



Walmart Megastore Analysis

PROJECT DONE BY : VISHAL JAGANNATH KHOT

Project Agenda

Introduction

Data Exploration

Process

Dashboard

Data Analysis



Content:

Introduction:

- Outline of Problem

Data Exploration

- Data Onlook

Process

- Data Collection
- Data Cleaning
- Data Processing
- Dashboard Generation
- Data Analysis

Dashboard

- Dashboard Usage Guide
- Summary Dashboard
- Region Dashboard
- Ship Dashboard
- State Dashboard

Data Analysis

- Sale trend
- Profit Trend
- Region Trend
- Ship Trend
 - Standard Class
 - Second class
 - First Class
 - Same Day
- Sub-Category
 - Sale
 - Profit

INTRODUCTION

- WALMART INC IS AMERICAN LARGEST RETAIL ORGANISATION.
- CLIENT PLANNING TO INCREASE THEIR OUTREACH OF THEIR PRODUCTS IN AMERICAN MARKET AND RETAIN THEIR TOP POSITION.

TASK:

- ❖ PREAPRARATION OF DYNAMIC DASHBOARDS FOR WALMART SALE ANALYSIS TEAM.



DATA EXPLORATION

- CLIENT PROVIDE DATA OF THEIR USA MEGASTORE CHAIN.

DATA ONLOOK: EXCEL FILE

ORDERS: 10,000 RECORDS 1 Data Point

DATA OUTLOOK:

Order : Row ID, Order ID, Order Date, Ship Date, Customer ID, Customer Name, Segment, Country, City, State, Postal Code, Region, Product ID, Category, Sub-Category, Product Name, Sales, Quantity, Discount, Profit

Returns: 1 Data Points

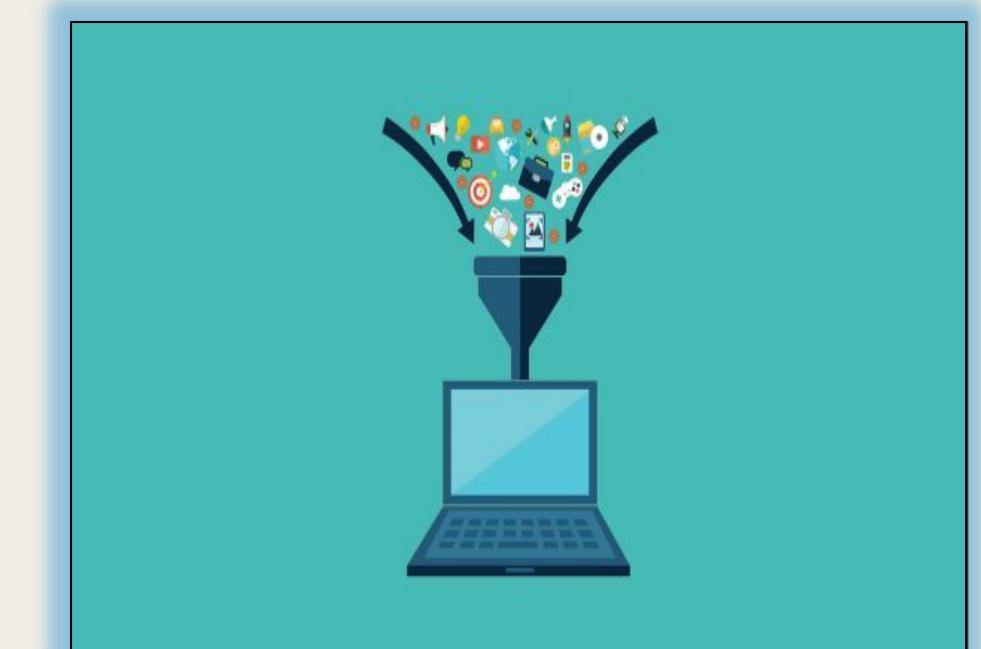
DATA OUTLOOK:

