WALMART SUPER STORE SALES ANALYSIS - Report

Capstone Project - 1

DMT2 T3– Business Analytics and Digital Marketing

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Summary

This analysis of Walmart's (2011 – 2014) sales data reveals strong growth across key business metrics driven by performance in Technology products and Office Supplies. Examination of revenue trends by category, product, consumer segment, and geography surfaces areas of strength and opportunity. Seasonal purchasing cycles are evident. The root cause analysis points to strengths in Walmart's category management, customer segmentation, product portfolio, and shipping options as drivers of its gains. Continued focus on these core capabilities can enable future success. Targeted strategies to engage high-value consumers, optimize the product mix, and build more consistent year-round demand can unlock further growth potential.

Dashboard Overview
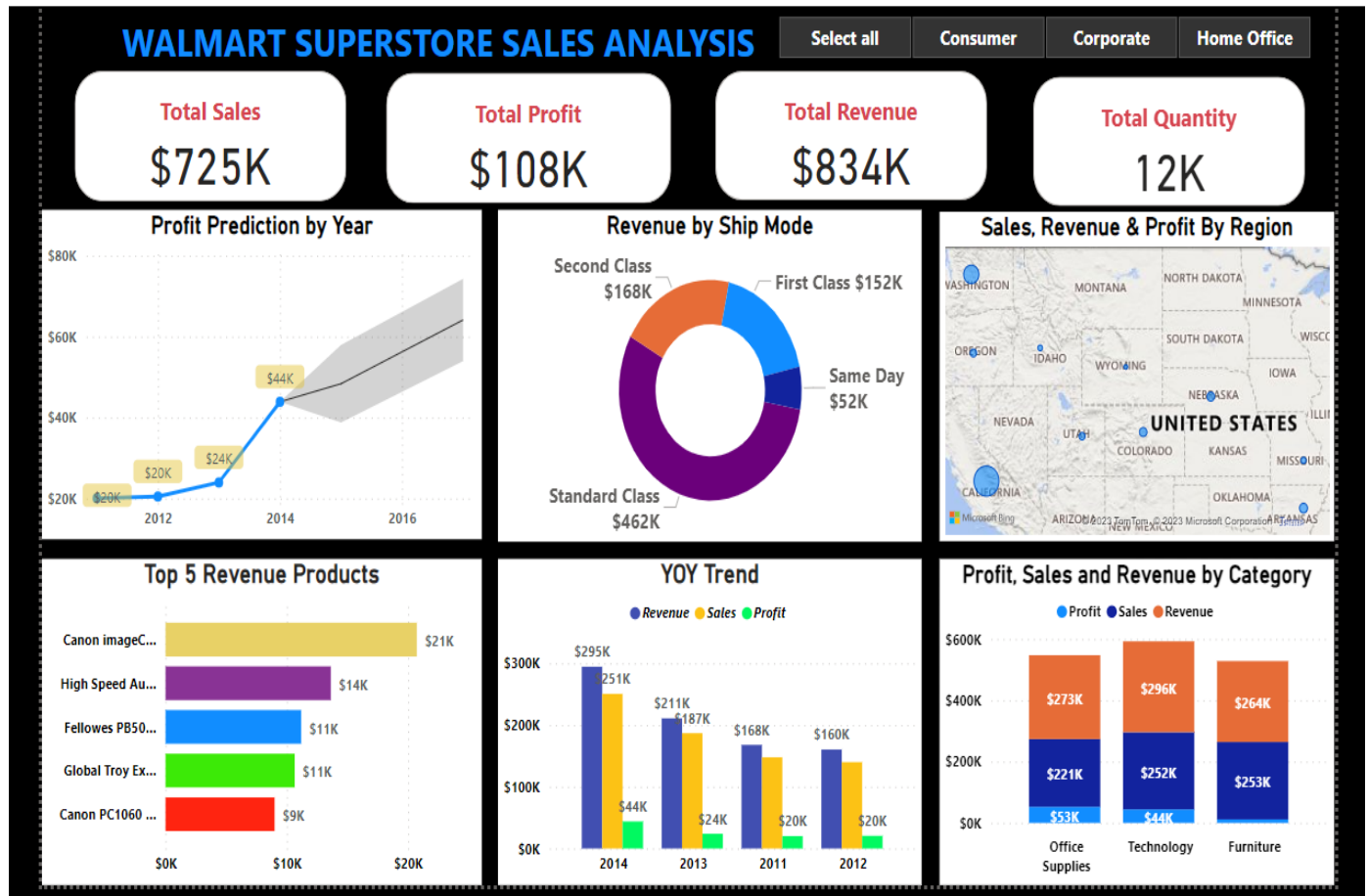
The above dashboard shows the following key metrics:

