

Walmart Coffee Listings

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Topic

Walmart is trying to ensure that their coffee offerings are competitively priced, of great quality, and worthy of our customers' confidence (Walmart, n.d.) . Walmart wants to make sure that customers wake up to the smell of our private label coffee that we've met or exceeded their expectations for quality, sustainability, and value. Walmart in the United States only sells private label coffee that has been independently verified as ecological (Walmart, n.d.).

Business Problem

Walmart's website has coffee listings sponsored by other coffee companies and the listings have customer ratings and reviews. Walmart wants the sponsored and their own coffee brand products ratings, reviews, and profits to increase. Walmart wants advice on how they can increase the sales of their coffee products.

Background History

The private brand coffee sold at Walmart shops in the United States is sourced in a less environmentally damaging manner than was first planned. Every single drop of coffee used in Walmart's private brands in the United States is either Fair Trade, Rainforest Alliance CertifiedTM, or UTZ-certified as environmentally friendly as of September 2019.

The steps Walmart takes toward a more environmentally friendly coffee supply chain don't end there. Even while Walmart has made strides to increase its coffee options, Sam's Club has done the same for its members. All Member's Mark pods, and entire beans sold at Sam's Club as of September 2019 have earned the Fair-Trade Certified seal.

Data Explanation

The purpose of this dataset, which contains solely Coffee listings from 500 Walmart locations, was to answer some questions about the most popular seller, types of coffee, and other topics of interest. There are a total of 1399 coffee vendors listed. Walmart is the most well-known retailer of coffee (Zub, n.d.). Medium roast is the most common style of coffee. There is no correlation between gram weight and cost.

Coffee with a lower gram weight may be priced pricier than coffee with a greater gram weight. The heaviest weight for coffee ever measured was 2835 grams (2.8 kg) (Zub, n.d.). There are almost 15,000 positive evaluations for "Folgers classic roast ground coffee," making it the most popular product in the dataset (Zub, n.d.). The most common weight is between 300 and 500 grams. The most expensive cup of coffee costs \$77, which is Lavazza Peretto single-serve k-cup (Zub, n.d.). The Walmart coffee listing features are below:

- Title: Name of the coffee product.
- Coffee Type
- Rating
- Reviews
- Seller Name: Walmart brand or other sponsors names.

- Thumbnail: Of the product.
- Price: Price of each coffee product.
- Weight: Coffee weight.
- Weight Formatted to Grams (Zub, n.d.).