Returns: Returned, Order ID

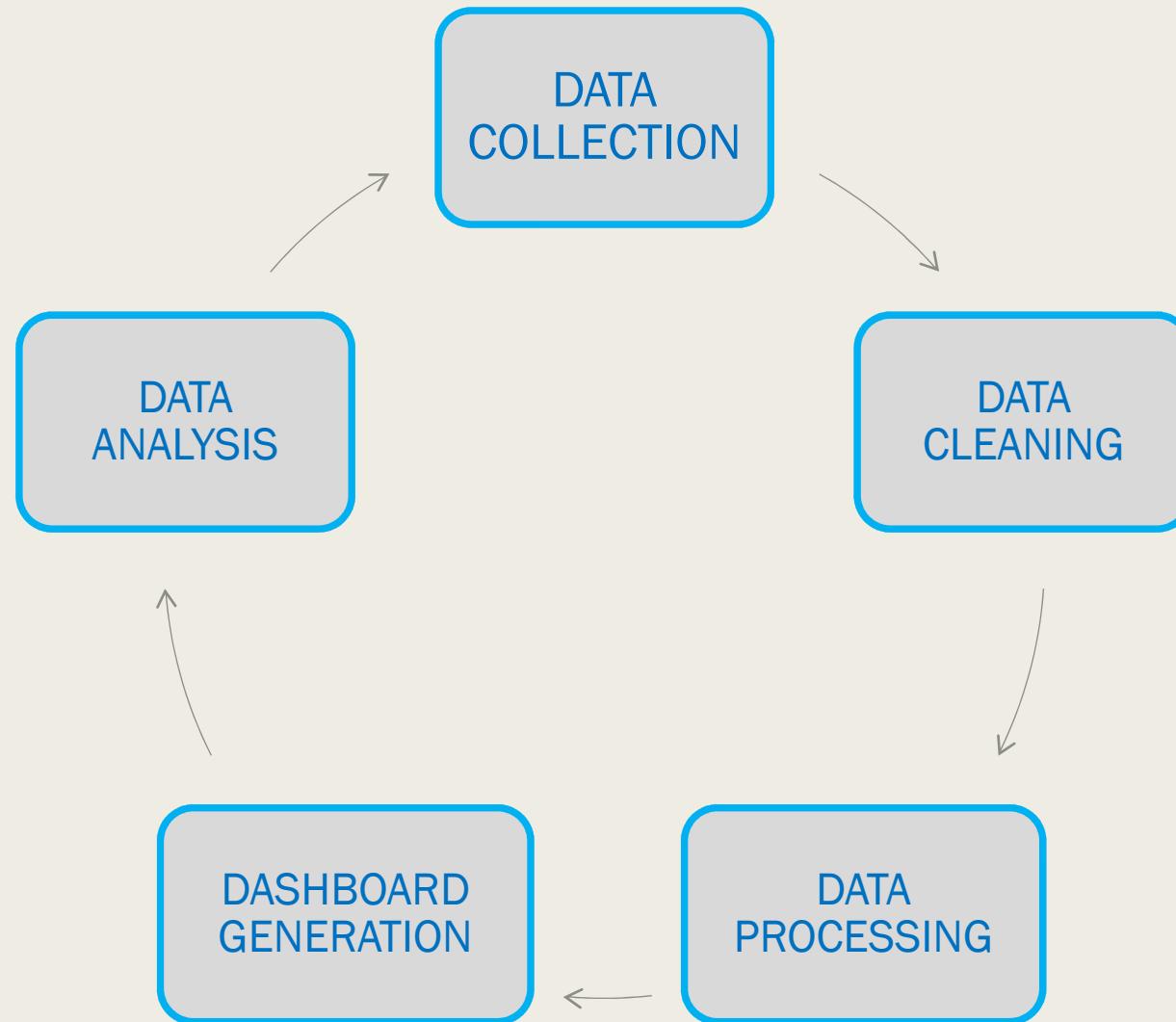
Person:1 Data point

DATA OUTLOOK:

Person:Person, Region



PROCESS



DASHBOARD

SELECT LOCATION:
USER CAN SELECT CITY,STATE,REGION OF WHICH HE WANT TO DATA

PERFORMANCE SUMMARY

CUSTOMER:793

ORDER:793

TOTAL SALE:2297K

TOTAL PROFIT:286K

SELECT DATE:
USER CAN SELECT DATE OR TIMELAPSE OF WHICH HE WANT TO DATA

REGION SALE DATA:
REGION
ORDER
SALE
PROFIT
Drill Through Available for Region parameter

