

**Project Walmart**

Logo, company name

Description automatically generated

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**1. Dashboard:**

Dashboards collect the data and transform it into a valuable image to comprehend how performance is progressing (Kirkbride, 2020).

The Sales Dashboard for Walmart is displayed in Figure 2.0.

Graphical user interface

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Figure 2.0

**2. Critical analysis and justification:**

**2.1. Opportunities:**

Graphical user interface, text, application

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Figure 3.0

Business performance is typically going well, as seen in Figure 3.0. 14.92 million in total sales, and 1.52 million in total profit.

Chart, bar chart

Description automatically generated

Figure 4.0

Out of 48 states, the top 10 had respectable sales and profit numbers, as shown in Figure 4.0. California, Illinois, Texas, Florida, New York, Ohio, Michigan, Virginia, Oregon, and Alabama are among the top ten states.

Table

Description automatically generated with low confidence

Figure 5.0

Next, concentrated on the product subcategories. Figure 5.0 shows the top 10 outcomes, out of a total of 17. The Top 10 subcategories generated reasonable results and had a beneficial impact on the business success of the organization.

Chart, diagram

Description automatically generated

Figure 6.0

Figure 6.0 demonstrates that the corporate segment has a greater profit margin than the other three divisions for the customer segment. The other three categories, on the other hand, all had profitable margins and positively impacted earnings.

Chart, treemap chart

Description automatically generated

Figure 7.0

Afterwards, the product category was analysed. Figure 7.0 shows that in all three categories, the technology sector has outperformed the other two.

Table

Description automatically generated

Figure 8.0

Data provides information that demonstrates how the performance of a business is impacted by its customers. However, the strategy used here is to identify the most profitable consumers. Representing the top 10 customers would be ideal among all other customers, as shown in Figure 8.0.

## **2.2 Problem:**

The best approach to fix problems in an organisation is to examine the company's data. That is why data analysis is critical in resolving the problem. Data crunching, business analysis, and the discovery of novel insights are critical components of management analysis and decision making. A variety of instruments and procedures are employed. However, the most used applications for investigating difficulties are MS Excel and Power Bi.

Walmart has done well by having decent profit results. It will be better to look at their sales data more deeply to identify problems.

A picture containing diagram

Description automatically generated

Figure 9.0

Figure 9.0 suggests that, except for the Central region, the other three regions did not continue to be consistent throughout the course of four years. East region performed admirably in 2012 but in 2013 and 2014, it was not able to continue that performance. Despite having a respectable profit performance, the South region's scores were low in 2013. The West region's greatest score came in 2013 while its lowest score came in 2015.

Graphical user interface, application

Description automatically generated  
Figure: 10.0

The top 10 clients have already been visualised, therefore it's time to look at the least profitable clients that have a negative impact on the company's performance. The figure 10.0 shows first 10 least profitable consumers that have a negative impact on a company's success, and these are Julia West, Dave Kipp, Laurel Workman, Adrian Barton, Lauren Leatherbury, Roger Demir, Roy Phan, Tamara Willingham, Cyra Reiten, and Corey Lock.

Chart, bar chart

Description automatically generated

Figure: 11.0

In all, there are seventeen product subcategories. Figure 11.0 demonstrates that although the corporation made money from 13 of the subcategories, they struggled with 4 of the subcategories. These include rubber bands, scissors, ruler and a trimmer, bookcases, and tables.

Chart, bar chart

Description automatically generated

Figure: 12.0

According to figure 12.0, Furniture section has the lowest result compared to the other two categories.

If data can be examined more carefully, it may reveal where furniture didn't work properly. The details are displayed in 12.1, 12.2, 12.3, and 12.4.

Chart, bar chart

Description automatically generated

Figure 12.1

Chart, bar chart

Description automatically generated

Figure 12.2

Chart, bar chart

Description automatically generated

Figure 12.3

Chart, bar chart

Description automatically generated

Figure 12.4

Figures 12.1, 12.2, 12.3, and 12.4 show that the corporation suffered losses in the west region in 2013 and then east region in 2014. Finally, in 2015, it experienced losses in both the east and west regions.

Map

Description automatically generated

Figure: 13.0

A map and two table types of graphs are used to display the data in this section. The order of one table is ascending, whereas the order of the second table is downward. Only Montana has seen losses among the other states, as shown in Figure 13.0.

It is preferable to take a closer look to determine how states are doing each year which has been shown in 13.1, 13.2, 13.3, and 13.4.

Table

Description automatically generated

Figure 13.1

It can be observed that in 2012 it suffered losses from Montama, Kansas, New Jersey, New Mexico, Utah, and Indiana based on figure 13.1.

Table

Description automatically generated

Figure 13.2

In this graph, things seem to be different. According to figure 13.2, the corporation faced losses in 2013 in Idaho, Colorado, Vermont, Connecticut, West Virginia, and Rhode Island.

Table

Description automatically generated

Figure 13.3

Figure 13.3 shows that the corporation made losses in North Carolina, Missouri, New Hampshire, West Virginia, and Delaware.

Table

Description automatically generated with medium confidence

Figure: 13.4

According to figure 13.4, The corporation has experienced losses in North Dakota, New Jersey, Mississippi, Washington, and Iowa.

**3. Recommendation and conclusion:**

Despite the fact that the company has had four years of profitable performance. But part of the problem has been found during the analysis. Apart from the central region, some sections of the country struggled to maintain consistent profitability, and their consumers had a negative influence on their business performance. Few product subcategories were unable to perform adequately. Furniture continues to be the lowest product category. some of the losses have been found in certain states by examining each year.

It seems sense to start with the sellers who are not doing well. A survey would be a great method to find out what problems they are having that are affecting their performance.

Additionally, have a look at the referral fees that sellers must need to pay to Walmart. Is it creating a negative impact on their performance, and if so, what percentage of the referral fees do they want to be reduced.

Observe the Pricing approach. Are the price of Rubber bands, Scissors, Rulers and trimers, Bookcases and tables the reason why customers choose not to purchase them. Look for the discount rate for the product to see whether it is making losses or not.

Analyze regional and state data to see whether customers from various states have different buying patterns and demand for different items. If so, develop a plan to resolve the problem.

It will be better to determine the effectiveness of marketing efforts. If they need to develop a more effective marketing plan to reach more customers, they should segment the market based on age and try to determine the platforms on which they want to see advertisements.