



Sales analysis

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Business scenario & questions

Walmart is one of the world's largest retailers with more than 10500 stores over 24 countries. In this presentation, I would like to analyse the store sales data from Walmart to find out the reasons that may impact sales, such as store size, unemployment rate, and holidays.

- What is the sales trend overall?
- What are the reasons that would impact sales?
 - Stores
 - Store size
 - Store type
 - Unemployment rate
 - Promotions
 - Holiday seasons
 - Anything else

Audience & Benefits

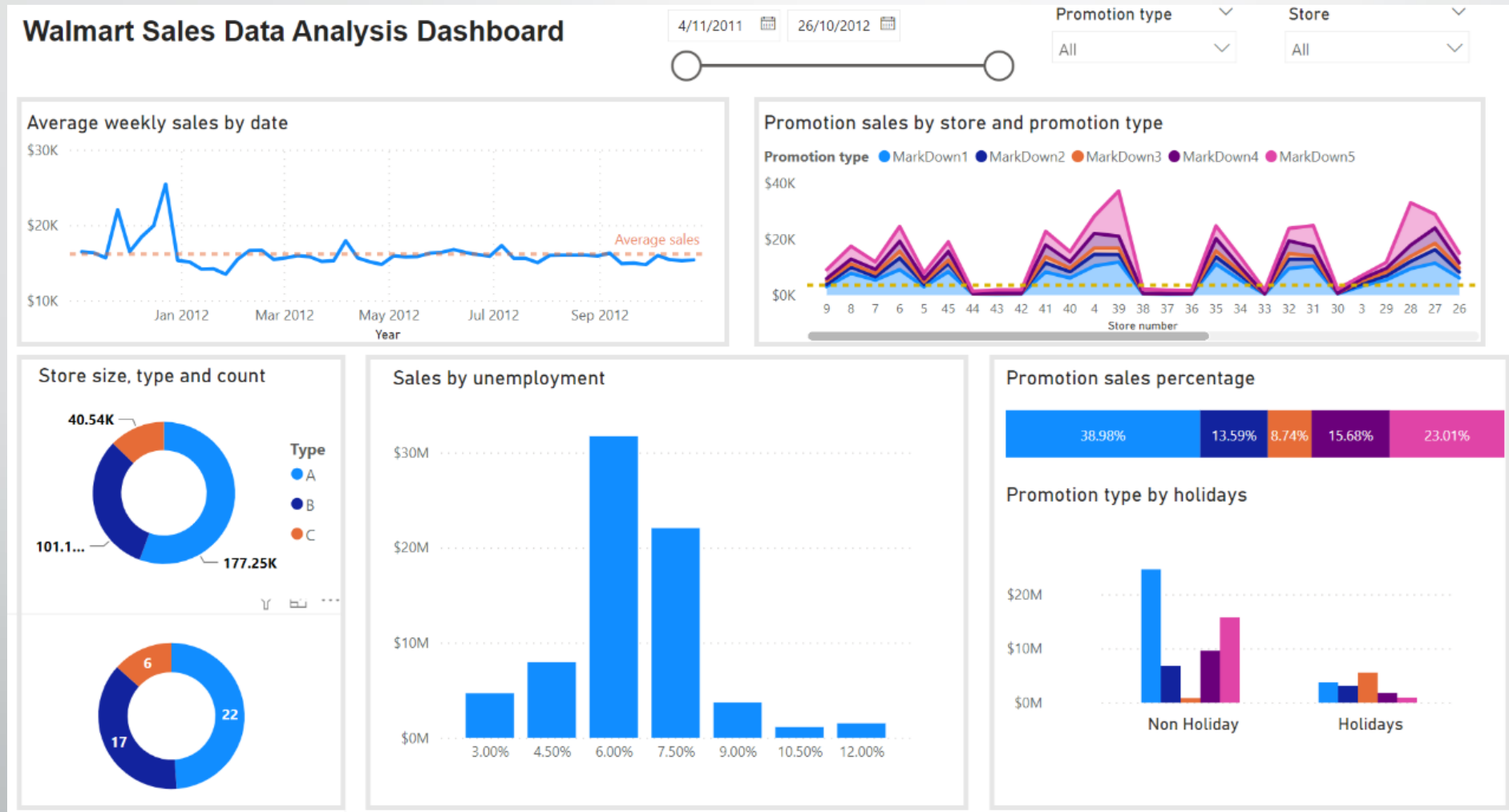
- Audience:
 - Management from retailers or those who would assign resources in retail companies
 - Marketing team
 - Merchandise team
- Benefits:
 - Identify the reasons might impact sales
 - Track sales metrics
 - Efficient allocation on resources
 - Better decision making for merchandise team