TREND:

IT WILL SHOW TREND IN SALE BY TIMELINE

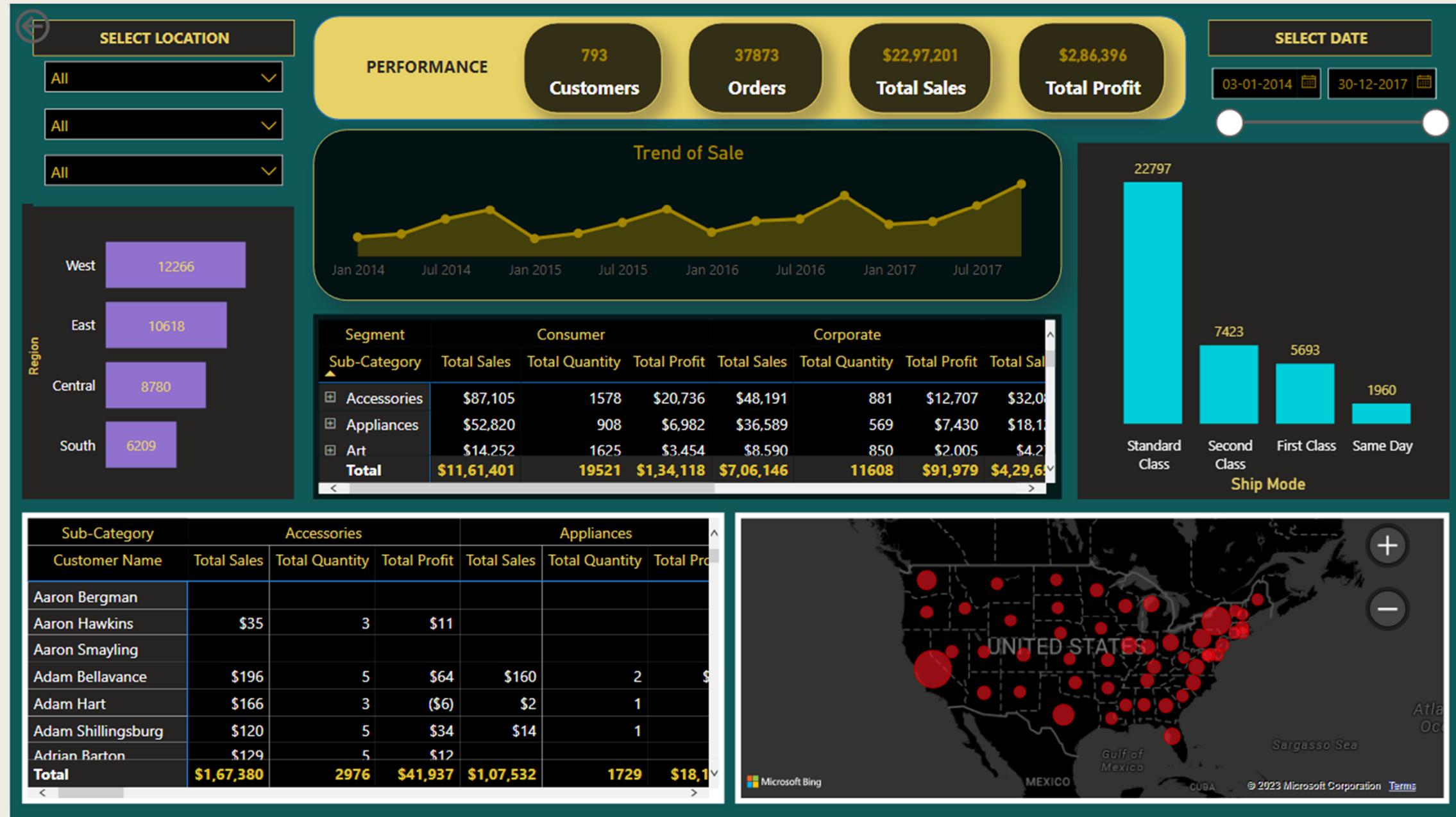
SEGMENT WRT SUB CATEGORY DATA:
DATA CATEGORISED SUCH THAT SEGEMENT ARRANGED IN COLUMN WITH SUB CATEGORY IN ROW. IT WILL PROVIDE MUCH DETAIL REPORT

