**Walmart Business Analysis Questions**

🔹 A. Core Business Performance Questions

Top Performing City by Sales

Question: Which city generated the highest total sales (unit\_price × quantity)?

Purpose: Identify key revenue-generating markets to focus marketing and stock.

Best-Selling Product Category

Question: What is the most sold product category based on quantity?

Purpose: Understand product demand trends to plan inventory and promotions.

Branch Profitability Comparison

Question: Which branch generated the most profit (unit\_price × quantity × profit\_margin)?

Purpose: Evaluate branch performance for strategic investment.

Peak Sales Time Analysis

Question: What time of day sees the highest number of transactions?

Purpose: Optimize staffing and promotional timing.

Category Performance Over Time

Question: How does the sale of each category vary by month?

Purpose: Identify seasonal trends for better stock and campaign planning.

Customer Satisfaction by Payment Method

Question: What is the average rating for each payment method?

Purpose: Assess payment convenience and its effect on customer experience.

Branch Specialization

Question: Which category contributes most to each branch’s total sales?

Purpose: Guide localized product and marketing strategies.

City-Level Profit Margin Analysis

Question: Which city has the highest average profit margin?

Purpose: Evaluate pricing effectiveness and cost structure by location.

Repeat Purchase Potential by Category

Question: Which categories have the highest average customer ratings?

Purpose: Focus loyalty programs and recommendations on well-rated items.

Cash vs. Digital Preference by City

Question: How does use of cash vs. digital payment differ across cities?

Purpose: Customize payment infrastructure based on regional behavior.

🔹 B. Relevant Strategic Questions

Low-Rated Transactions Analysis

Question: Which transactions had the lowest ratings, and what categories or payment methods were involved?

Purpose: Spot and address negative customer experiences.

Profit Margin by Category

Question: What is the average profit margin for each category?

Purpose: Prioritize high-margin categories in sales strategy.

Correlation Between Price and Rating

Question: Is there a correlation between unit price and customer rating?

Purpose: Assess how price impacts customer satisfaction.

Weekend vs. Weekday Sales

Question: How do sales differ between weekdays and weekends?

Purpose: Plan staffing and offers based on foot traffic.

Return on Inventory Space

Question: Which categories generate the highest profit per unit sold?

Purpose: Optimize product placement and inventory space.

Time-of-Day Profitability

Question: During which hours is profit highest?

Purpose: Enhance time-based promotions and staff allocation.

Category Diversity by City

Question: How many different product categories are sold in each city?

Purpose: Understand regional product demand diversity.

Sales Per Transaction by Payment Method

Question: What is the average transaction value per payment type?

Purpose: Discover customer value by payment preference.

Outlier Detection in Ratings or Pricing

Question: Are there extreme values in unit prices or ratings?

Purpose: Identify data anomalies or areas needing review.

Transaction Frequency by Hour

Question: What is the distribution of transactions by hour?

Purpose: Improve operational planning and customer service.