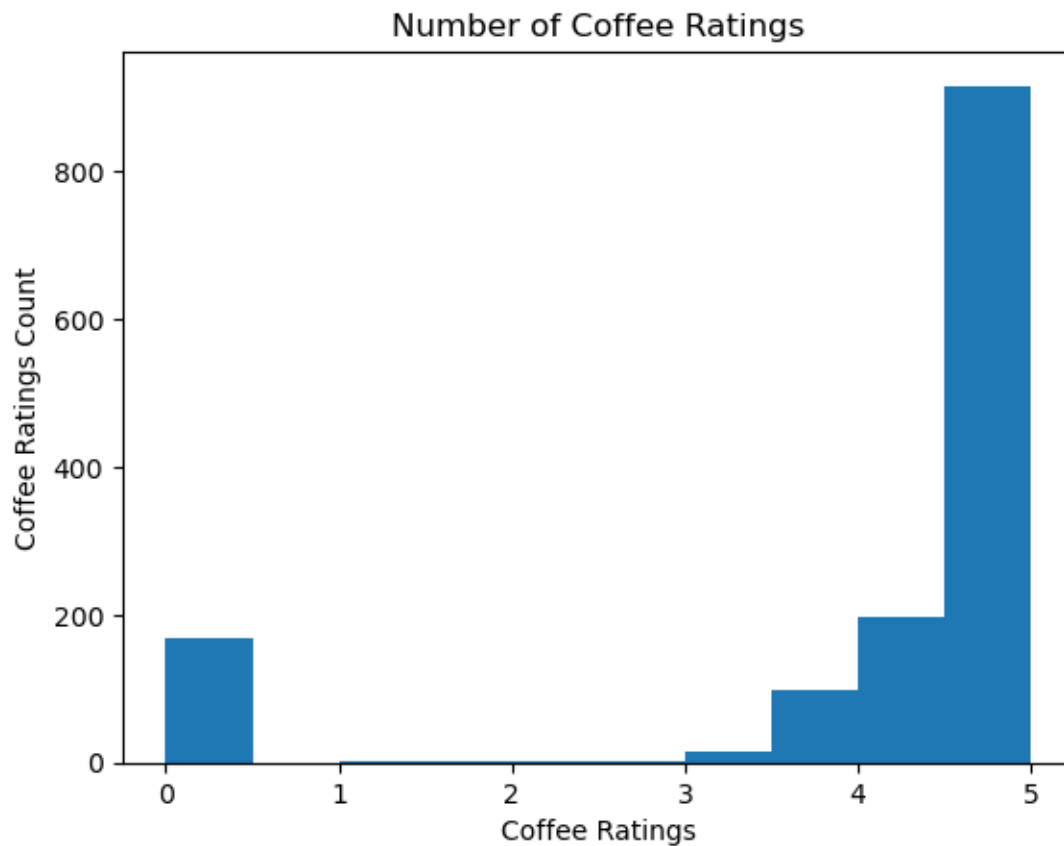
Methods

I used the Jupyter Python Notebook 3 to analyze the data within the dataset. I read the Walmart coffee listings dataset into pandas dataframe and displayed the first five records. I cleansed the dataframe isna, duplicates, replace, and dropna methods. I examined the dimensions of the dataframe by viewing the index, dtypes, information, shape, description, sum, correlation, covariance, unique features, and columns.

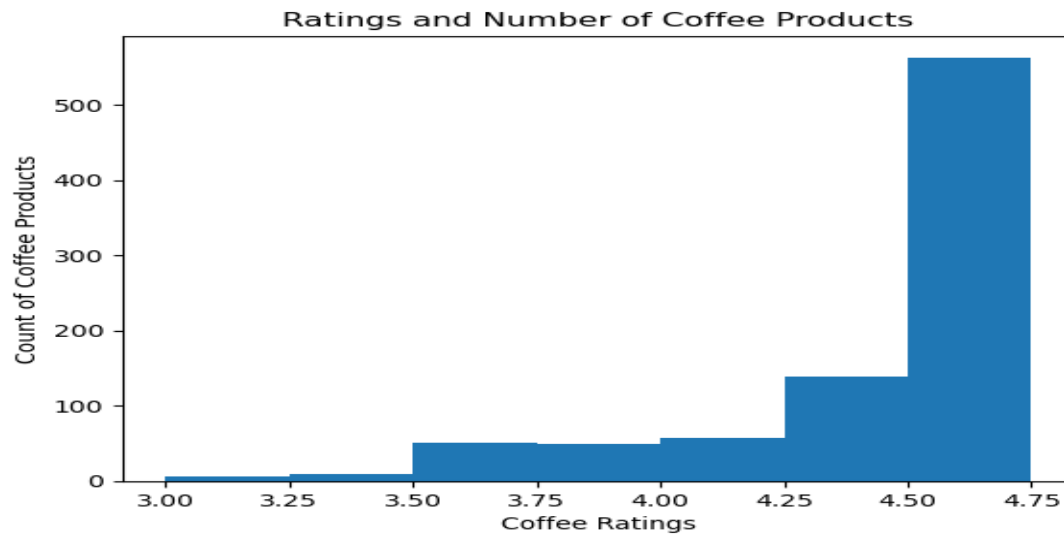
I revealed the coffee titles with the highest ratings, various types of coffees and their ratings, entire dataframe of coffee title and rating, best coffees for consumers based on ratings, coffee titles with lowest ratings, and greatest and affordable coffees.

