Walmart Sales Data Analysis – Summary

Key Insights

- **Top-Performing Stores:** Store 20 and Store 4 recorded the highest sales.
- **Seasonal Trends:** Sales significantly increased during **June–April** .
- **Weekly Sales Variation:** Average **Sales high** on **holiday weeks e**specially on **super bowl** holiday week.
- **Temperature & Fuel Price Effect:**
  - Higher temperatures correlated with **reduced sales** (less foot traffic).
  - Temperature is medium **sales are high**.
  - Fuel price increase showed a **negative impact on weekly sales**.
- **Unemployment Rate Influence:** Areas with higher unemployment showed **lower sales**.
- **CPI Impact:** Higher Consumer Price Index (CPI) regions faced **slower sales growth**.
- **Size:** Type A store size is big. So sales are high.

KPIs

- **Highest Sales:** .In **2011-244 Crores**
- **Average Weekly Sales: Average** Weekly sales **$16,033**. **Highest** on 2010 **$16,318**

- **Highest Weekly Sales:**. **Date**: 2010-11-26 **Sales:** 693099.36 **Store**: 10

  Department: 72 **Thanks Giving Day**

Recommendations

1. **Increase inventory & promotions** during holiday seasons to maximize profit.
2. **Target marketing in regions with lower sales** by offering discounts and loyalty programs.
3. **Optimize supply chain** in stores impacted by fuel prices to reduce transportation costs.
4. Use **predictive models** to forecast sales considering holiday events and economic factors.