Report on Analytic Solution

Walmart
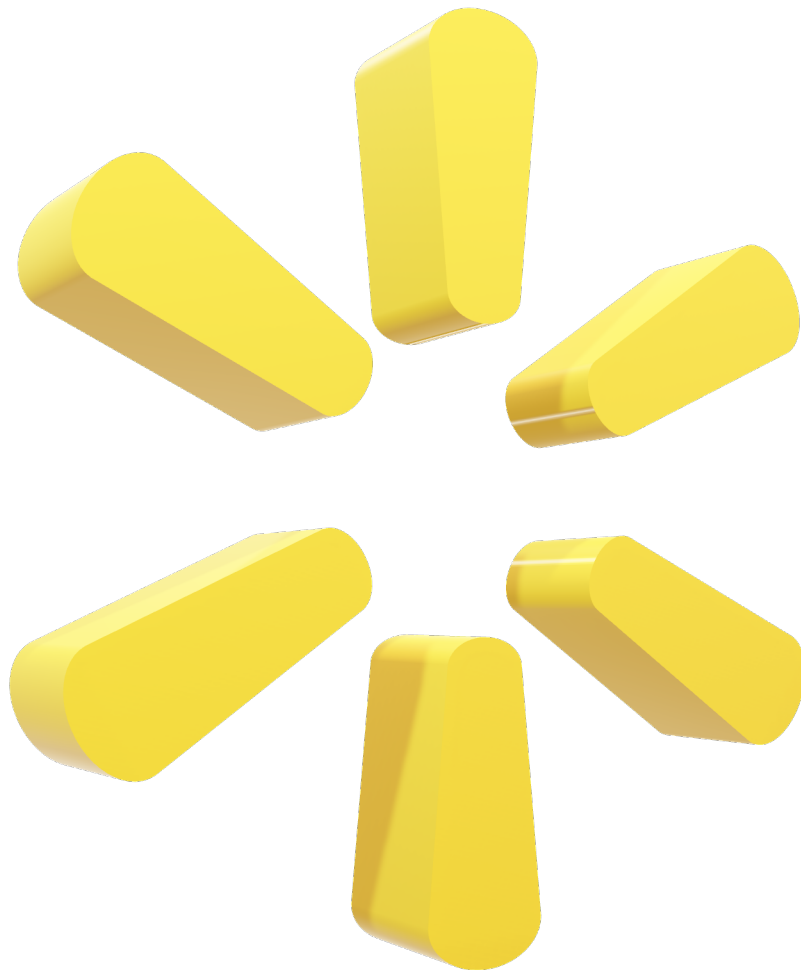
Written by-

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Introduction

Walmart is a global retail giant, founded in 1962 by Sam Walton in Arkansas. Known for its "everyday low prices" strategy, Walmart operates a vast network of hypermarkets, discount stores, and grocery stores. It's the largest retailer by revenue worldwide, with operations in over 20 countries and a significant e-commerce presence. Walmart focuses on efficiency in supply chain management and cost reduction, enabling it to offer competitive prices. The company also emphasizes sustainability, corporate responsibility, and innovation in both brick-and-mortar and online retail.

Open-Source Data Type

The dataset you mentioned includes important details like customer name, age, location, product info, sales, shipping costs, and profit. This type of data is useful for analyzing customer behavior, such as grouping customers by age or location to create better marketing strategies. It also helps businesses see which products or areas bring in the most profit. Shipping information, like cost and method, can be used to improve delivery efficiency and reduce costs. By looking at sales over time, businesses can spot trends, manage stock better, and adjust prices.

Purpose and Goals

Walmart will boost profit margins by prioritizing high-profit products and targeting higher-income customers with special offers, while still serving its value-focused shoppers.

Key Questions

1. How can I increase profit margin without losing sales?
2. How can I speed up order processing and shipping?
3. Are discounts helping or hurting profits?

Metrics and KPIs

- Total sale
- Total profit
- Item sold

Track Operational of Metrics and KPIs

Total Sales:
Measures revenue. Track sales trends, compare to previous periods, and adjust strategies during low-performing times.