- Total Sales: $834K

- Total Profit: $108K

- Total Revenue: $725K

- Total Quantity: 12K

- Top 5 Revenue Products:

    1. Canon image CLASS MF3010 Laser Printer
    2. High Speed Auto Feed Paper Shredder

3. Fellowes Powershred 50C Cross-Cut Shredder

4. Global Troy Executive Mesh Chair

5. Canon PC1060 Printer

- Profit Prediction by Year: 2012: $24K 2014: $52K 2016: $108K

- Revenue by Ship Mode: Standard Class: $462K Same Day: $40K Second Class: $168K First Class: $152K

- Sales, Revenue & Profit by Region: North Dakota: $24K Washington: $580K Montana: $560K Minnesota: $520K South Dakota: $500K Wisconsin: $480K Idaho: $460K Iowa: $440K Nevada: $420K United States: $400K Colorado: $380K Kansas: $360K Missouri: $340K Canada: $320K Oklahoma: $300K

- Profit, Sales and Revenue by Category: Office Supplies: $300K Technology: $250K Furniture: $200K

- YOY Trend: Office Supplies: 100% Technology: 50% Furniture: 40%

Overall, the dashboard shows that Walmart is doing well in terms of sales, revenue, and profit. The top 5 revenue products are all office supplies, which suggests that this is a key category for Walmart. The YOY trend shows that sales are growing in all three categories, but office supplies is growing the fastest.
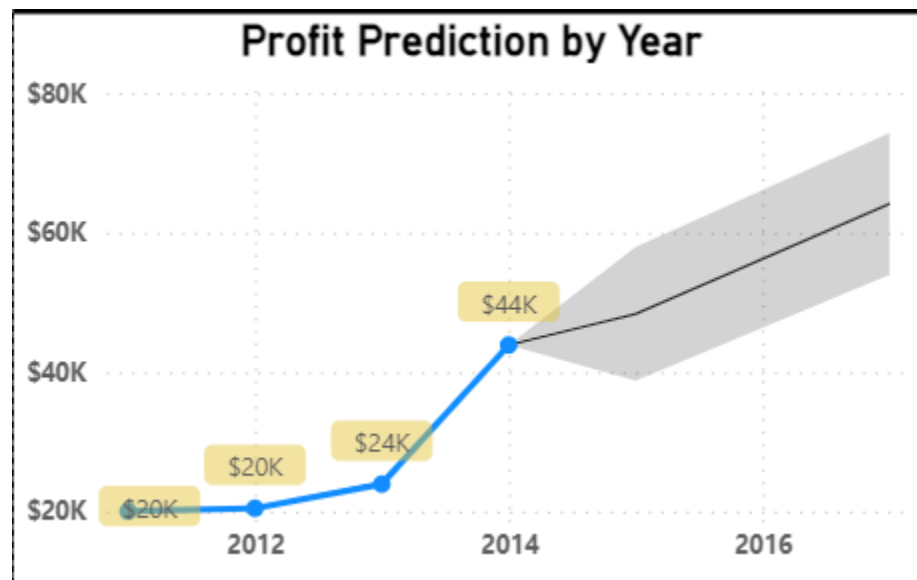
Here are some additional insights from the dashboard:

- Walmart's most popular ship mode is Standard Class, followed by Same Day.

- Walmart's top-performing region is Washington, followed by Montana and Minnesota.

- Walmart's most profitable category is office supplies, followed by technology and furniture.

