

Walmart Sales Analysis Report

1. Fuel Prices Effect on Sales

The data for 2011 shows fluctuations in both fuel prices and weekly sales.

Average fuel prices ranged between \$2.62 and \$3.55 per gallon.

Weekly sales showed mild fluctuations alongside fuel price changes, but no strong direct correlation is evident from the trend.

2. Holiday vs. Non-Holiday Sales

Holiday Sales: \$1,305,534.03

Non-Holiday Sales: \$1,197,702.28

Holiday periods generated slightly higher sales compared to non-holiday periods, indicating seasonal shopping boosts.

3. Sales Analysis Based on Temperature

Stores displayed varying performance in different temperature conditions.

Store 3 and Store 4 had the highest weekly sales, both exceeding \$2M, while Store 5 recorded the lowest with \$318K.

Warmer temperature ranges appeared linked to stronger sales in certain high-performing stores, though not uniformly across all.

4. Average Weekly Sales by Store

Top Performers:

Store 4: \$2,094,712.96

Store 2: \$1,625,751.34

Store 3: \$1,547,278.17

Low Performers:

Store 5: \$318,011.87

Store 6: \$402,704.17

The difference between top and bottom performers is significant, suggesting potential store-level operational or location factors.

Key Insights & Recommendations

1. Seasonal Focus: Holidays have a noticeable positive impact on sales. Targeted marketing and promotions during festive seasons could further enhance performance.

2. Store-Level Optimization: Large disparities in store performance suggest a need to analyze operational best practices from high-performing stores and apply them to underperforming locations.

3. Fuel Price Monitoring: While no strong correlation is seen, slight fluctuations in sales with fuel price changes suggest a potential indirect impact worth exploring further with more granular data.

4. Temperature Trends: Some stores thrive in certain temperature conditions; regional climate patterns could be used to optimize inventory and promotions.