Analysis

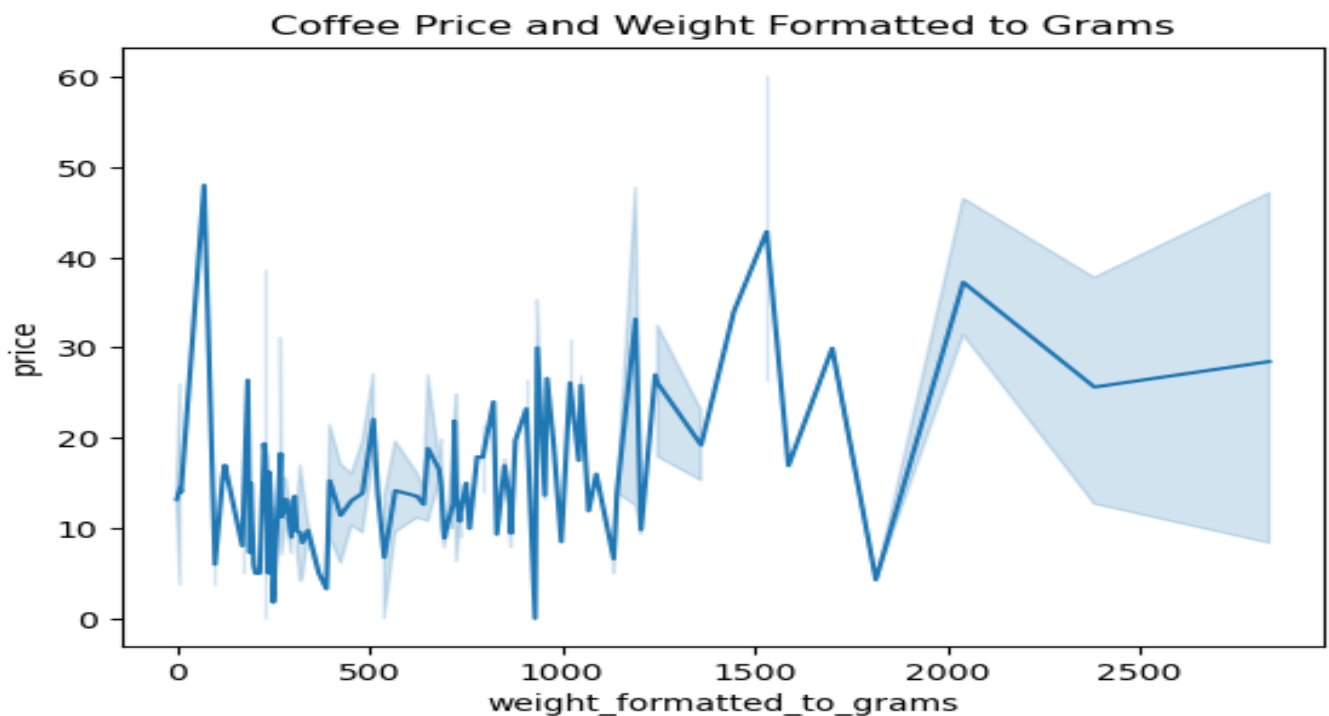
1)Rating: The coffee ratings between 4.5-5 had the highest number of coffee ratings. Coffee ratings between 3-3.5 has the lowest number of coffee ratings.



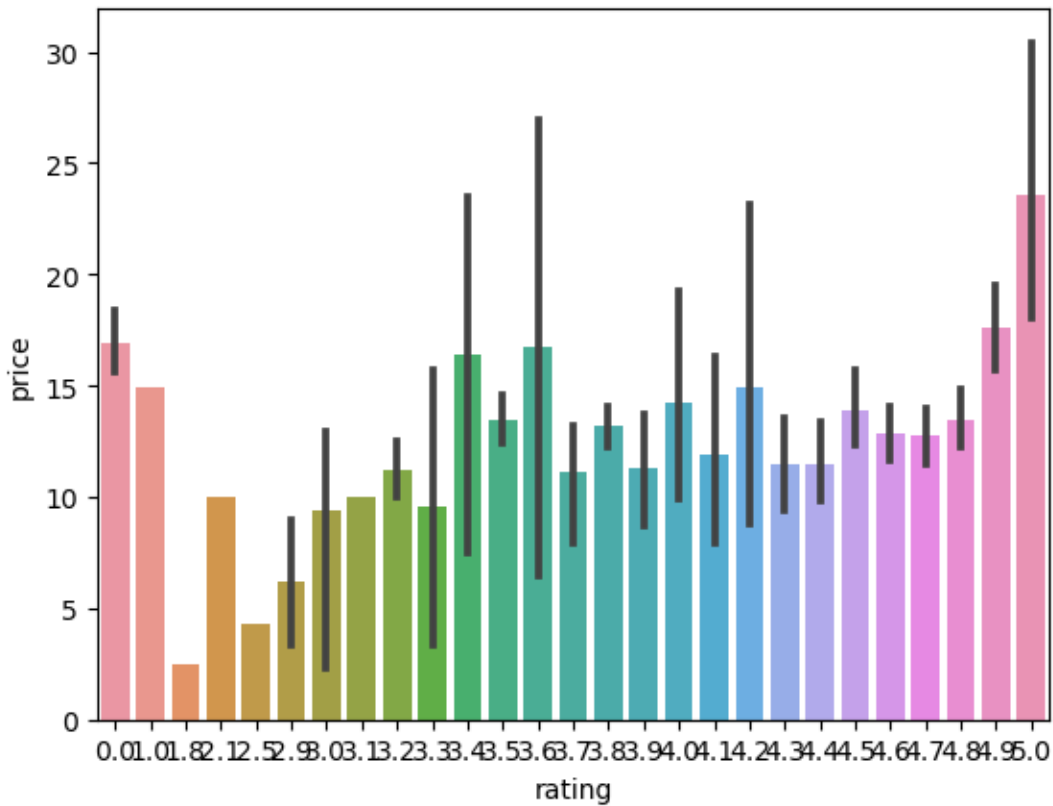
2)Coffee Products and Ratings: The coffee ratings between 4,50-4.75 had the highest number of coffee products. The coffee ratings between 3-3.50 had the least number of coffee products.



