**Sales Analysis:**

I have created a Power BI dashboard on Walmart’s sales analysis from 2011-2014 dataset.

Performed Key Performance indicators and power queries added various columns for drawing meaningful insights.

* In the first dashboard you can see the sales analysis performed based on country, segments, years, category, subcategory, years and products.
* Also created name cards to show the total sales, customers, quantity and average order value.
* As you can see, in **the Sales by year** bar chart we can observe the sales have been gradually increasing, which is a good thing.
* **Sum of sales by segment –** Consumers segment is generating 50.02% sales, corporate segment is generating 31.13% and home office is 18.85%
* **Sum of sales by Category –** In categories, furniture generates 34.82% sales, office supplies generate 30.44% sales and technology generates 34.74% sales.
* **sum of sales by sub-category –** The top 5 sub-categories that generate the highest percentage of sales are chairs, phones, tables, storage and accessories.

**Profit and Sales Forecasting:**

As you can see in the second dashboard

* **Profit Forecasting –** For Walmart, we can observe that the profits are already in downfall by the end of the 2014 and same goes to 2015 but by the beginning of 2016 the forecast is showing their goanna be slight increase in their profits.
* **Sales Forecasting –** For Walmart, we can observe that the sales will drastically fall by the beginning of the year 2015 and gradually pick up in 2016.

**Pareto Principle:**

As you can see in third dashboard

* 57% of sales come from 20% of customers.
* And 78% of profits come from 20% of customers.
* In the bar charts you can see the sales and profits made by the top 8 customers.

**Customer Insight:**

Here I have plotted the sum of sales and profits based on states, we can observe that California is in top position in both sales and profits.

Shown top 5 customers based on their shopping frequency, top 5 customers based on their sales, and count of customer name by state.

This will help us to understand which state we should target more and who our target group is.

**Inventory Management and Store Performance:**

Shown total Revenue and Inventory Turnover with cards. Plotted Average sales, Quantity purchased, Inventory turnover by years. We also observed what are the top 5 customer traffic days in those 4 years based on their everyday sales value.

**Root cause Analysis:**

Here we are Analyzing the sales and explain by states, city, category and sub-category.

* As you can observe the overall sales from 2011 to 2014 are 725.46K.
* In sates California is the factor that causes attrition to be high, because only California is responsible for more than 60% of sales for Walmart.
* Let’s expand this level and understand in California which cities are responsible for 60% of sales, top 3 cities are Los Angeles (38% of California sales), San Fransisco (24%), and San Diago (10.38%).
* Attrition is high in Los Angeles city and let’s try adding another level to analyze what type of products are selling most in this city and you can see maximum number of sales are coming from technology category.
* And in the categories the most selling sub-category is phones.