, and how does that compare across segments?
2. What is the distribution of Walmart customers based on their age, and how does age influence buy behavior?
3. Which customer segment is contributing the most to total sales and profit , and what marketing strategies can be tailored for these segments ?

Metrics and KPIs

1. TOTAL SALE
2. TOATL PROFIT
3. ITEM SOLD

DATA MODEL
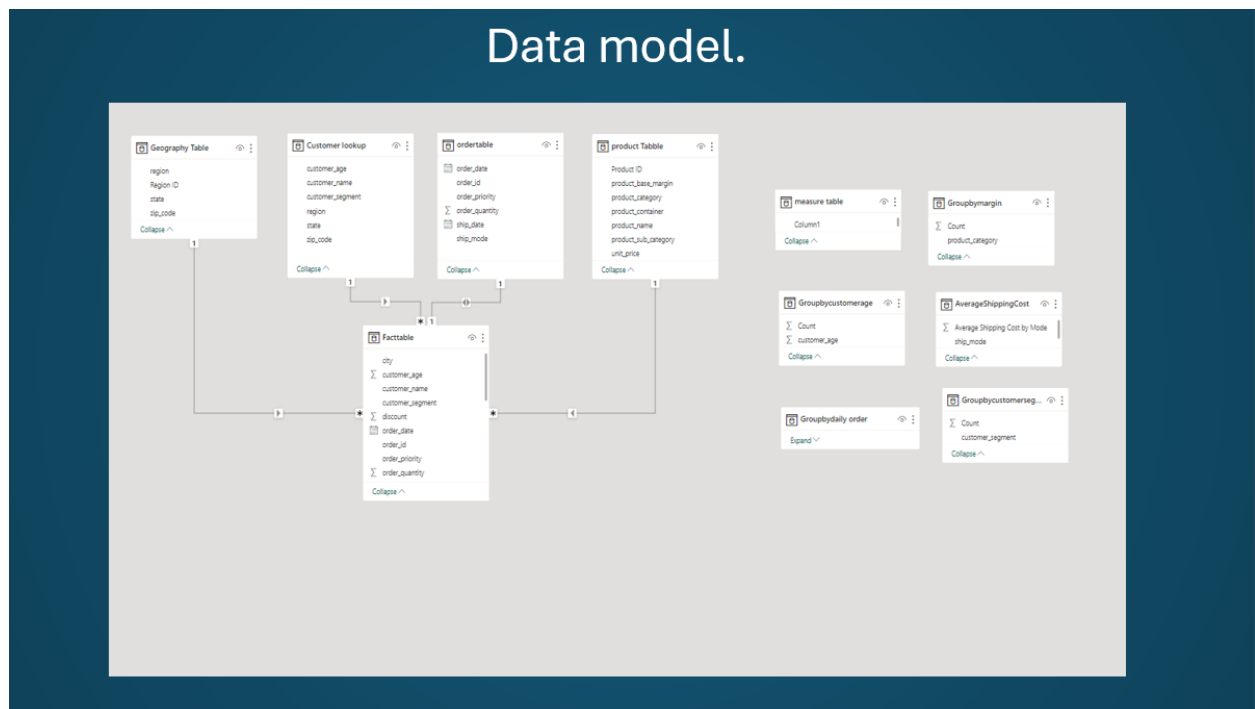
DASHBOARD

Results

☐ Technology   leads the profit margin with 58.72%, followed by **Office Supplies** and **Furniture**.

☐ The **Consumer** segment contributes the highest number of customers (467), followed closely by **Small Business** and **Corporate** segments.

In terms of age distribution, customers aged between **30 to 40** make the highest purchases, while the elderly population (aged **60 and above**) also shows significant buying power.

Conclusion

The project indeed turned out to be an enlightening one, especially while analyzing Walmart sales and demographics data, with technology products ensuring the highest margins. Besides that, a major contribution towards sales comes through the Consumer segment and age groups between 30 to

40 years. Future marketing policies must, therefore, be directed at these segments to maximize growth opportunities.