About the report

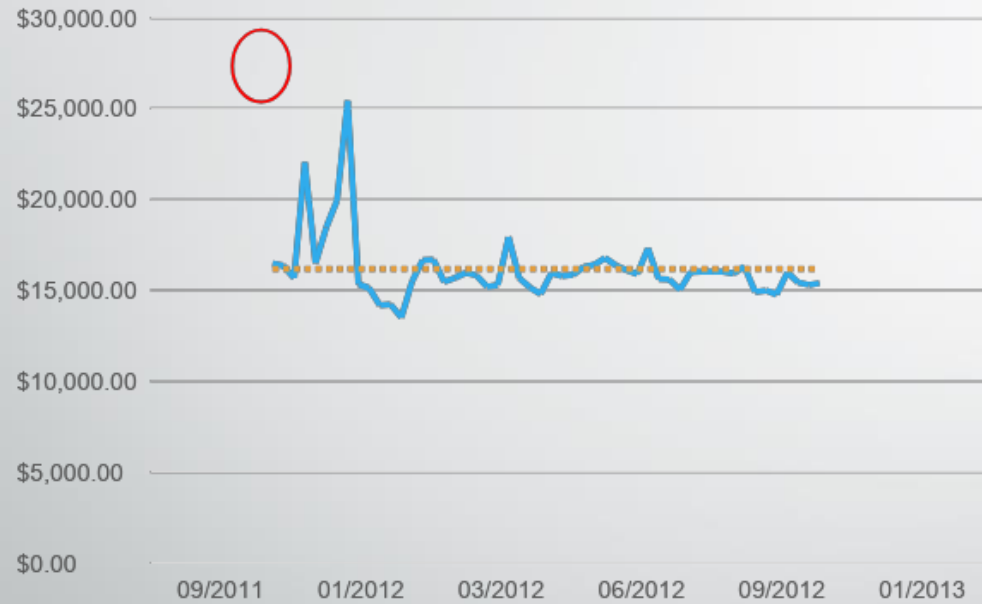
- Dataset: Walmart sales dataset
- Analysis method: Line Chart, area chart, bar/column chart, donut chart.
- Platform: Power BI