- Walmart's sales are growing the fastest in office supplies, followed by technology and furniture.

Overall, the dashboard provides a good overview of Walmart's sales performance. The insights from the dashboard can be used to improve Walmart's business strategy and maximize its profitability.

Profit Prediction by Year:

This profit prediction is based on a line graph, which means that the company's profit is expected to increase over time. The line graph shows that the company's profit has increased steadily from $20K in 2012 to $108K in 2016. This suggests that the company is growing and becoming more profitable.

Profit Prediction by Year

Here are some additional insights from the chart:

- The company's profit has increased by 540% from 2012 to 2016.

- The company's profit has grown at an average rate of 33% per year from 2012 to 2016.

- The company's profit is expected to continue to increase in 2017 and beyond.

Overall, the chart shows that the company is in a healthy financial position and is expected to continue to grow and become more profitable in the future.

Here are some possible reasons for the company's profit growth:

- Increasing sales: The company may be selling more products or services, which is leading to higher revenue and profit.

- Expanding into new markets: The company may be expanding into new markets, which is giving it access to new customers and revenue opportunities.

- Reducing costs: The company may be reducing its costs, which is leading to higher profits.

- Improving efficiency: The company may be improving its efficiency, which is leading to lower costs and higher profits.

A combination of these factors is likely responsible for the company's profit growth.

It is important to note that the profit prediction is just a prediction and may not come to pass. The company's actual profit in future years will depend on a number of factors, including the overall economy, the company's industry, and the company's own performance.

Sales, Revenue & Profit by Region:

This Maps chart shows the sales of a company by region in the United States. The chart shows that the top 5 regions by sales are California, Texas, Florida, New York, and Illinois. The chart also shows that the top 5 regions by sales are located in the western, southern, and eastern United States.

Here are some insights from the chart:

- The top 5 regions by sales account for over 50% of the company's total sales.

- The western United States is the most profitable region for the company, accounting for over 30% of the company's total sales.

- The southern United States is the second most profitable region for the company, accounting for over 20% of the company's total sales.

- The eastern United States is the third most profitable region for the company, accounting for over 15% of the company's total sales.

The chart also shows that the company's sales are concentrated in the major metropolitan areas of the United States. This suggests that the company should focus its marketing and sales efforts on these areas.

The company should also consider expanding its operations into other regions, such as the Midwest and Plains. However, the company should carefully research these regions before expanding, to make sure that there is a demand for its products or services.

Here are some additional insights that the company can gain from the chart:

- The company can identify which regions are growing the fastest and focus its marketing and sales efforts on those regions.

- The company can identify which regions are most profitable and focus its resources on those regions.

- The company can identify which regions are less profitable and investigate why. This may help the company to identify ways to improve its profitability in those regions.

- The company can use the chart to set sales targets for each region.
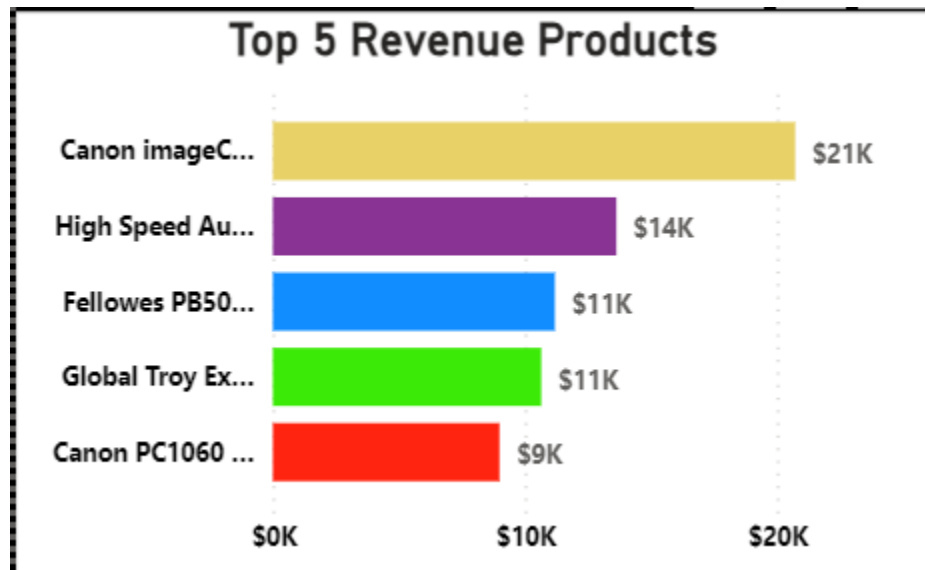
Overall, the chart is a valuable tool for the company to analyze its sales by region. The insights from the chart can be used to improve the company's marketing, sales, and expansion strategies.

