

chosen to expand to in your previous MBA courses. Please refer to the [Walmart Case Study](#).

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for the list of available regions.

Your Final Project will be comprised of two parts. In Part 1 you will be required to gather and analyze data for your case study paper. In Part 2 you will need to create a 3- to 5-minute video presentation using the data gathered in your paper to make your recommendation to the Walmart executive team.

Walmart Expansion Analysis Final Project, Part 1: Walmart Case Study Paper (17 points)

You have been tasked with collecting and analyzing key data points that will assist Walmart in their decision to expand to your chosen region. In Part I, you will gather data from various sources, use the tools learned throughout this class to analyze data, and determine the best way to present this data to the Walmart executive team. Finally, you will make a recommendation on whether or not this foreign market is a viable option for a Walmart expansion.

Note: It is OK to not recommend an expansion to your chosen region. Just be sure to justify your recommendation.

Step 1: Data Collection

As a data analyst, you will be required to locate data from multiple sources. It is recommended that you use the Mergent Database in the University of Arizona Global Campus Library, the Business Insight Global database in the University of Arizona Global Campus Library, and Walmart's latest Annual Report to begin your data collection. These databases should serve as a guide for your research. You are expected to identify additional data sources that will be useful in your analysis.

Accessing Mergent database:

You can locate current Walmart data from the Mergent database in the University of Arizona Global Campus Library. Review the [Mergent Online: Accessing Mergent Online](#) (<https://content.bridgepointeducation.com/curriculum/file/ee4206e2-18df-4dc6-9618-9ab03b9bab52/1/mergent%20tipsheet%20final%20v2%20ADA.pdf>) for instructions on accessing and searching the database. Search for "Walmart" and select "Walmart Inc."

Navigate to the Company Financials tab. You may want to review the Income Statement for items such as net sales, operating expenses, projected income, etc. It is recommended that you review data from at least the last five years.

If you wish, you can export this data into an excel document by selecting the "Download" option in the upper right corner of the Mergent page.

Accessing Business Insights: Global database: