

Recommendations:*** Engaging Younger Customers (0-17):**

* Targeted Promotions: Implement targeted discounts or loyalty programs to incentivize this age group to spend more.

* Product Diversification: Expand product variety to cater to their specific preferences (e.g., video games, toys, trendy clothing).

*** Increasing Visits for Mid-Life Spenders (51-55+):**

* Limited-Time Offers: Introduce strategic time-limited coupons or discounts to encourage more frequent store visits from this group, known for higher average spending but lower transaction frequency compared to younger demographics.

*** Enhancing Accessibility for Seniors (50+):**

* Improved Store Infrastructure: Ensure stores are well-maintained and easily accessible for older customers.

* Product Availability: Prioritize the availability of preferred products by this demographic.

*** Attracting Female Customers:**

* Product Selection: Introduce new product lines targeted towards female customers, catering to their specific needs and preferences.

* Targeted Marketing: Develop targeted marketing campaigns that resonate with female customers, addressing their interests and shopping habits.

* Personalized Offers: Implement targeted promotions and loyalty programs to incentivize increased spending among female customers.

Benefits:

By implementing these data-driven strategies, Walmart can:

* Boost Customer Engagement: Attract new customers and encourage repeat visits from existing ones.

* Increase Sales: Drive sales growth by catering to diverse customer segments with targeted offerings.

* Optimize Product Selection: Ensure product lines align with customer preferences and demographics.

* Enhance Customer Experience: Improve overall customer experience through targeted marketing and accessible store environments.