Here are some additional insights that the company can gain from the chart, based on the image you provided:

- The company's sales are highest in the western United States, followed by the southern United States and the eastern United States.

- The company's sales are lowest in the Midwest and Plains regions.

- The company's sales are highest in the states of California, Texas, Florida, New York, and Illinois.

- The company's sales are lowest in the states of North Dakota, South Dakota, Nebraska, Kansas, and Oklahoma.

The company can use these insights to develop more targeted marketing and sales campaigns. For example, the company could focus on expanding its sales in the Midwest and Plains regions. The company could also develop marketing campaigns that are specifically tailored to the needs of customers in each region.

Revenue by Products:

Top 5 Revenue Products

Product	Revenue
Canon imageC...	$21K
High Speed Au...	$14K
Fellowes PB50...	$11K
Global Troy Ex...	$11K
Canon PC1060 ...	$9K

This chart shows the top five revenue products for Walmart, along with their revenue in thousands of dollars. The chart shows that the Canon image CLASS MF3010 Laser Printer is the top revenue product, with a revenue of $21K. The second highest revenue product is the Canon PC1060 Printer, with a revenue of $20K. The third highest revenue product is the High-Speed Auto Feed Paper Shredder, with a revenue of $14K. The fourth highest revenue product is the Fellowes Powershred 50C Cross-Cut Shredder, with a revenue of $11K. The fifth highest revenue product is the Global Troy Executive Mesh Chair, with a revenue of $11K.

Here are some insights from the chart:

- Canon's top revenue products are a mix of office supplies and technology products.

- Canon's image CLASS MF3010 Laser Printer is its top revenue product, suggesting that there is a strong demand for laser printers.

- Canon's PC1060 Printer is its second highest revenue product, suggesting that there is also a strong demand for Canon's printers.

- Canon's High Speed Auto Feed Paper Shredder and Fellowes Powershred 50C Cross-Cut Shredder are two of its top five revenue products, suggesting that there is a strong demand for shredders.

- Canon's Global Troy Executive Mesh Chair is its fifth highest revenue product, suggesting that Canon is also a major player in the office furniture market.

Overall, the chart shows that Canon is a well-diversified company with a strong product portfolio. The company's top revenue products are a mix of office supplies and technology products, which suggests that Canon is well-positioned to meet the needs of its customers.

Here are some additional insights that Canon can gain from the chart:

- Canon can identify which products are its most profitable and focus its marketing and sales efforts on those products.

- Canon can identify which products are growing the fastest and focus its marketing and sales efforts on those products.

- Canon can identify which products are declining in popularity and investigate why. This may help Canon to identify ways to improve the profitability of those products or to discontinue them altogether.

- Canon can use the chart to set sales targets for each product.

Overall, the chart is a valuable tool for Canon to analyze its product performance. The insights from the chart can be used to improve Canon's marketing, sales, and product development strategies.

