Problem Statement for Walmart Sales Analysis

Title: Optimizing Sales Performance and Demand Forecasting for Walmart

Problem Statement:

Walmart, as a global retail giant, experiences fluctuations in sales due to multiple factors, including seasonality, regional demand variations, inventory management, and economic conditions. Despite its vast product range and strong market presence, challenges persist in accurately predicting demand, optimizing pricing strategies, and ensuring adequate stock levels. These inefficiencies can lead to lost sales opportunities, overstocking, or stockouts, ultimately impacting revenue and customer satisfaction.

Objective:

This sales analysis aims to examine historical sales data from Walmart to:

Identify sales trends across different product categories, regions, and time periods.

Assess the impact of external factors such as holidays, promotions, and economic conditions on sales.

Improve demand forecasting accuracy using data-driven models.

Optimize inventory management to reduce stockouts and overstock situations.

Develop pricing and promotional strategies to enhance profitability and customer retention.

By leveraging data analytics and predictive modeling, Walmart can make more informed business decisions to enhance sales performance, improve supply chain efficiency, and maximize profitability.