6 Things Your Weekly WALMART SALES DASHBOARD Should Tell You

A weekly sales report that answers six core questions creates a strong bias for action. Make sure yours checks all the boxes so you start each week with clear priorities.

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1 **How are sales performing over time?**
Your report must show whether your business is growing, stalling, or declining. Start with rollups by category or department to understand the big picture first. Key data inputs include sales units and dollars across multiple time ranges. Retail price and AUR are also handy.

Observe:
☐ Weekly Sales Trends (Units sold LWK, L4 WKS, L26 WKS, etc.)
    Actual Difference and Percent Change
☐ Yearly Comparisons (Units sold LWK v. LY LWK, L4 WKS vs. LY L4 WKS, etc.)
    Actual Difference and Percent Change
☐ Sales Velocity Trends (Run rates LWK, L4 WKS, L26 WKS, etc.)

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2 **Which items are driving performance?**
Your report should make it easy to identify the items having the biggest impact on overall performance. For this you need item details. A report column that ranks items according to how much was sold is helpful with this.

Identify:
☐ Highest & Fastest Sellers
☐ Biggest Increases
☐ Lowest & Slowest Sellers

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3 **How do sales compare to forecasts?**
Include POS unit forecasts in multiple time frames if possible. Forecast accuracy directly impacts replenishment. Replenishment directly impacts sales.

Review:
☐ POS Unit Forecast vs. Actual Sales
    Consider LWK and L4 WK average forecast variance

⚠️ Identify big gaps—especially forecasts on the low side. There could be many reasons for high forecast variance, and you should consider it a priority to research it. Low forecasts limit sales.

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4   **Are there distribution or placement opportunities?**
Regional preferences aside, keep an eye on the number of stores your item is selling in ("pos stores"). If an item is only selling in a few of the stores its carried in, it might be in the wrong stores. The same could be true if there's a significant difference in traited and valid stores. Some stores could be turning the item off. Don't let a good item get deleted just because it's not in the right stores!

Compare:
☐ Number of stores selling vs. carrying (traited)
☐ Number of stores traited vs. valid

5   **Is store inventory adequate?**
This can be a quick way to diagnose a sharp decrease in sales. Data inputs include in-stock percent and on hand inventory. Use average weekly sales or weekly POS forecast (if accurate) to calculate weeks of supply.

Check:
☐ In-stock Percentage
☐ On Hand Quantity
☐ Weeks of Supply

⚠️ Inventory problems may not be visible in highly aggregated numbers. Be sure to run a deep dive analysis at store level ever so often.

6   **Does supply chain execution need improvement?**
Most retail platforms make it difficult to include supply chain KPIs with sales and inventory reports. Walmart is no different—but it *can* be done, even at item level. Execution issues directly impact sales. These metrics can shine quick light on unexpected sales decreases. Key data inputs are on time delivery performance and fil rate.

Consider:
☐ On-time delivery
☐ In-full delivery (fill rate)

This is not an exhaustive list of the metrics and resources you should use to analyze your business. Things like competitor activity, market share, and store execution should also be considered. But if your dashboard can answer all 6 questions in a single report then you're off to a great start!

Does Your Dashboard Measure Up? **Sage CPG Support** can help get you there.
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