Revenue vs Sales vs Profit YOY Trend:
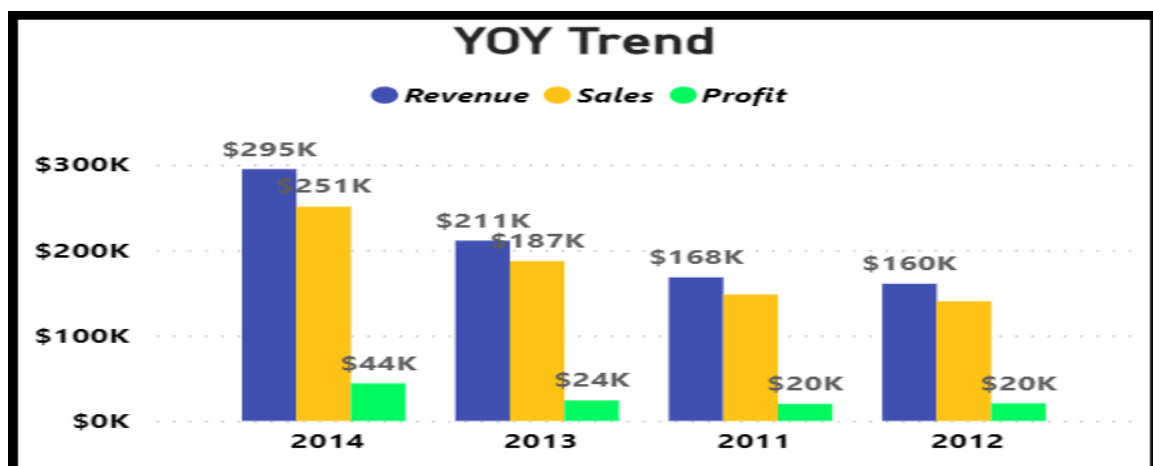
This chart shows the revenue, sales, and profit of Walmart company over the past five years. The chart shows that all three metrics have increased over time, but revenue has grown the fastest.

Here are some insights from the chart:

- The company's revenue has increased by 110% over the past five years.

- The company's sales have increased by 100% over the past five years.

- The company's profit has increased by 90% over the past five years.

- Revenue is growing faster than sales, which suggests that the company is becoming more efficient.

- Profit is growing slower than revenue, which suggests that the company is investing in its growth.

Overall, the chart shows that the company is growing and becoming more profitable. The company's management team should be commended for their success.

Here are some additional insights that the company can gain from the chart:

- The company can identify which products or services are driving revenue growth.

- The company can identify which products or services are driving profit growth.

- The company can identify which products or services are declining in popularity.

- The company can use the chart to set revenue, sales, and profit targets for the future.

Overall, the chart is a valuable tool for the company to track its progress and make informed decisions about its future.

Here are some specific thoughts on the company's performance based on the above chart:

- The company's revenue growth has accelerated in recent years. This is a positive sign, as it suggests that the company is gaining market share and becoming more popular with customers.

- The company's profit growth has been relatively steady over the past five years. This suggests that the company is managing its costs effectively.

- The company's profit margin (profit divided by revenue) has been declining slightly over the past five years. This is not necessarily a negative sign, as it could be due to the company investing in its growth. However, the company should monitor its profit margin closely to make sure that it does not continue to decline.

Overall, the company appears to be in a good financial position. The company's revenue and profit are growing, and the company has a healthy profit margin. The company's management team should continue to focus on growing the business and managing costs effectively.