Total Profit:
Measures income after costs. Focus on high-profit items, optimize pricing, and reduce unnecessary costs to boost profitability.
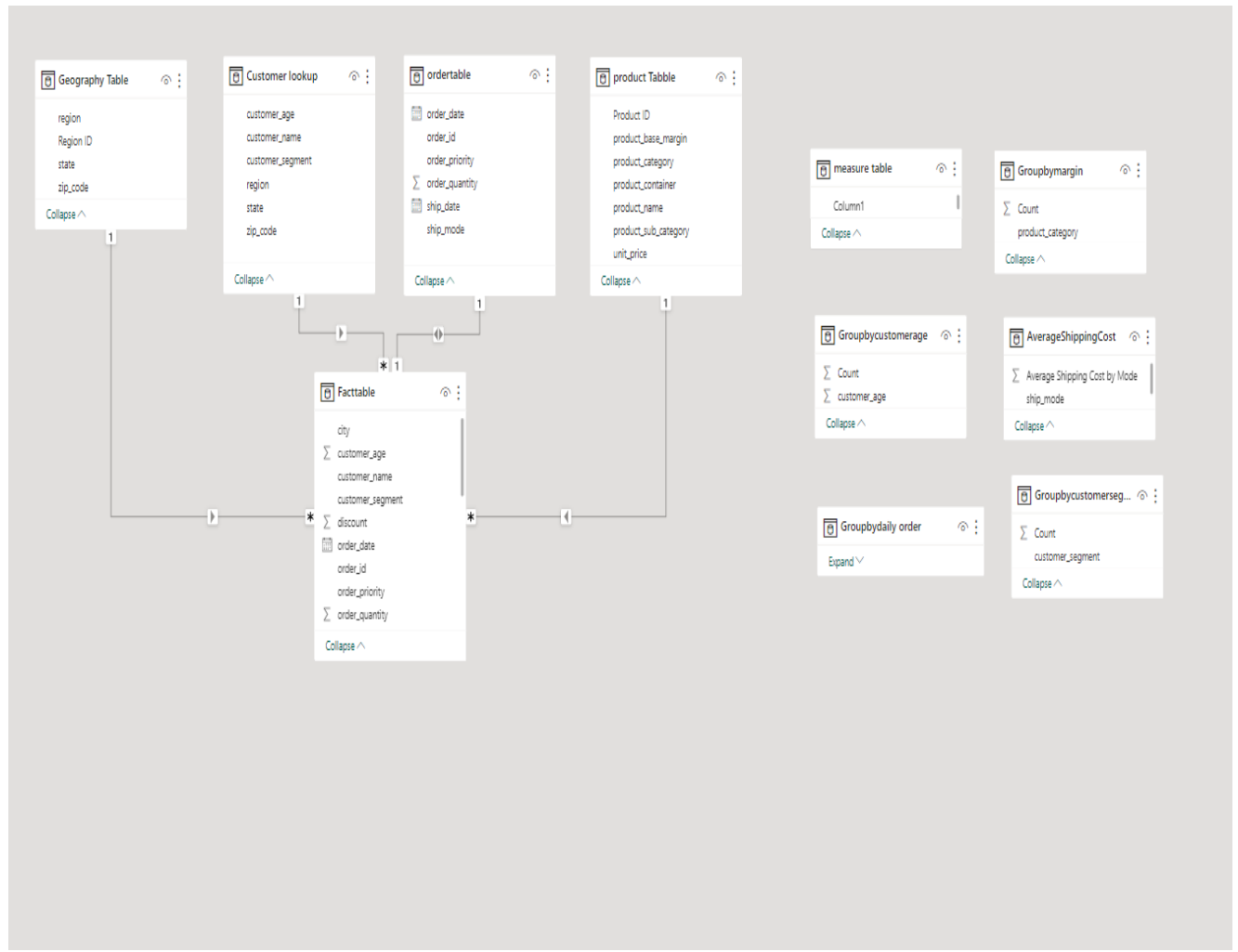
Items Sold:
Tracks demand. Manage inventory based on demand, forecast future needs, and adjust stock levels to avoid overstocking or stockouts.

Strategic Objectives

Walmart aims to grow its online shopping, keep prices low, expand internationally, and become more eco-friendly. It's investing in new technology to improve shopping and delivery, and also expanding into healthcare to attract more customers and ensure long-term growth.
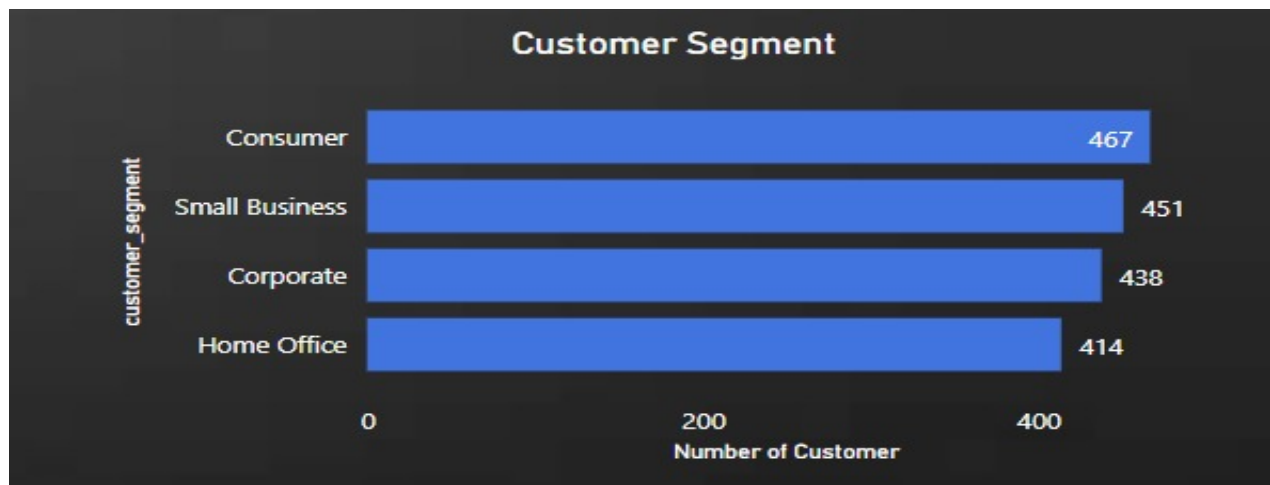
Data Model

