Walmart Sales Analysis

Tools used for analysis:

- MySQL
- MS Excel

Usage of Feature Engineering to add extra columns:

- We added 3 columns, time_of_day, day_name, month_name, which were not present in the actual data, to get a clarity about on which specific time of day/month the orders were placed.

Analysis:

- There are 3 cities and 3 branches in the data.
- There are 6 product lines Food and Beverage, Health and Beauty, Sports and Travel, Fashion Accessories, Home and Lifestyle and Electronic Accessories out of which Fashion Accessories is the most selling product line with a sale count of 178.
- Even after Fashion Accessories has the most selling count, largest revenue is been generated by Food and Beverages product line.
- There are 3 types of payment mode i.e., Cash, Ewallet and Credit card out of which most used payment method is Cash.
- It turns out that the most of the revenue is been generated by the customers who has membership. Due to membership, they might be getting some extra benefits compared to the regular customers.
- Average rating received on the platform is in the time_of_day afternoon instead of morning and evening.
- It is been observed that on Mondays, Friday and Tuesday the firm receives the best ratings compared to any other day of week.