SHIP MODE SALE DATA:
SHIP MODE
SALE
% OF TOTAL ORDER PROFIT
Drill Through Available for Ship Mode parameter

SUB CATEGORY WRT CUSTOMER DATA:
DATA CATEGORISED SUCH THAT SUB CATEGORY ARRANGED IN COLUMN WITH CUSTOMER IN ROW. IT WILL PROVIDE MUCH DETAIL REPORT

MAP REPRESENTATION:
STATE
ORDER
SALE
PROFIT

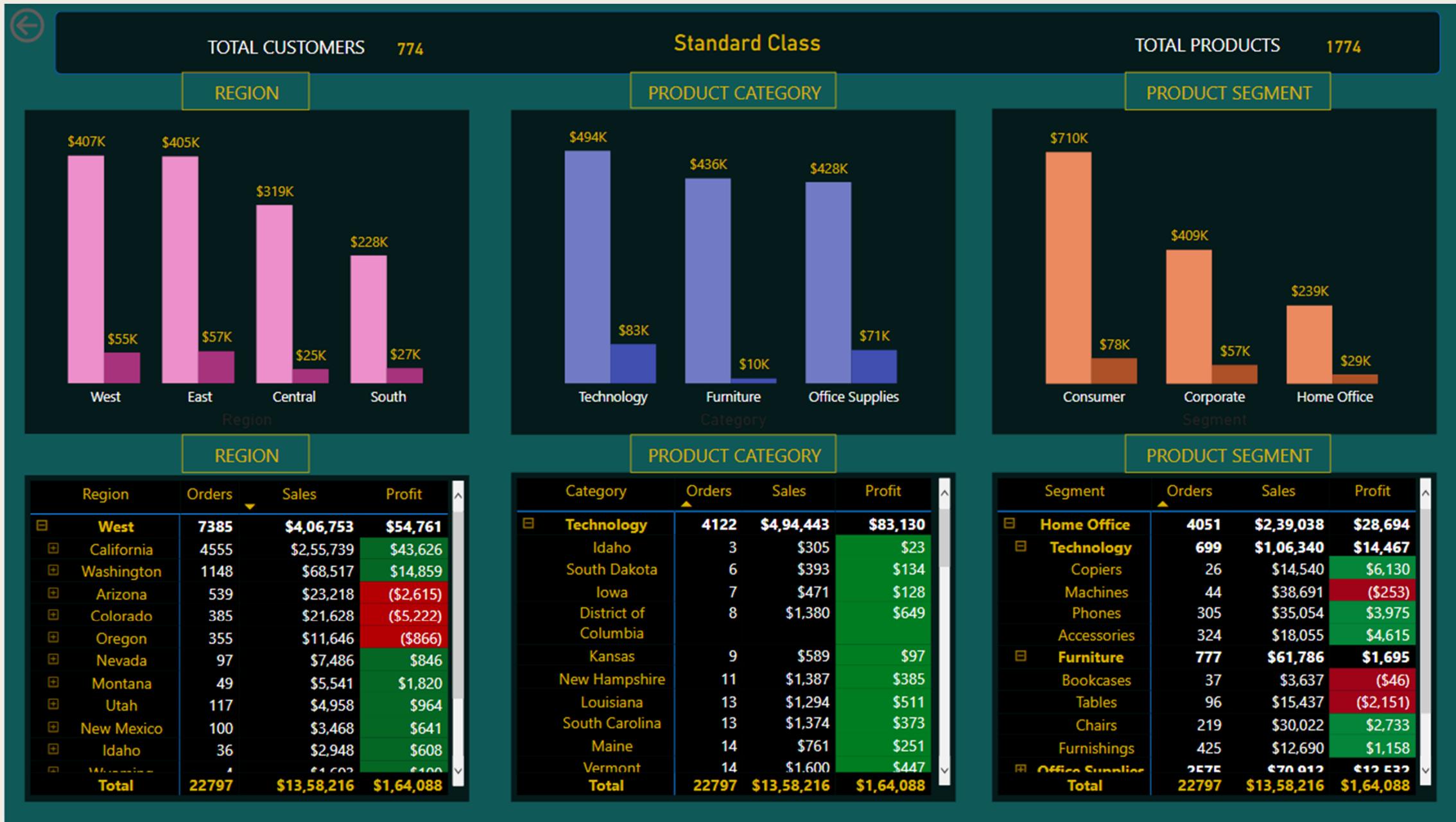
SUMMARY DASHBOARD



REGION DASHBOARD



SHIP DASHBOARD



STATE DASHBOARD



DATA ANALYSIS

SALE TREND

Sale Trend upwards

2017: 733k
2016: 609k
2015: 484k
2014: 470k

Top 5 Months

1. November 2017: 118k
2. December 2016: 97k
3. September 2017: 88k
4. December 2017: 83k
5. September 2014: 82k

Bottom 5 Months

1. February 2014: 4.5k
2. February 2015: 12k
3. January 2014: 14k
4. January 2015: 18k
5. January 2016: 18.5k

Sales continuously reflecting upward trend. Sales trend: Q4>Q3>Q2>Q1 Firm sales post highest record in Q4 and gradually decrease from it
Most Important Region: West >East>Central>South

Top 5 Sub-Category

1. Phones: 330k
2. Chairs: 328k
3. Storage: 224k
4. Table: 207k
5. Binders: 203k

Segment Trend:

Consumer

Chairs: 70k
Phones: 60k
Tables: 43k
Binders: 36k
Accessories: 35.5k

Corporate

Chairs: 38k
Phones: 35k
Storage: 33k
Tables: 30k
Machines: 28k

Home Offices

Phones: 26k
Copiers: 23k
Chairs: 22k
Tables: 19k
Storage: 17k

PROFIT TREND

Profit Trend upwards

2017: 93.4k
2016: 81.7k
2015: 61.6k
2014: 49.5k

Top 5 Months

1. December 2016: 18k
2. October 2016: 16k
3. March 2017: 14.5k
4. November 2015: 12.4k
5. September 2017: 11k

Bottom 5 Months