Dashboard preview

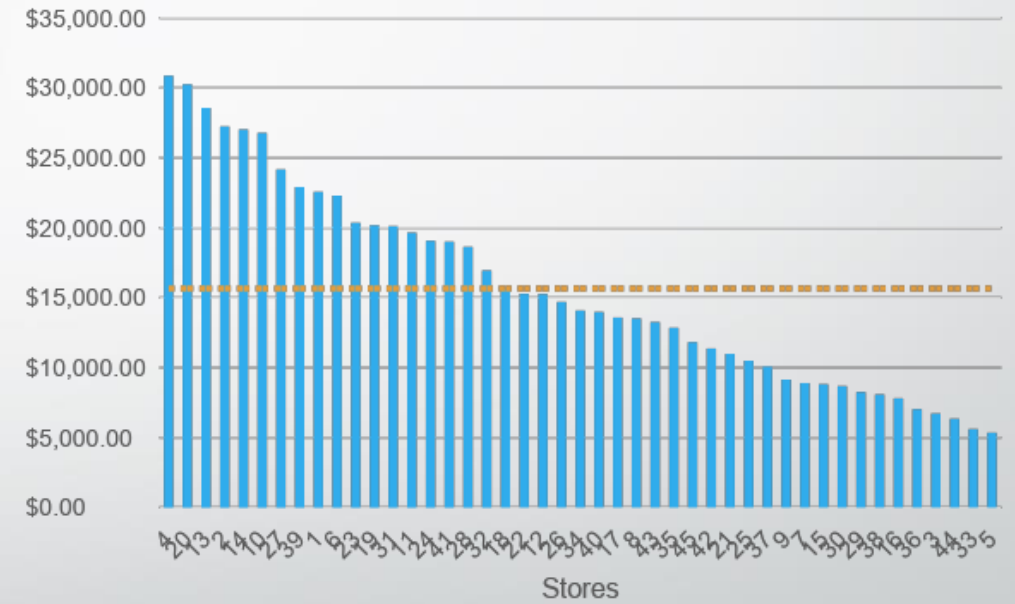


Business insights: overview

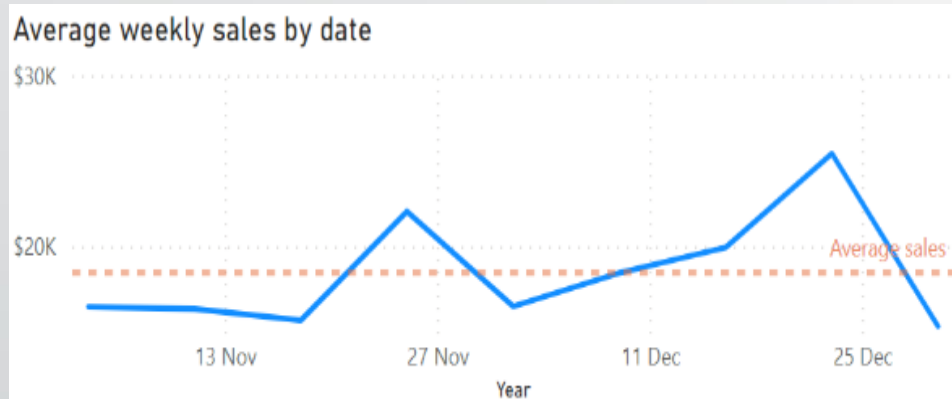
Sales by time



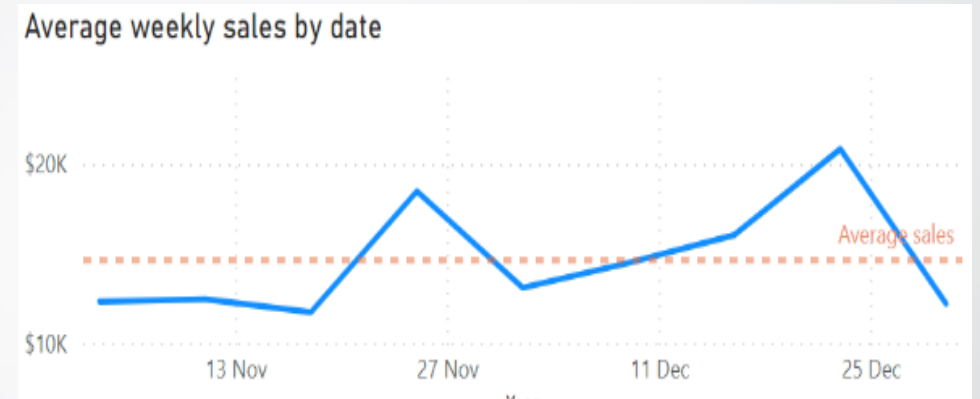
