**Walmart Sales Analysis Report  
  
  
  
  
  
  
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**Summary**  
This Walmart Sales Analysis reveals the strong growth across key business metrics driven by performance in Technology products and Office supplies, Examining of revenue trends by category, sub-category, shipping mode, cities of strength and opportunity. The 80/20 (Pareto’s principle) is observed with a small group of top consumers accounting for majority of profits, seasonal purchasing cycles are also evident. Root Cause Analysis points to strengths in Walmart’s category management, product portfolio, customer segmentation and also shipping options as the drivers of its gains. With more focus on these core capabilities can enable future growth. Targeted strategies to engage high value producing customers, optimizing product mix, building more demand can further improve their growth potential.   
  
 **Walmart Sales Analysis Dashboard**

**Total Sales, Profit, Customers and Total sub- categories**  
  
  
1. The above picture shows the trend from 2011-2014 that the company has 17   
sub-categories of products, their products are sold in 169 cities across the globe.   
2. For the four years, the company has done a sales of 725.46K.   
3. The company’s overall profit for the four years is 108.44K.  
  
**Profit from Top States, Cities**

Top profits are from the states :  
  
1) California  
2) Washington  
3) Nevada  
  
Top profits are from the cities:  
  
1) Los Angels  
2) Seattle  
3) San Francisco  
  
**Top selling categories and sub- categories**  
  
The top selling categories are:  
  
1) Furniture  
2) Technology  
3) Office Supplies  
  
The top selling sub-categories are:  
  
1) Chairs

2) Phones  
3) Tables  
  
**The 80/20 rule**  
  
This analysis looks at dividing customers into two groups - Top Consumers and Remaining Consumers - and comparing their proportional spending versus their customer count. Top Consumers represent only 19.98%% of the total customer base. However, they contribute a disproportionately high 75.98% of overall spending.

On the flip side, the Remaining 80.02% of customers account for just 24.02% of spending. This exemplifies the Pareto principle or 80/20 rule, where 20%% of customers drive 80% of sales.

The high revenue concentration in a small fraction of buyers points to significant opportunities in better engaging and monetizing the top consumers Strategies like providing VIP benefits, personalized recommendations, and exclusive offers to Top Consumers can help further grow their spending While Remaining Consumers individually spend less, collectively they represent untapped potential. Moving more of these customers into higher spending brackets can greatly increase revenue.  
  
**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.