1. January 2015: -3281
2. July 2014: -841
3. March 2016: 499
4. February 2014: 862
5. April 2017: 933

Profit continuously reflecting upward trend. Profit reflect highest uptake in 2016. Firm sales post highest record in Q4 and gradually decrease from it
Most Important Region: West > East > South > Central

Top 5 Sub-Category

1. Copiers : 55.6k
2. Phones : 44.5k
3. Accessories : 42k
4. Paper: 34k
5. Binders: 30k

Segment Trend:

Consumer

1. Copiers : 24k
2. Phones : 23.8k
3. Accessories : 20.7k
4. Binders: 18k
5. Paper : 15.5k

Corporate

1. Copiers : 19k
2. Accessories : 12.7k
3. Phones : 11.7k
4. Paper : 10.3k
5. Storage : 9.1k

Home Offices

1. Copiers : 12.5k
2. Phones : 9k
3. Accessories : 8.4k
4. Paper : 8.1k
5. Storage : 5.8k

REGION TREND:

SALE Trend upwards: WEST > EAST > CENTRAL > SOUTH

West

REGION HEAD: Anna Andreadi
CUSTOMERS: 686
ORDER:12266
SALE:725K
PROFIT:108K

Top 3 States (Sales)
1. California : 458k
2. Washington :139k
3. Arizona :35k

Top 3 States (Profit)
1. California : 76k
2. Washington :33k
3. Nevada :3.3k

Top 3 Profit Cities
1. Los Angeles : 30.4k
2. Seattle :29.1k
3. San Francisco :17.5k

Bottom 3 Cities
Total Loss Generator:20
1. Louisville : -3.4k
2. Phoenix :2.7k
3. Colorado Springs -957

East

REGION HEAD: Chuck Magee
CUSTOMERS: 674
ORDER:10618
SALE:678K
PROFIT:91.5K

Top 3 States (Sales)
1. New York: 311k
2. Pennsylvania
:117k
3. Ohio :78k

Top 3 States (Profit)
1. New York : 74k
2. Delaware :9.9k
3. New Jersey :9.7k
Loss generating states:
Pennsylvania:15.5K
Ohio:16.9k

