

# Walmart Sales Project Summary

## ❖ Introduction

In this project, I analyzed Walmart's retail transaction data using **MySQL** for data cleaning and analysis, and **Tableau** for dashboard creation.

The dataset included 5,000 transaction records across various dimensions such as product details, customer demographics, store information, promotions, inventory levels, and external factors like weather and holidays.

## ❖ Key Insights

- The **46–60 age group** contributed the most to revenue, indicating a mature customer base with high purchasing power.
- **TVs, Tablets, and Fridges** were the top-selling products, with **Electronics** being the most profitable categories.
- **Los Angeles** emerged as the highest revenue-generating store location.
- Sales were **higher on holidays**, indicating seasonal opportunity.
- In terms of monthly revenue **August** Contributed the highest.
- Interestingly, **“No Discount”** Promotion type generated the highest total revenue, indicating strong organic demand or brand strength without promotion dependency.
- And lastly in terms of loyalty level **“Platinum”** generated the highest revenue.

## ❖ Recommendations

1. Target High-Contributing Age Groups: Focus marketing campaigns on the middle age group, offering loyalty perks or bundles tailored to their interests (e.g., premium electronics or appliances).
2. Expand Inventory: Increase stock levels for high demand products to avoid stockouts and lost sales.
3. Plan Around Holiday Sales: Boost inventory and launch campaigns around holidays to leverage increased footfall and spending.
4. Supplier Strategy: Work with suppliers to reduce lead times and ensure timely replenishment.
5. Refine Promotions: Focus on effective promotional types, such as discount coupons. Synchronize promotions with holidays and weekends to maximize impact.

## ❖ Conclusion

This analysis provided actionable insights into sales performance, customer behavior, and operational inefficiencies. By implementing the recommendations, Walmart can optimize inventory management, improve customer satisfaction, and achieve sustainable growth.