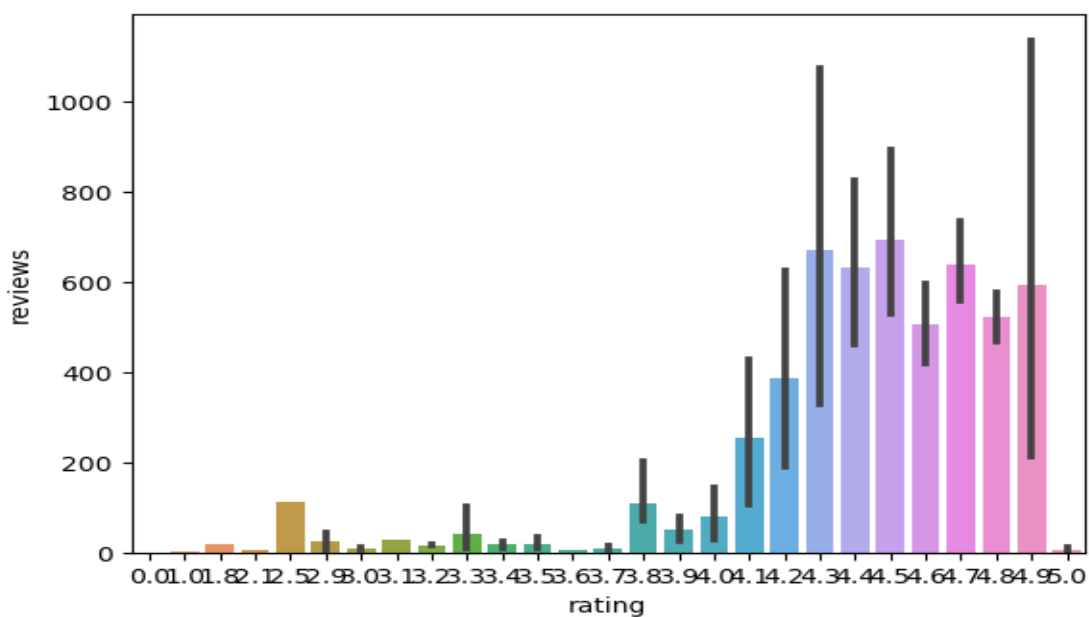
3)Coffee prices and Weight Formatted to Grams: The weight formatted to grams coffees with the highest numbers of coffee product prices are between 0-100. The second weight formatted to grams coffees with the second highest number of coffee product prices are approximately 1,500. The weight formatted to grams coffees with the lowest number of coffee product prices is approximately below 1,000.



