

# RETAIL SALES PERFORMANCE ANALYSIS

Data Source: Walmart Sales [[Walmart 10k Sales Datasets](#)]

**Output:**

- Customer payment behavior analysis to support targeted promotion strategies
- Product category performance evaluation to optimize inventory and marketing decisions
- Branch-level operational demand analysis for staffing and operational planning
- Revenue contribution analysis to prioritize resource allocation across branches and cities
- Business-driven strategic recommendations for improving operational efficiency, profitability, and data-driven decision making

**Insights:**

**A. Customer Payment Behavior**

| Area               | Key Insight   | Strategy Recommendation   |
|--------------------|---|---|
| Payment Preference | Credit Card & E-wallet menjadi metode pembayaran paling dominan | Prioritaskan promo & cashback untuk metode cashless             |
| Branch Variation   | Setiap branch memiliki preferensi payment method berbeda        | Jalankan campaign payment berbasis branch (localized promotion) |
| Cashless Trend     | Customer cenderung memilih transaksi non-cash                   | Optimalkan digital payment support                              |

**B. Product Category Performance & Customer Satisfaction**

| Area               | Key Insight  | Strategy Recommendation  |
|--------------------|--|--|
| Rating Performance | Setiap branch memiliki kategori dengan rating tertinggi yang berbeda | Fokuskan promosi & inventory stock pada kategori rating tertinggi per branch |
| Revenue Leader     | Fashion Accessories menghasilkan revenue & profit tertinggi          | Jadikan kategori ini sebagai anchor product untuk cross-selling              |

C. Operational Demand & Time-Based Sales Pattern

| Area        | Key Insight   | Strategy Recommendation  |
|-------------|---|--|
| Busiest Day | Hari tersibuk berbeda di setiap branch                          | Sesuaikan staffing & inventory planning per branch   |
| Peak Time   | Mayoritas transaksi terjadi di Afternoon & Evening (Siang-Sore) | Tambah staff pada jam dan hari yang peak dengan hire temporary atau part time staff untuk mengurangi antrian |

D. Sales Performance Across Branch & City

| Area                  | Key Insight  | Strategy Recommendation  |
|-----------------------|--|--|
| City Contribution     | Tidak semua city berkontribusi sama terhadap revenue | Fokus investasi marketing di city dengan growth potential                |
| Branch Performance    | Beberapa branch menjadi kontributor utama revenue    | Terapkan strategi tiered resource allocation (growth, optimize, improve) |
| Performance Benchmark | Branch top performer bisa dijadikan benchmark        | Replikasi strategi branch terbaik ke branch lain                         |

E. Branch Tier Strategy Based on Sales Performance

| Branch Performance Level | Label              | Description  | Strategic Action  |
|--------------------------|--------------------|--|---|
| High                     | Anchor Revenue     | Branch kontributor utama revenue dan penopang bisnis | Pertahankan performa melalui full support (marketing, inventory, staffing) dan jadikan benchmark untuk branch lain.   |
| Medium                   | Growth Opportunity | Kontribusi revenue stabil dengan potensi peningkatan | Tingkatkan kontribusi branch melalui targeted campaign, optimasi product mix, dan cross-selling.  |
| Low                      | Efficiency Focus   | Kontribusi revenue relatif rendah                    | Terapkan efisiensi budget dan marketing yang lebih selektif. Jika tidak ada peningkatan revenue dalam 2–3 bulan, lakukan pengetatan budget dan evaluasi alokasi resource. |

## CONCLUSION & RECOMMENDATION :

| Conclusion   | Strategic Focus              | Recommendation   |
|--|------------------------------|--|
| Perilaku pelanggan dan pola pembelian berbeda di setiap branch, sehingga dibutuhkan strategi yang lebih terlokalisasi.                                       | Customer Strategy            | Rancang promosi yang lebih targeted berdasarkan data payment & category  |
| Permintaan operasional terkonsentrasi pada hari dan waktu tertentu sehingga mempengaruhi efisiensi layanan.  | Operational Efficiency       | Optimalkan staffing berdasarkan peak day & peak time   |
| Kontribusi revenue menunjukkan perbedaan performa yang jelas antar product category, branch, dan city sehingga diperlukan prioritas alokasi resource bisnis. | Revenue Growth               | Fokuskan resource pada product category, branch, dan city dengan kontribusi tertinggi  |
| Performa branch dapat dikelompokkan ke dalam tier berbeda sehingga strategi bisnis perlu disesuaikan berdasarkan level kontribusi terhadap revenue.          | Performance Tiering Strategy | Terapkan tier-branch strategy: Anchor Revenue (full support), Growth Opportunity (accelerate growth), dan Efficiency Focus (cost optimization & selective marketing) |
| Perbedaan performa antar branch menunjukkan pentingnya analisis berbasis data di level lokal.  | Data-Driven Decision         | Terapkan strategi berbasis data di level branch, bukan general strategy  |