Walmart Sales Analysis Report (2019–2023)

Comprehensive Sales & Performance Analysis

# Executive Summary

Total Revenue: $12,09,726.38  
Total Sales: $476,139.43  
Total Quantity Sold: 23,483 units  
Total Orders: 9,969  
Average Rating: 5.83 / 10  
  
This report provides a consolidated view of Walmart's sales, revenue, order trends, and customer satisfaction over a span of 5 years. It includes detailed breakdowns by branch, product category, time patterns, and geography.

# Branch Performance Analysis

Top Performing Branch: WALM009  
 - Revenue: $12,330.40  
 - Sales: $25,688.34  
 - Profit Margin: 112.80%  
 - Average Rating: 5.34  
  
Lowest Sales Branch: WALM092  
 - Sales: $5038.90  
 - Average Rating: 6.53  
  
Highest Branch Rating: 9.60 (WALM009)  
Lowest Rating Across Branches: 3.00

# Yearly Trends (2019–2023)

Best Year for Sales: 2019 – $307.59K  
Lowest Year: 2020 – $219.42K  
Recovery: Moderate but stable performance from 2021–2023 ($217K–$233K annually)  
Highest Order Volume: 2021 – 2,303 orders  
Most Quantity Sold: 2021 – 4,637 units

# Monthly Insights

Top Performing Months:  
 - November: $183.97K  
 - December: $185.34K  
  
Slowest Months:  
 - April and May – $0.05M each  
  
Peak in Orders:  
 - July: 1,784 orders  
 - November & December: 4K units sold each  
  
These patterns reflect strong seasonal demand during holiday months.

# Category & Payment Insights

Top Categories by Sales & Profit:  
 - Fashion Accessories: 9,653 units | 40.39% contribution  
 - Home and Lifestyle: 9,610 units | 40.37% contribution  
  
Lowest Performing Categories:  
 - Sports and Travel – 920 units  
 - Health and Beauty – 854 units  
  
Payment Preferences:  
 - Credit Card: 4.26K orders | $188.82K  
 - E-Wallet: 3.88K orders | $157.32K  
 - Cash: 1.83K orders | $96.89K

# Weekly & Hourly Performance

Top Day: Saturday – $72K revenue  
Slowest Day: Monday – $61K revenue  
  
Best Sales Hour: 3 PM – $55.39K revenue  
Busiest Time Range: 15:00 to 19:00 (Afternoons and evenings)

# Geographical Distribution

Sales are densely concentrated in the Southern United States, especially around Texas.  
European sales presence is limited but visible in countries like France and Germany.  
Geographic clustering shows regional business strengths and expansion opportunities.

# Forecast & Trends

2024 Forecast: Predicts a positive upward trend beginning in January.  
Recent Recovery: December 2023 shows signs of growth in both quantity and revenue.  
Data modeling suggests continued expansion if current patterns hold.

# Key Takeaways

- Fashion and Home & Lifestyle are core drivers of revenue.  
- Seasonal spikes during November–December must be strategically leveraged.  
- Credit card payments dominate, followed by digital wallets.  
- Saturday afternoons show peak sales—ideal for promotions.  
- The 2024 outlook is optimistic with measurable growth on the horizon.