Results

KPIs:

Total Sales	Total Profit	Item Sold
1.32M	357.72K	4729

Total Sales: 1.32M (suggesting $1.32 million in sales revenue).

Total Profit: 357.72K (likely indicating $357.72K in profit earned).

Items Sold: 4729 (representing the number of units sold).
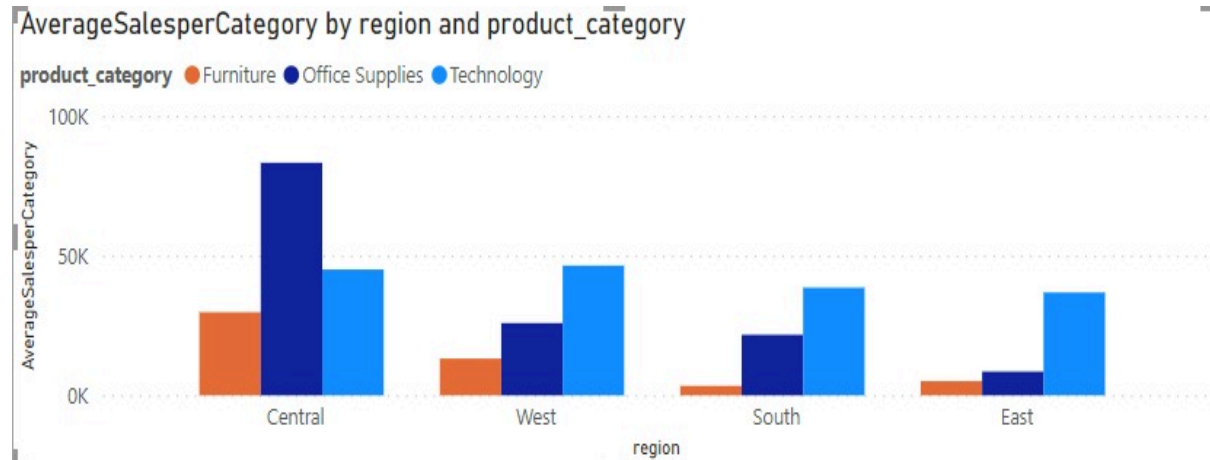
Bar Chart #1

The bar chart shows the number of customers in four distinct segments. The data appears to reflect customer distribution at Walmart or a similar retail environment:

1. **Consumer**: 467 customers
2. **Small Business**: 451 customers
3. **Corporate**: 438 customers
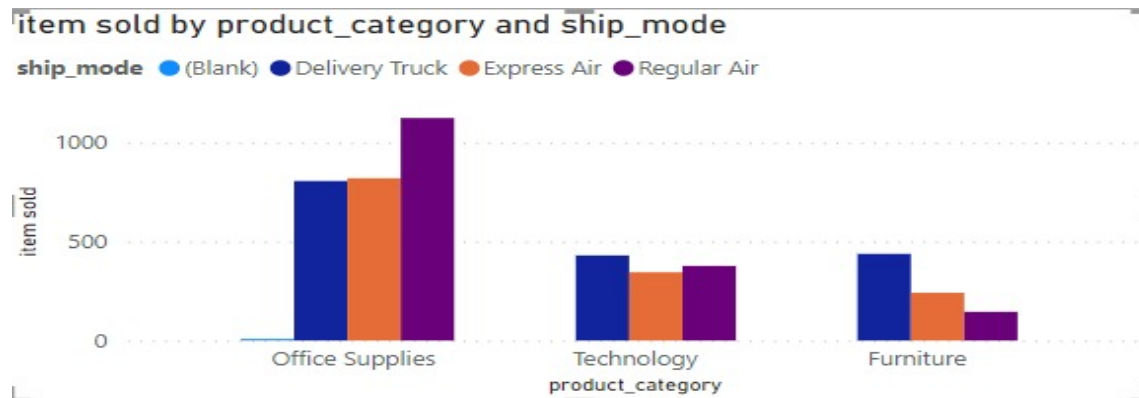4. **Home Office**: 414 customers

The bar chart suggests that Walmart has a slightly higher number of individual consumers, followed by small businesses, corporate customers, and home office clients, each with fairly similar customer counts. This could indicate a diverse customer base with balanced representation across these segments.