Sales by stores



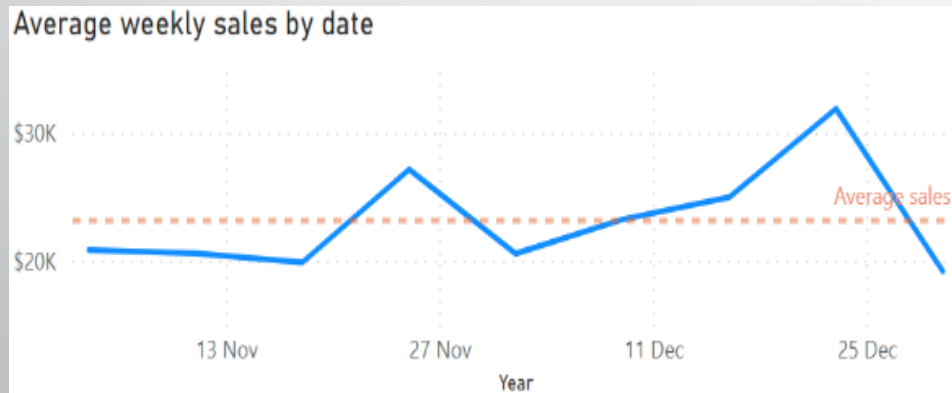
Business insights: stores



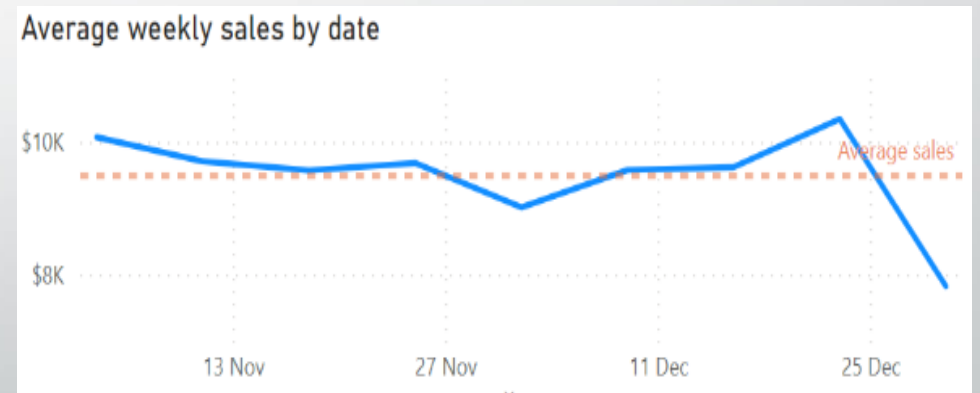
All stores view



