Walmart Sales Analytics – Business Questions

1. Payment Method Performance Analysis

Evaluate the different payment methods used by customers and determine both the number of transactions and the total quantity of items sold through each method. This analysis provides insights into customer payment preferences and supports payment optimization strategies.

2. Highest Rated Product Category by Branch

Identify the product category that received the highest average customer rating within each branch. This insight helps recognize top-performing categories and enables branch-specific marketing decisions.

3. Identification of Peak Sales Day per Branch

Determine the busiest day of the week for each branch based on transaction volume. Understanding peak days supports better staffing plans and inventory allocation.

4. Quantity Sold Analysis by Payment Method

Analyze the total number of items sold using each payment method. This helps Walmart understand purchasing patterns and sales distribution across payment options.

5. Customer Rating Analysis by City and Category

Assess the average, minimum, and maximum customer ratings for each product category across different cities. These insights support region-based strategies to improve customer satisfaction.

6. Profit Analysis by Product Category

Calculate the total profit generated by each product category and rank them from highest to lowest. This analysis helps identify high-profit categories and informs pricing and expansion strategies.

7. Preferred Payment Method at Branch Level

Determine the most commonly used payment method in each branch. Understanding branch-level preferences allows for improved transaction efficiency and customer experience.

8. Transaction Distribution Across Daily Shifts

Analyze how transactions are distributed across Morning, Afternoon, and Evening shifts for each branch. These insights assist in workforce scheduling and operational planning.

9. Year-over-Year Revenue Decline by Branch

Identify branches that experienced the largest decrease in revenue compared to the previous year. This analysis helps highlight underperforming branches and supports corrective business actions.