Bar Charts #2

The bar chart shows average sales across regions for three product categories. In the Central region, Office Supplies lead with about 100K in sales, followed by Technology at 50K, and Furniture at 25K. In the West, Technology leads with 50K, while Office Supplies have 40K and Furniture lags at 15K. In the South and East, Office Supplies dominate, with around 35K and 30K in sales respectively, while Technology and Furniture have lower sales, both around 10K.

Bar Chart #3

item sold by product_category and ship_mode

ship_mode ● (Blank) ● Delivery Truck ● Express Air ● Regular Air

The bar chart shows the number of items sold across three product categories: In Office Supplies, most items were shipped via Regular Air, exceeding 1000 units sold, with Delivery Truck and Express Air following closely. Technology sales were evenly split between Regular Air and Express Air, each around 500 units. For Furniture, Delivery Truck and Regular Air had equal sales of about 500 units, while Express Air and Blank had minimal sales.

Pie Chart:
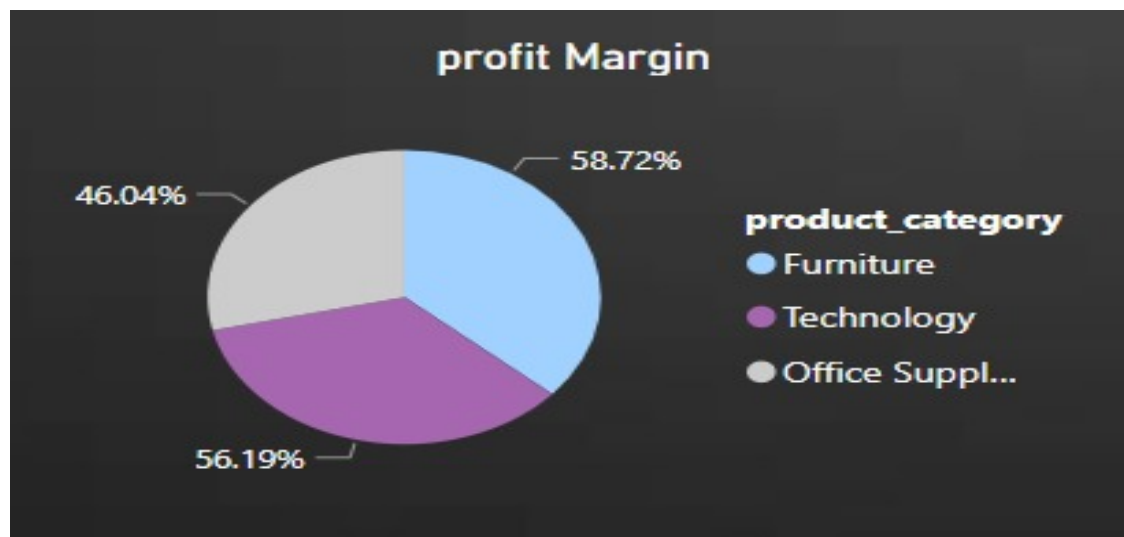
The pie chart titled "Profit Margin" shows the profit margins for three product categories: Furniture, Technology, and Office Supplies. Furniture, in blue, has the highest profit margin at 58. 72%, followed by Technology in purple with 56.19%, and Office Supplies in gray at 46.04%. The chart highlights that

Walmart generates the most profit from furniture sales, while office supplies contribute the least, but still significantly.

Conclusion

Walmart made **$1.32 million** in sales and earned a profit of **$357.72K**. They have a diverse group of customers, with the most being **individual consumers** (467), followed by **small businesses**, **corporate clients**, and **home office customers**. In the Central region, **Office Supplies** sell the most, while **Technology** is the top seller in the West. Most **Office Supplies**are shipped by **Regular Air**, and **Furniture** is sent by **Delivery Truck** and **Regular Air**. **Furniture** has the highest profit margin at **58.72%**. To keep growing, Walmart should focus on selling more high-margin products and use targeted marketing.

Appendix

Dashboard as per given day