Top 3 Profit Cities
1. New York City: 62k
2. Newark :5.7k
3. Providence:5.5k

Bottom 3 Cities
Total Loss Generator:23
1. Philadelphia : -13.8k
2. Lancaster :-7.3k
3. Colorado Springs -1.4k

Central

REGION HEAD: Kelly Williams
CUSTOMERS: 629
ORDER:8780
SALE:501K
PROFIT:39.7K

Top 3 States (Sales)
1. Texas : 170k
2. Illinois :80k
3. Michigan :76k

Top 3 States (Profit)
1. Michigan : 24.4k
2. Indiana :18.3k
3. Minnesota :10.8k
Loss generating states:
1. Texas : -25.7k
2. Illinois :12.6k

Top 3 Profit Cities
1. Detroit : 13.1k
2. Lafayette :8.9k
3. Minneapolis :6.8k

Bottom 3 Cities
Total Loss Generator:60
1. Houston : -10.1k
2. San Antonio :-7.3k
3. Chicago: -6.6k

South

REGION HEAD: Cassandra
Brandow
CUSTOMERS: 512
ORDER:6209
SALE:391.7K
PROFIT:46.7K

Top 3 States (Sales)
1. Florida : 89k
2. Virginia :71k
3. North Carolina
:56k

Top 3 States (Profit)
1. Virginia : 18.6k
2. Georgia :16.2k
3. Kentucky :11.2k
Loss generating states:
Florida :-3.3K
Tennessee:-5.3k
North Carolina:-7.4k

Top 3 Profit Cities
1. Atlanta : 4.6k
2. Springfield :4.5k
3. Henderson :4.5k

Bottom 3 Cities
Total Loss Generator:28
1. Burlington : -5.8k
2. Jacksonville:-2.3k
3. Concord: -1.7k

SHIP MODE

SALE Trend upwards: STANDARD CLASS > SECOND CLASS > FIRST CLASS > SAME DAY

STANDARD CLASS

CUSTOMERS: 774
PRODUCTS:1774
ORDER %:60
SALE:1358K
PROFIT:164K



REGION

Sales

1. West : 407k
2. East :405k
3. Central :319k
4. South:228k

Profit

1. East :57k
2. West : 55k
3. South:27k
4. Central :25k

Top 3 Profit States

EAST

1. New York : 74k
2. Delaware :9.9k
3. New Jersey :9.7k

WEST

1. California : 43.6k
2. Washington :14.8k
3. Montana :1.8k

SOUTH

1. Georgia :10.9k
2. Virginia : 10.1k
3. Kentucky :6.4k

CENTRAL

1. Michigan : 14.3k
2. Indiana :14.1k
3. Minnesota :8.4k

Loss Generating States

EAST

1. Pennsylvania :-8.7k
2. Ohio :-11k

WEST

1. Oregon: -866
2. Arizona: -2.6k
3. Colorado:-5.2k

SOUTH

1. North Carolina :-2.3k
2. Tennessee:--2.9k
3. Florida :-4.1k

CENTRAL

1. Illinois :-8.8k
2. Texas : -19.5k

PRODUCT CATEGORY

Sales

1. Technology : 494k
2. Furniture :436k
3. Office Supplies :428k

Profit

1. Technology : 83k
2. Office Supplies :71k
3. Furniture :10.3k

PRODUCT SEGMENT

Sales

1. Consumer 710k
2. Corporate :409k
3. Home Office :239k

Profit

1. Consumer 78k
2. Corporate :57k
3. Home Office :29k

SHIP MODE:

