SalesMart Business Problems

1. Analyze Payment Methods and Sales
- **Question:** What are the different payment methods, and how many transactions and items were sold with each method?
- **Purpose:** Helps understand customer preferences for payment methods to guide payment optimization strategies.

2. Identify the Highest-Rated Category in Each Branch
- **Question:** Which category received the highest average rating in each branch?
- **Purpose:** Enables Walmart to promote popular categories in branches, improving satisfaction and localized marketing.

3. Determine the Busiest Day for Each Branch
- **Question:** What is the busiest day of the week for each branch based on transaction volume?
- **Purpose:** Assists in optimizing staffing and inventory to manage peak days.

4. Analyze Category Ratings by City
- **Question:** What are the average, minimum, and maximum ratings for each category in each city?
- **Purpose:** Guides city-level promotions based on regional preferences.

5. Calculate Total Profit by Category
- **Question:** What is the total profit for each category, ranked from highest to lowest?
- **Purpose:** Helps focus on high-profit categories to improve product and pricing strategies.

6. Determine the Most Common Payment Method per Branch
- **Question:** What is the most frequently used payment method in each branch?
- **Purpose:** Helps streamline branch-specific payment systems.

7. Analyze Sales Shifts Throughout the Day
- **Question:** How many transactions occur in each shift (Morning, Afternoon, Evening) across branches?
- **Purpose:** Supports better staff planning and stock management during peak hours.

8. Identify Branches with Highest Revenue Decline Year-Over-Year
- **Question:** Which branches experienced the largest decrease in revenue compared to the previous year?
- **Purpose:** Helps detect local issues and take corrective sales strategies.

9. Compare Top 5 Most Profitable Branches
- **Question:** Which top 5 branches generate the highest revenue and profit margin?
- **Purpose:** Identifies best-performing branches to replicate successful strategies.

10. Detect Consistently Under-Rated Branches
- **Question:** Which branches have an average rating below 6?
- **Purpose:** Helps target service improvements in low-rated branches.

11. Spot Underperforming High-Sale Categories
- **Question:** Which categories have high quantities sold but low revenue?
- **Purpose:** Reveals potential pricing or product quality issues for correction.

12. Top 3 Cities for Sports and Travel Category
- **Question:** What are the top 3 cities with the highest quantity sold in the "Sports and travel" category?
- **Purpose:** Supports targeted marketing and stock planning for popular regions.

13. Calculate Category-Wise Total Profit
- **Question:** What is the total profit for each product category?
- **Purpose:** Helps Walmart focus on the most profitable segments.

14. Identify Categories with Highest Unit Prices
- **Question:** Which 3 categories have the highest average unit price?
- **Purpose:** Informs pricing strategy and product positioning for premium categories.