

# Walmart Sales Performance Analysis & Strategic Recommendations

## Executive Summary

This document presents business-focused insights and strategic recommendations derived from the analysis of Walmart's sales data across three branches and multiple product lines. The objective of this analysis is to identify revenue drivers, understand customer behaviour, uncover underperforming areas, and recommend actionable strategies to improve overall business performance.

## High-Level Insights

- Sales performance is primarily driven by **Fashion & Accessories** and **Food & Beverages** product lines.
- **January** emerges as the most critical month, generating the highest revenue and COGS, making it a stable revenue period.
- **Evening hours**, along with **Tuesday and Saturday**, experience peak sales activity.
- **Member customers** contribute the highest revenue and VAT, highlighting the effectiveness of loyalty programs.
- While **Health & Beauty** underperforms, **Home & Lifestyle** generates high VAT, indicating premium pricing but lower sales volume.

## Key Problem Areas

- Underperformance of specific product lines such as Health & Beauty.
- Revenue concentration in limited categories increases dependency risk.
- Untapped potential in customer segmentation and time-based optimization.

## Top Recommendations

- Strengthen inventory and promotions for top-performing product lines.
- Improve performance of weaker categories through targeted strategies.
- Leverage loyalty programs and customer segmentation for higher profitability.
- Optimize staffing, promotions, and inventory based on peak sales periods.

## Key Findings

### Product Performance

- Total unique product lines: **5**
- Best-performing product lines by revenue:
  - **Fashion & Accessories**
  - **Food & Beverages**
- Underperforming product line:
  - **Health & Beauty**
- Highest VAT contribution:
  - **Home & Lifestyle** (despite being underperforming in revenue)

## Sales Trends

- **January** generates the highest total sales and COGS.
- January acts as a **stable and reliable revenue generator**.
- Highest sales volume occurs during the **evening**.
- **Tuesday and Saturday** record the highest sales.

## Branch & City Performance

- Total branches: **3**
- City with the highest revenue generation:
  - **Naypyitaw**
- **Branch A** sold more products than the average quantity across branches.

## Customer & Demographics

- **Member customers** generate the highest revenue and pay the most VAT.
- **Male customers** are higher in number.
- **Female customers** show strong interest in high-revenue product lines:
  - Fashion & Accessories
  - Food & Beverages

## Customer Satisfaction

- Highest average ratings observed for:
  - **Food & Beverages**
  - **Fashion & Accessories**

## Business Interpretation

- Strong performance of Fashion and Food categories indicates consistent demand and high customer satisfaction.
- January's dominance in revenue and COGS suggests planned purchasing behaviour and potential seasonal or promotional influence.

- Evening peak sales reflect after-work shopping behaviour, making time-based optimization crucial.
- Higher revenue from member customers validates the importance of loyalty programs.
- Underperformance of Health & Beauty suggests issues related to pricing, placement, or promotion rather than demand alone.
- High VAT from Home & Lifestyle points to premium pricing with scope to increase volume.

## Strategic Recommendations

### Product Strategy

- Increase inventory depth and shelf visibility for Fashion & Accessories and Food & Beverages.
- Introduce bundling strategies for Health & Beauty with best-selling products.
- Position Home & Lifestyle as a premium category with targeted marketing campaigns.

### Customer Strategy

- Enhance loyalty program benefits for member customers to improve retention.
- Design female-focused campaigns around high-performing product lines.
- Encourage membership sign-ups through discounts and reward incentives.

### Sales & Marketing Strategy

- Schedule major promotions during **evening hours**.
- Launch special offers on **Tuesdays and Saturdays**.
- Allocate higher marketing budgets for **January**, using it as a benchmark month for forecasting.

### Operational Strategy

- Increase staffing levels during evening peak hours to improve customer experience.
- Use Branch A as a benchmark for operational best practices.
- Optimize inventory planning based on monthly and time-of-day demand patterns.

## **Final Conclusion**

This analysis demonstrates that Walmart's sales performance is driven by a combination of strong product lines, loyal customer segments, and time-based purchasing behaviour. By focusing on high-performing categories, strengthening customer loyalty programs, optimizing operations during peak periods, and addressing underperforming product lines with targeted strategies, Walmart can significantly enhance revenue, profitability, and customer satisfaction. The insights and recommendations presented in this document provide a clear, data-driven roadmap for informed decision-making and sustainable business growth.