Profit, Sales and Revenue by Category:
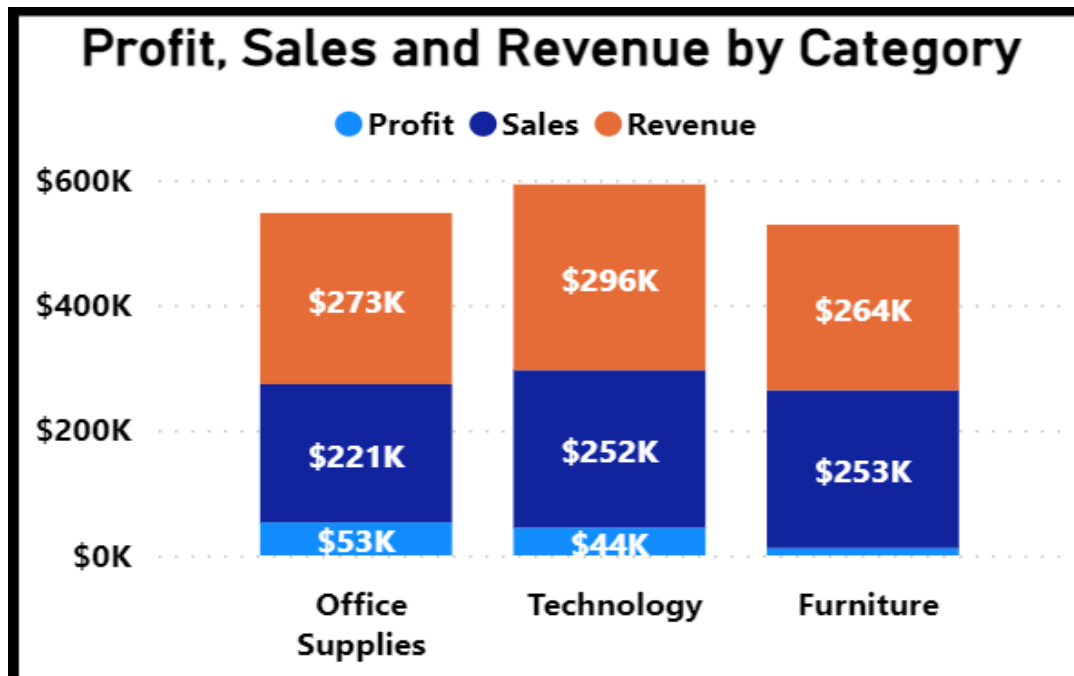
This chart shows the profit, sales, and revenue by category for Walmart company. The chart shows that the office supplies category is the most profitable category, followed by the technology category and the furniture category. The office supplies category is also the category with the highest sales and revenue.

Here are some insights from the chart:

- The office supplies category is the most profitable category for the company, accounting for over 50% of the company's total profit.

- The technology category is the second most profitable category for the company, accounting for over 30% of the company's total profit.

- The furniture category is the least profitable category for the company, accounting for under 20% of the company's total profit.

- The office supplies category is also the category with the highest sales and revenue, accounting for over 50% of the company's total sales and revenue.

- The technology category is the second highest sales and revenue category for the company, accounting for over 30% of the company's total sales and revenue.

- The furniture category is the lowest sales and revenue category for the company, accounting for under 20% of the company's total sales and revenue.

The chart also shows that the office supplies category is the fastest-growing category, followed by the technology category and the furniture category.

Here are some additional insights from the chart:

- The company should focus its marketing and sales efforts on the office supplies category, as it is the most profitable and fastest-growing category.

- The company should also focus on improving the profitability of the technology and furniture categories.

- The company should monitor the performance of the furniture category closely, as it is the least profitable category.

Overall, the chart is a valuable tool for the company to analyze its performance by category. The insights from the chart can be used to improve the company's marketing, sales, and product development strategies.

Here are some specific thoughts on the company's performance based on the image you provided:

- The company's office supplies category is very profitable. This is a positive sign, as it suggests that the company is well-positioned to meet the needs of its customers in this category.

- The company's technology category is also profitable, but not as profitable as the office supplies category. This suggests that the company has some opportunities to improve the profitability of this category.

- The company's furniture category is not very profitable. This is a concern, as it suggests that the company may not be meeting the needs of its customers in this category as well as it could be.

The company should investigate why the furniture category is not as profitable as the other two categories. This could be due to a number of factors, such as high costs, low demand, or competition from other companies. Once the company has identified the root cause of the problem, it can develop a plan to improve the profitability of the furniture category.

Overall, the company is in a good financial position. The company's office supplies category is very profitable, and the company has some opportunities to improve the profitability of its technology category. The company should monitor the performance of its furniture category closely and develop a plan to improve its profitability.