Type B store view



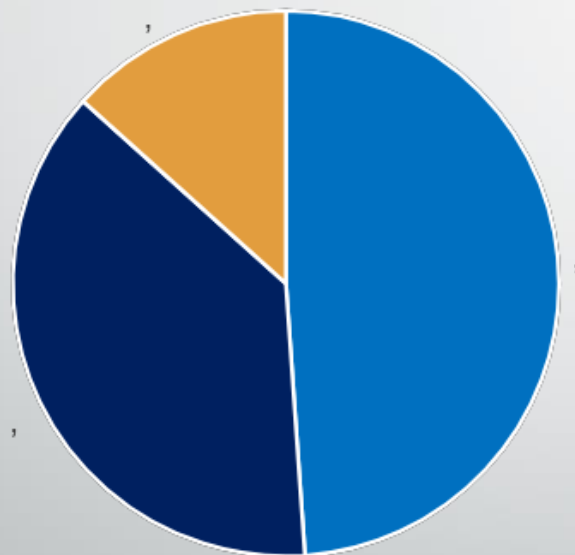
Type A store view



Type C store view

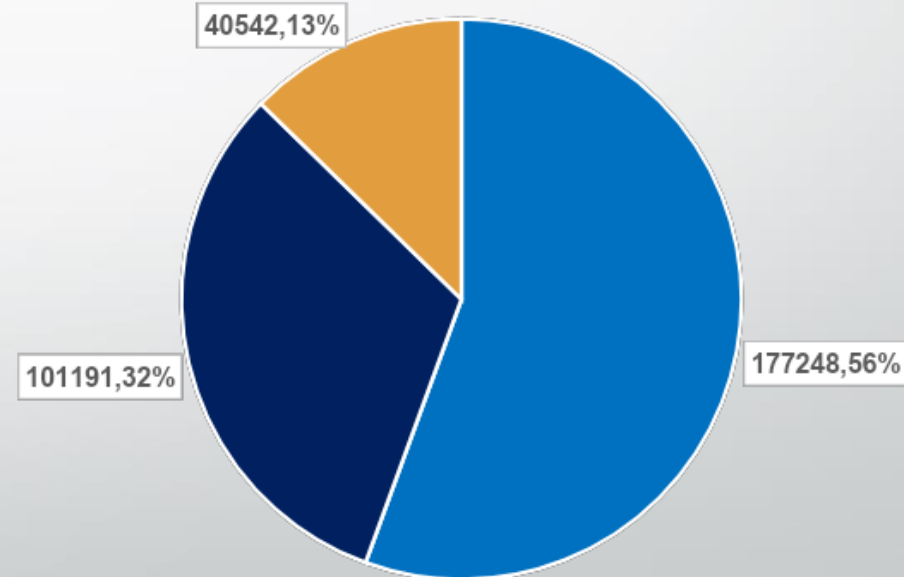
Stores: size and type

Store count

