

Strategic Advancements: Crafting a Data-Driven Growth Plan for Retail Excellence using Data Analysis

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Abstract: *In the realm of modern business, crafting a data-driven growth plan for retail excellence is a crucial endeavour. This project draws inspiration from the retail giant Walmart, utilizing extensive datasets to unravel intricate interrelationships that significantly influence sales. By applying data analysis techniques, including exploratory data analysis, the aim is to provide practical insights into the impact of factors such as temperature, fuel prices, and holidays on weekly retail store sales. The ultimate goal is to contribute valuable insights to the ongoing conversation about revenue enhancement strategies, with Walmart serving as a benchmark. The project emphasizes the compilation and evaluation of large datasets to decipher complex interrelationships, allowing for the formulation of more efficacious revenue-oriented programs and tactics. By focusing on exploratory data analysis, the analysis sheds light on how various elements impact retail store sales, providing practical insights that contribute to the evolving discourse on revenue in the retail sector*

Keywords: data-driven growth plan, retail excellence, Walmart, sales, data analysis techniques, exploratory data analysis, large datasets, retail sector

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