

Executive Summary of Walmart Sales Dashboard and Forecast

Objective

The Walmart Sales Dashboard and Forecast aim to analyze past sales performance and predict future sales trends. The insights provide key business intelligence regarding sales distribution, profitability, regional performance, and forecasted demand.

Key Questions Asked to Build the Dashboard

To design this dashboard, the following business intelligence questions were addressed:

1. Overall Sales Performance

- What are the total sales, orders, and profit figures?
- How do sales and profits fluctuate over the months?
- What is the average number of shipping days?

2. Regional & Category-Wise Analysis

- Which region contributes the most to sales?
- How does sales performance vary by state?
- Which product categories and subcategories generate the highest revenue?

3. Customer and Payment Behavior

- What are the preferred payment modes among customers?
- How do different customer segments (consumer, corporate, home office) contribute to sales

4. Shipping & Order Fulfillment Analysis

- Which shipping modes contribute the most to revenue?
- What is the distribution of orders among different shipping classes?

5. Sales Forecasting & Trend Analysis

- What are the projected sales for the next 15 days?
- How do past sales trends indicate seasonal demand fluctuations?
- Which states show the highest predicted sales growth?

Findings & Insights

Sales & Profitability Trends

- Walmart recorded 22K orders, generating \$1.6M in sales and \$175K in profit.
 - Sales and profits show a rising trend toward the end of the year
- ### Regional & State-Wise Insights
- West (33%) and East (29%) regions contribute the most to sales, while the South (16%) contributes the least.
 - California (\$0.34M), New York (\$0.19M), and Texas (\$0.12M) are the top-performing states.

Product Category & Subcategory Analysis

- Office Supplies (\$0.64M) is the leading category, followed by Technology (\$0.47M) and Furniture (\$0.45M).
- Among subcategories, Phones (\$0.20M) lead, followed by Chairs (\$0.18M) and Binders (\$0.17M).

Customer & Payment Behavior

- Cash on Delivery (43%) is the most preferred payment mode, followed by Online (35%) and Card Payments (22%).
- The consumer segment (48%) dominates purchases, followed by corporate (33%) and home office (19%) buyers.

Order Fulfillment & Shipping Performance

- Standard Class (\$0.33M revenue) is the most common shipping mode, followed by Second Class (\$0.11M) and First Class (\$0.08M).
- The average shipping time is 4 days, indicating room for faster order fulfillment.

Sales Forecast & Demand Prediction

- The sales forecast for the next 15 days predicts fluctuations, with an average sales projected around \$5000 per day
- The sales forecast highlights demand spikes in California and New York, reinforcing the need for optimized inventory allocation in these regions.

Strategic Recommendations

1. Enhance Sales in Low-Performing Regions
 - Focus on South & Central regions through targeted promotions or improved logistics.
2. Optimize Shipping Efficiency
 - Reduce the average shipping duration from 4 days to improve customer satisfaction.
3. Inventory Planning for High-Demand Products
 - Ensure higher stock availability for Phones, Chairs, and Binders based on their strong sales performance.
4. Refine Forecasting Model
 - Incorporate external factors such as market trends and economic conditions for more precise demand predictions.

Conclusion

The Walmart Sales Dashboard and Forecast provide critical insights into sales performance, regional trends, customer behavior, and future demand. By leveraging these insights, Walmart can optimize sales strategies, improve logistics, and enhance customer satisfaction for sustained business growth.