WALMART SALES DATA ANALYSIS DASHBOARD

Power BI Project | First Portfolio Project

Objective: To analyze Walmart sales performance and evaluate the impact of holidays and external factors such as CPI, fuel price, and temperature using Power BI.

Tools Used: Power BI | DAX

DATA & MODELING

Dataset Description:

The dataset contains weekly sales data across multiple Walmart stores, including holiday flags and economic indicators such as CPI, fuel price, and temperature.

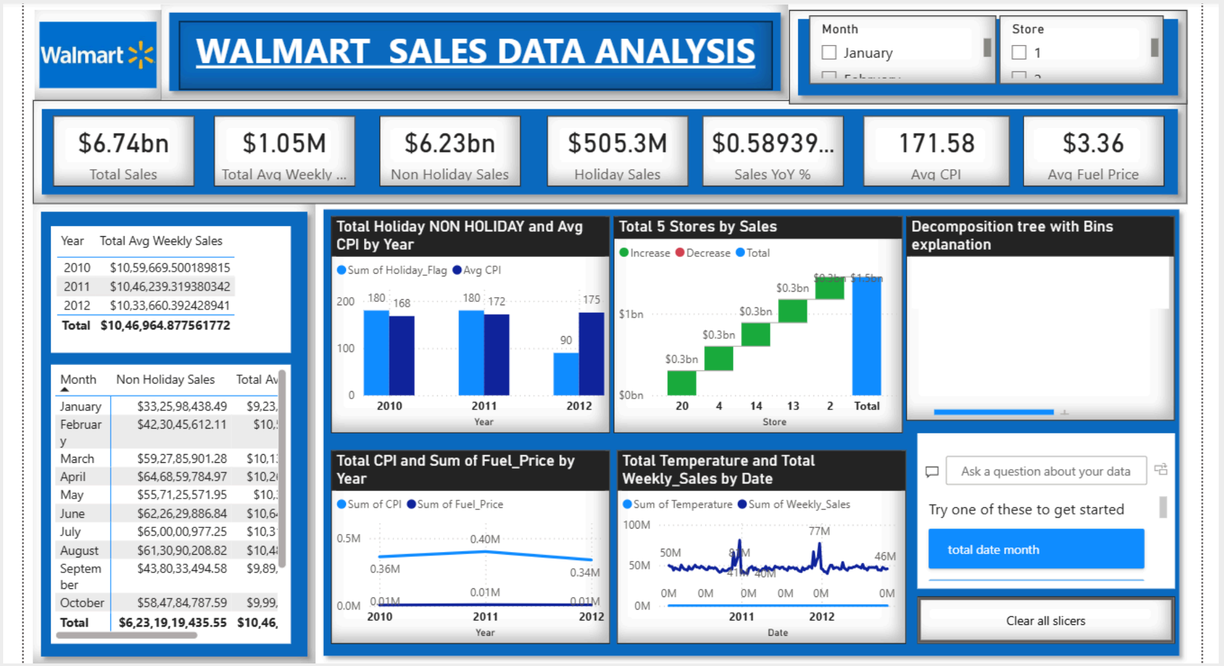
Data Modeling Approach:

A star schema was implemented by connecting the fact sales table with a date dimension table to enable efficient time-based analysis.

FEATURES IMPLEMENTED

- KPI cards for Total Sales, Holiday Sales, Non-Holiday Sales
- Average metrics for CPI and Fuel Price
- Year-wise and month-wise sales analysis
- Holiday vs Non-Holiday sales comparison
- Top 5 stores by total sales
- CPI and Fuel Price binning (Low / Medium / High)
- Decomposition Tree for root cause analysis

DASHBOARD OVERVIEW



- The dashboard provides a consolidated view of Walmart sales performance along with key influencing factors.

INSIGHTS & CONCLUSION

Key Insights (based on dashboard):

- Total sales reached $6.74B, with higher contribution during holiday periods
- Non-holiday sales still form a significant portion of revenue
- Sales trends vary across years and stores
- Economic indicators such as CPI and fuel price influence sales patterns
- A small number of stores contribute disproportionately to total sales

Conclusion:

- This project demonstrates my ability to analyze retail data, apply DAX measures, and create business-focused Power BI dashboards.