

# Walmart Operational Crisis: Business Case for Data Analysis

Walmart is facing a growing set of operational and customer experience challenges across its branches, and the leadership team is becoming increasingly concerned about the inconsistencies they're seeing in sales patterns, customer ratings, and overall profitability. Despite having massive amounts of transactional data, the company feels like it's "flying blind" — unable to pinpoint why certain branches are thriving while others are slipping. Customer behavior seems to be shifting unpredictably, payment preferences vary wildly from one location to another, and some branches are reporting unexplained drops in revenue. On top of that, management has noticed that product categories perform differently across cities, but they don't have a clear understanding of which categories are actually driving profit or customer satisfaction. They suspect that staffing schedules, inventory planning, and even payment systems might be misaligned with real customer demand. To get control of the situation, Walmart needs a deep analytical breakdown of what's happening across branches, cities, and product lines. They've outlined several critical areas that require immediate investigation:

- Which payment methods customers rely on most, and how these methods impact transaction volume and item sales
- Which product categories are the highest rated in each branch and how ratings differ across cities
- What days and shifts experience the heaviest customer traffic, and how this affects staffing and stock levels
- Which categories generate the most profit and which ones are dragging performance down
- Which branches are experiencing year over year revenue decline and may require intervention

Overall, Walmart is looking for a clear, data driven explanation of why performance varies so much across locations and what actions they should take to stabilize operations, improve customer satisfaction, and recover lost revenue. They want answers — and they want them fast.