SALE Trend upwards: STANDARD CLASS > SECOND CLASS > FIRST CLASS > SAME DAY

SECOND CLASS

CUSTOMERS: 550
PRODUCTS:1206
ORDER %:19.6
SALE:459K
PROFIT:57.5K



Sales

1. West : 145k
2. East :117k
3. Central :104k
4. South:94k

Profit

1. West : 23k
2. South:15k
3. East :11k
4. Central :9k

REGION

PRODUCT CATEGORY

Sales

1. Office Supplies :161k
2. Furniture :156k
3. Technology :142k

Profit

1. Office Supplies :27k
2. Technology : 26k
3. Furniture :4.2k

PRODUCT SEGMENT

Sales

1. Consumer:231k
2. Corporate :146k
3. Home Office :82k

Profit

1. Consumer:25k
2. Corporate :18k
3. Home Office :14k

Top 3 Profit States

WEST

1. California : 14.7k
2. Washington :4.7k
3. Montana :2k

SOUTH

1. Virginia : 5k
2. Kentucky :4.1k
3. Georgia :3.3k

EAST

1. New York : 8.5k
2. Massachusetts :2.1k
3. Rhode Islands:1.9k

CENTRAL

1. Michigan : 5.3k
2. Indiana :3k
3. Missouri :1.7k

Loss Generating States

EAST

1. Pennsylvania :-4.8k
2. Ohio :1.9k

WEST

1. Arizona: -152
2. Colorado:-65

SOUTH

1. North Carolina :-1.7k
2. Tennessee:--1.1k

CENTRAL

1. Texas : -2.9k
2. Illinois :-1.5k

SHIP MODE:

SALE Trend upwards: STANDARD CLASS > SECOND CLASS > FIRST CLASS > SAME DAY

FIRST CLASS

CUSTOMERS: 494
PRODUCTS:1053
ORDER %:15
SALE:351K
PROFIT:49K



Sales

1. West : 130k
2. East :114k
3. Central :59k
4. South:49k

Profit

1. West : 23k
2. East :16k
3. South:7k
4. Central :4k

REGION

PRODUCT CATEGORY

Sales

1. Technology : 139k
2. Furniture :111k
3. Office Supplies :101k

Profit

1. Technology : 28k
2. Office Supplies :18k
3. Furniture :3k

PRODUCT SEGMENT

Sales

1. Consumer:159k
2. Corporate :106k
3. Home Office :86k

Profit

1. Consumer:21k
2. Corporate :14k
3. Home Office :13k

Top 3 Profit States

WEST

1. California : 12.3k
2. Washington :11.6k
3. Utah :531

SOUTH

1. Virginia : 3.2k
2. Alabama :1.6k
3. Georgia :1k

EAST

1. New York : 16.7k
2. Massachusetts :1.2k
3. Delaware:865

CENTRAL

1. Michigan : 3.6k
2. Wisconsin :1.3k
3. Minnesota :981

Loss Generating States

EAST

1. Pennsylvania :-1.9k
2. Ohio :-3.5k

WEST

1. Oregon: -404
2. Arizona: -803
3. Colorado:-1.2k

SOUTH

1. Florida:-84
2. Tennessee:--1.2k

CENTRAL

1. Illinois :-1.8k
2. Texas : -2.3k

SHIP MODE:

SALE Trend upwards: STANDARD CLASS > SECOND CLASS > FIRST CLASS > SAME DAY

SAME DAY

CUSTOMERS: 227
PRODUCTS:468
ORDER %:5.1
SALE:128.3K
PROFIT:15.8K

Sales

1. West : 44k
2. East :43k
3. South:21k
4. Central :20k

Profit

1. West : 8.1k
2. East :8k
3. Central :2k
4. South:-1.7k

REGION

Top 3 Profit States

WEST

1. California : 5.5k
2. Washington :2.1k
3. Arizona :142

SOUTH

1. Georgia :866
2. Mississippi: 337
3. Florida: 332

EAST

1. New York : 6.7k
2. Maryland :1.1k
3. Connecticut:464

CENTRAL

1. Michigan : 1.1k
2. Oklahoma :794
3. Indiana:368

Loss Generating States

EAST

1. Pennsylvania :-22
2. West Virginia: -77
3. Ohio :560

WEST

-

SOUTH

1. Tennessee: -12
2. North Carolina:3.6k

CENTRAL

1. Illinois :-248
2. Texas : -860



PRODUCT CATEGORY

Sales

1. Technology : 60k
2. Furniture :39.1k
3. Office Supplies :29k

Profit

1. Technology : 8.6k
2. Office Supplies :6.4k
3. Furniture :797

PRODUCT SEGMENT

Sales

1. Consumer:60.5k
2. Corporate :45.1k
3. Home Office :22.6k

Profit

1. Consumer:9.8k
2. Home Office :4.1k
3. Corporate :1.8k

SUB-CATEGORY:SALES

TOP 5 : PHONES > CHAIRS > STORAGE > TABLES > BINDERS

BOTTOM 5 : FASTENERS < LABELS < ENVELOPES < ART < SUPPLIES

PHONES:

