

Walmart Business Analysis Questions

1. Which city generated the highest total sales ($\text{unit_price} \times \text{quantity}$)?
2. What is the most sold product category based on quantity?
3. Which branch generated the most profit ($\text{unit_price} \times \text{quantity} \times \text{profit_margin}$)?
4. Purpose: Evaluate branch performance for strategic investment.
5. What time of day sees the highest number of transactions?
6. How does the sale of each category vary by month?
7. What is the average rating for each payment method?
8. Which category contributes most to each branch's total sales?
9. Purpose: Guide localized product and marketing strategies.
10. Which city has the highest average profit margin?
11. Which categories have the highest average customer ratings?
12. How does use of cash vs. digital payment differ across cities?
13. Which transactions had the lowest ratings, and what categories or payment methods were involved?
14. What is the average profit margin for each category?
15. Is there a correlation between unit price and customer rating?
16. How do sales differ between weekdays and weekends?
17. Which categories generate the highest profit per unit sold?
18. During which hours is profit highest?
19. How many different product categories are sold in each city?
20. What is the average transaction value per payment type?
21. Are there extreme values in unit prices or ratings?
22. What is the distribution of transactions by hour?