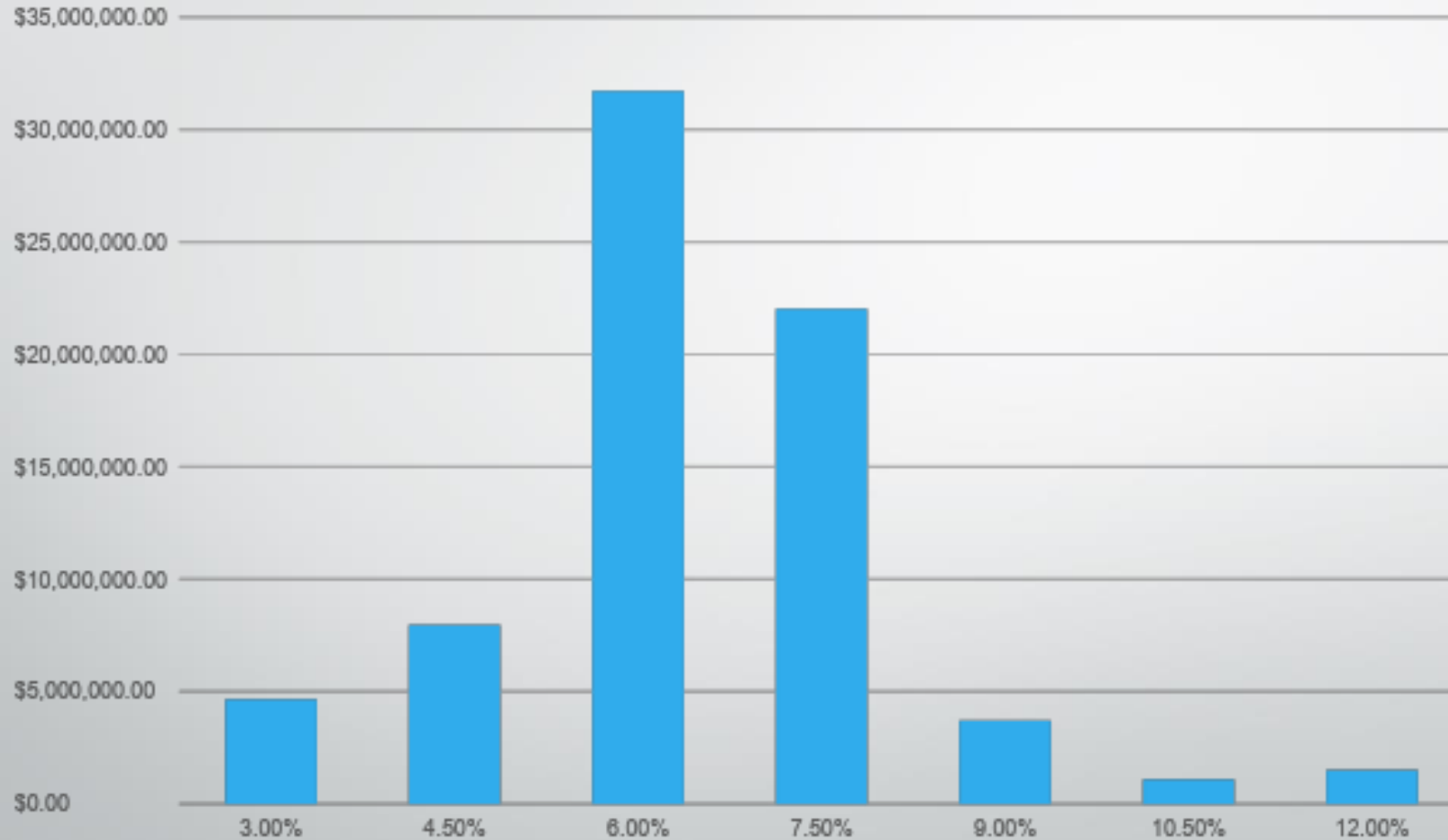


■ A
■ B
■ C

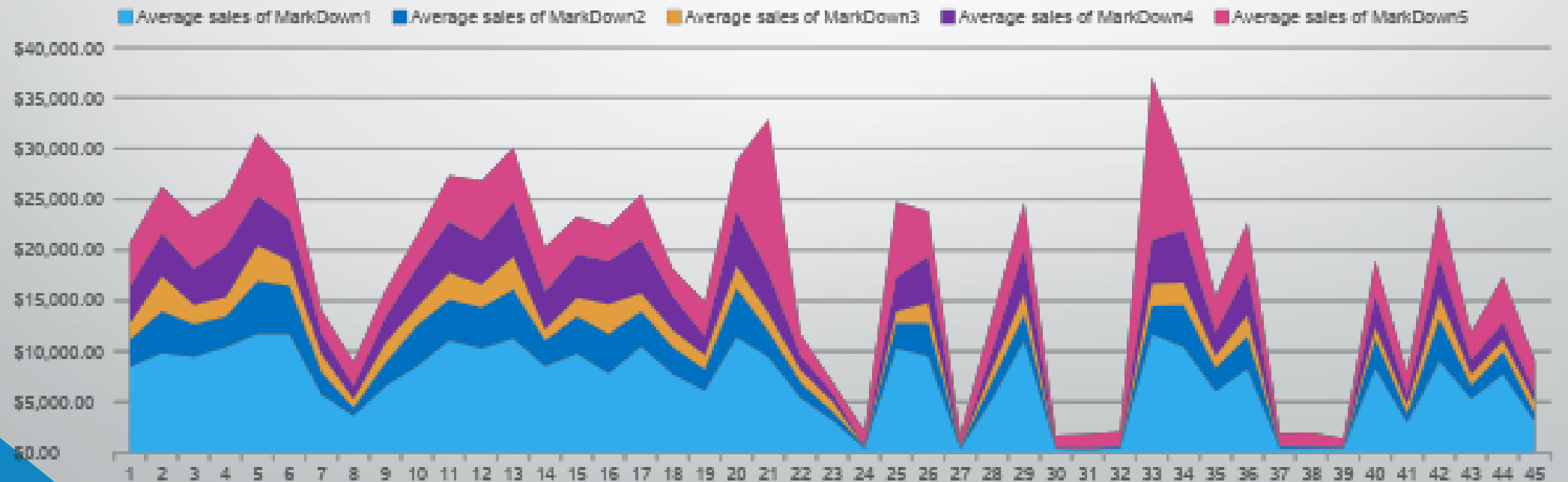
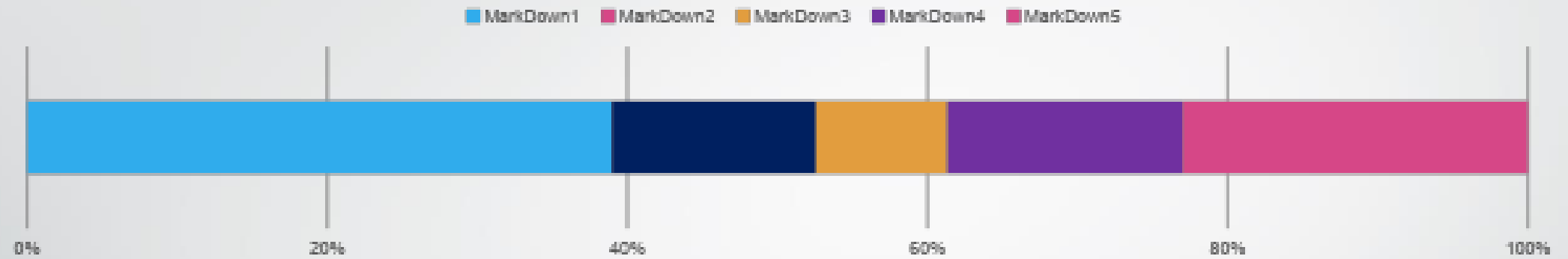
Average of Size *(Square feet)*