SALE:330K
PROFIT:44.5K

CHAIRS:

SALE:328K
PROFIT:26.5K

STORAGE:

SALE:223.8K
PROFIT:21.2K

TABLES:

SALE:206.9
PROFIT:-17.7K

CHAIRS:

SALE:328K
PROFIT:26.5K

Sales

1. East :100.6k
2. West : 98.6k
3. Central :72.4k
4. South:58.3k

Sales

1. West : 101.7k
2. East :96.2k
3. Central :85.2k
4. South:45.1k

Sales

1. East :71.6k
2. West : 70.5k
3. Central :45.9k
4. South:35.7k

Sales

1. West : 84.7k
2. South:43.9k
3. Central :39.1k
4. East :39.1k

Sales

1. Central :56.9k
2. West : 55.9k
3. East :53.4k
4. South:37k

FASTENERS

SALE:3024
PROFIT:950

LABELS

SALE:12.4K
PROFIT:5.5K

ENVELOPES

SALE:16.4K
PROFIT:6.9K

ART

SALE:27.1K
PROFIT:6.5K

SUPPLIES

SALE:46.6K
PROFIT:-1.1K

Sales

1. South:503
2. Central :778
3. East :820
4. West : 923

Sales

1. South:2.3K
2. Central :2.4K
3. East :2.6K
4. West : 5K

Sales

1. South:3.3K
2. West : 4.1K
3. East :4.3K
4. Central :4.6K

Sales

1. South:4.6K
2. Central :5.7K
3. East :7.4K
4. West : 9.2K

Sales

1. South:8.3K
2. Central :9.4K
3. East :10.7K
4. West : 18.1K

SUB-CATEGORY:PROFIT

TOP 5 : COPIERS > PHONES > ACCESSORIES > PAPERS >
BINDERS

COPIERS

SALE:149.5K
PROFIT:55.6K

Profit
1. West : 19.3k
2. East :17k
3. Central :15.6k
4. South:3.6k

PHONES

SALE:330K
PROFIT:44.5K

Profit
1. Central :12.3k
2. East :12.3k
3. South:10.7k
4. West : 9.1k

ACCESSORIES

SALE:167.3K
PROFIT:41.9K

Profit
1. West : 16.4k
2. East :11.1k
3. Central :7.2k
4. South:7k

PAPERS

SALE:78.4k
PROFIT:-34K

Profit
1. West : 12.1k
2. South:9k
3. Central :6.9k
4. East :5.9k

BINDERS

SALE:203K
PROFIT:30.2K

Profit
1. West : 16k
2. East :11.1k
3. South:3.9k
4. Central :-1k

BOTTOM 5 : TABLES < BOOKCASES < SUPPLIES < FASTENERS <
MACHINES

TABLES

SALE:207K
PROFIT:-17.7K

Sales
1. East:11k
2. South :-4.6k
3. Central :-3.5k
4. West : 1.4k

BOOKCASES

SALE:114.8K
PROFIT:-3.4K

Sales
1. Central :1.9K
2. West :-1.6K
3. East :-1.1K
4. South:1.3K

SUPPLIES

SALE:46.6K
PROFIT:-1.1K

Sales
1. East :-1.1K
2. Central :-662
3. South:2
4. West : 626

FASTENERS

SALE:3K
PROFIT:950

Sales
1. South:174
2. Central :237
3. East :264
4. West : 275

MACHINES

SALE:159.2K
PROFIT:3.3K

Sales
1. Central :-1.4K
2. South:-1.4K
3. West : 619
4. East :6.9K

THANK YOU



If their further question, Please Contact Vishal Khot (Data Analyst)