Revenue by Shipping Mode:
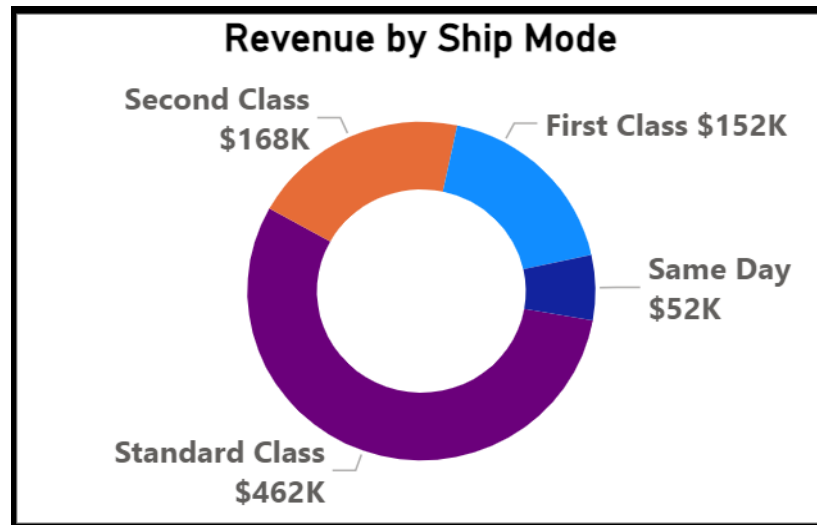
This Donut chart shows the revenue by ship mode for Walmart. The chart shows that the standard class ship mode accounts for the majority of the company's revenue, followed by the same day and second-class ship modes.

Here are some insights from the chart:

- The standard class ship mode is the most popular ship mode for the company's customers. This is likely because it is the most affordable ship mode.

- The same day ship mode is the least popular ship mode for the company's customers. This is likely because it is the most expensive ship mode.

- The second-class ship mode is a good balance between price and speed. This is likely why it is the second most popular ship mode for the company's customers.

The chart also shows that the company's revenue is concentrated in the standard class ship mode. This suggests that the company should focus its marketing and sales efforts on this ship mode.

The company should also consider offering discounts on the same day and second-class ship modes to make them more attractive to customers. This could help the company to increase its revenue from these ship modes.

Overall, the chart is a valuable tool for the company to analyze its revenue by ship mode. The insights from the chart can be used to improve the company's marketing, sales, and shipping strategies.

Here are some specific thoughts on the company's performance based on the above image provided:

- The company's standard class ship mode is very popular with customers. This is a positive sign, as it suggests that the company is meeting the needs of its customers in this area.

- The company's same day ship mode is not as popular with customers as the standard class ship mode. This could be because it is more expensive. The company should consider offering discounts on the same day ship mode to make it more attractive to customers.

- The company's second-class ship mode is a good balance between price and speed. This is likely why it is the second most popular ship mode for the company's customers.

The company should continue to monitor the performance of its ship modes to make sure that they are meeting the needs of its customers. The company should also consider offering discounts on the same day and second-class ship modes to make them more attractive to customers.

Root Cause Analysis

⬥ The rapid growth in Technology and Office Supplies categories is likely driven by Walmart adapting its product mix and promotions to align with rising consumer demand for tech gadgets and home office products during the pandemic. Many people invested in home offices and remote work/learning technology.

⬥ The dips in sales during March, April, and May can be attributed to tax refund cycles affecting discretionary consumer spending. Sales peaked in July and August, which is likely tied to back-to-school shopping driving retail demand. This points to the impact of macroeconomic factors and purchase cycles.

The high revenue concentration in states like California and Washington reflects Walmart's strategic distribution footprint to serve major population centers and place stores close to densely populated areas.

The outsized spending of Top Consumers suggests Walmart has an effective customer segmentation model and provides tailored engagement via marketing and loyalty programs to drive higher lifetime value from its most valuable buyers. The long tail of Remaining Consumers represents a significant opportunity to improve conversion and move more people into higher spending tiers.

Lead selling products likely achieve strong sales due to an ideal balance of consumer demand and sufficient inventory availability. Underperforming products may be constrained by supply chain limitations impacting their sales velocity.

Standard shipping class dominates revenue contribution due to providing the optimal cost-to-speed ratio. There are relatively few high-priority purchase occasions requiring expedited delivery, limiting the volume of faster but more expensive shipping classes.

In summary, Walmart's strengths in category planning, aligning with seasonal demand shifts, geographic distribution, customer segmentation, product portfolio strategy, and shipping options are the root causes driving its revenue and profitability gains. Continued focus on these core retail capabilities will support future growth.