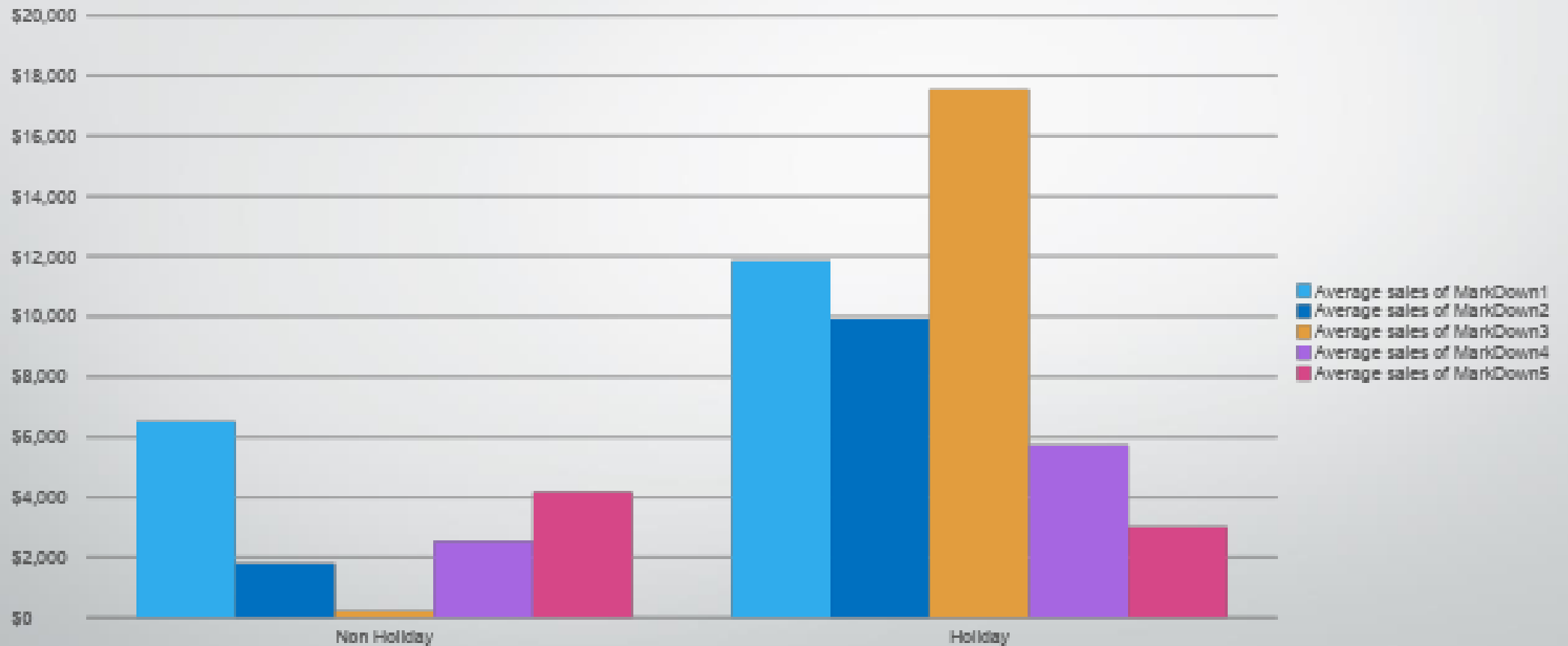
Unemployment



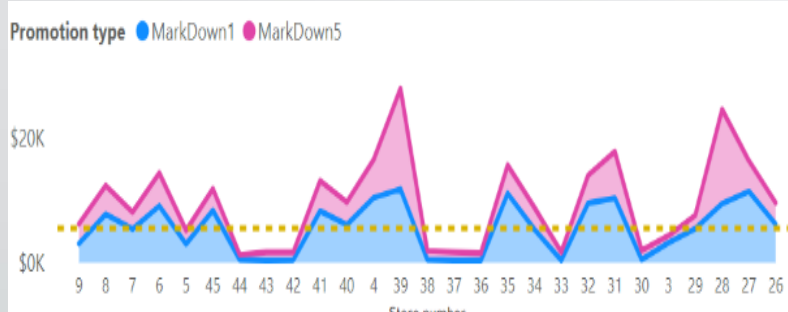
Promotion types



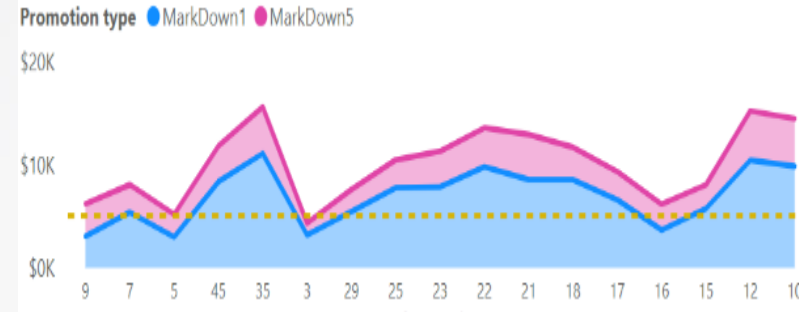
Holiday seasons



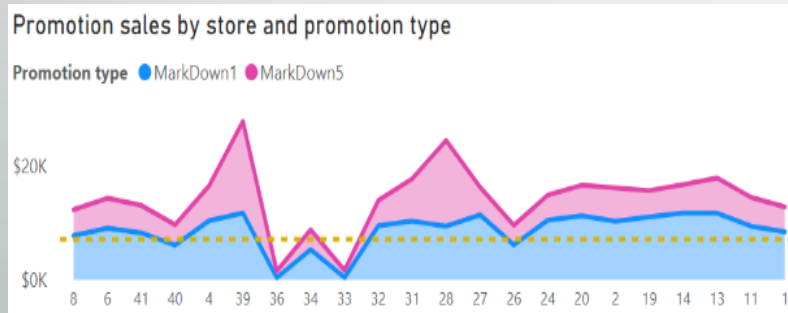
MarkDown 1 vs MarkDown 5



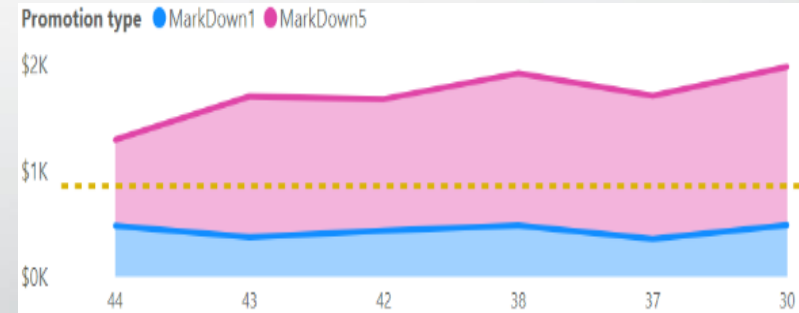
All store types view



store type B view



store type A view



store type C view

Suggestions and conclusion

- Bigger stores contribute more revenues.
- Unemployment rate won't have huge impact on sales, it's a good opportunity to have more promotions when it is around 6%-7%
- Promotion 5 is not suitable for holidays
- Keeping running Promotion 1 if possible



Thank you