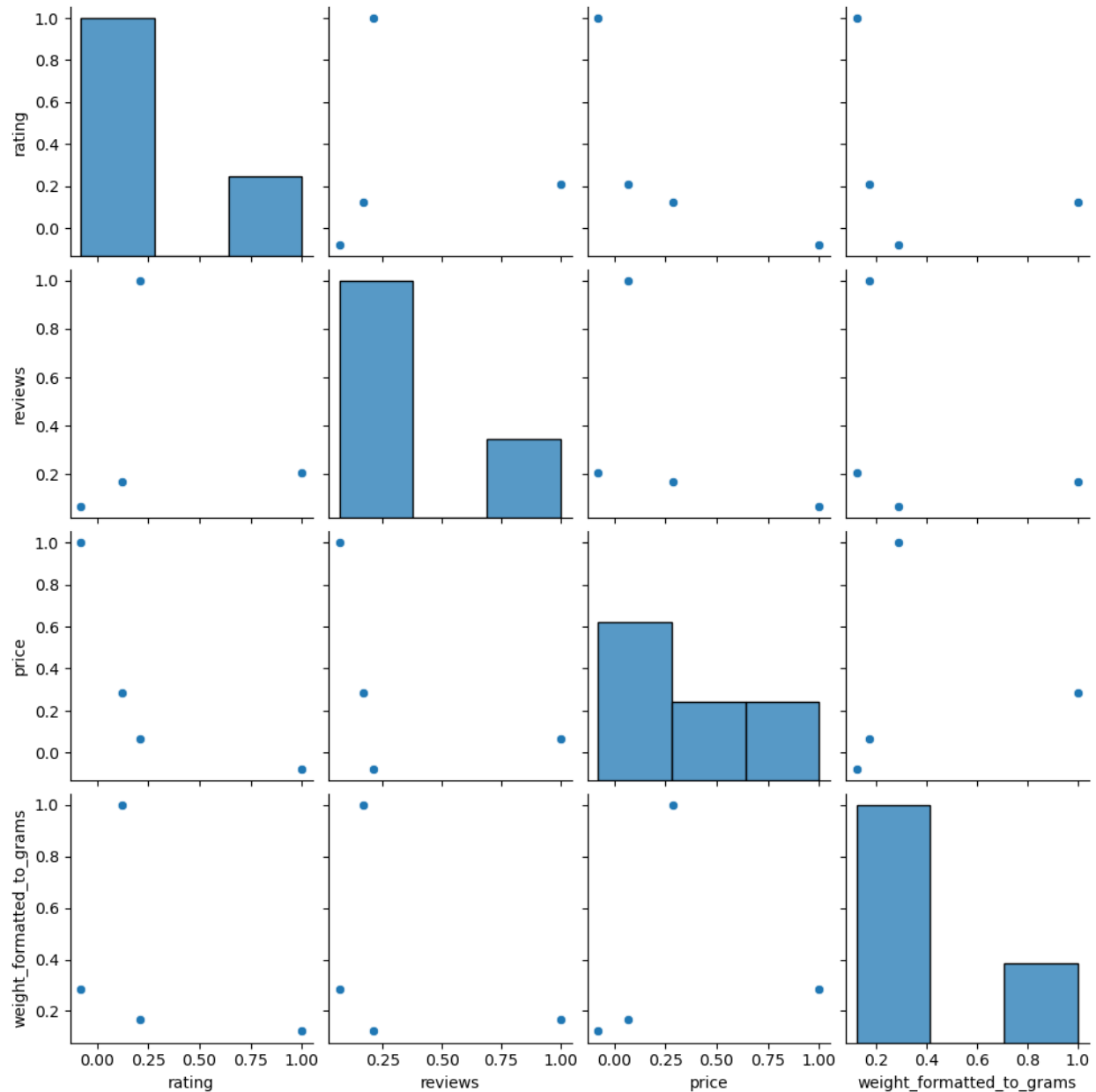
4)Rating vs. Price: The coffee rating with the highest number of prices is 95.0. The coffee rating with the least number of coffee product prices is 1.82.



5)Ratings vs. Reviews: The coffees ratings with the highest number of reviews are between 24-95. The coffee ratings with the lowest number of reviews are between 0 and 24.



6)Walmart coffee listing pairplot: The pairplot reveals subplots of each feature within the Walmart coffee listing dataframe.



Conclusion

The Walmart coffee consumers need to buy the coffees with the highest ratings and affordable prices. The consumers should view the weight of the coffee, price, ratings, and reviews so they can view and order the greatest coffees with more weight for the lowest price and has high consumer reviews and ratings. Walmart's rating and reviews will motivate consumers to buy the best type of coffee, at a decent price, and the coffee is liked by many other consumers. Walmart and their sponsors can decrease the prices of the coffees with the highest ratings and reviews, to increase consumer purchases and their revenue.

References

Walmart (n.d.). Walmart's Journey to More Sustainable Coffee. Retrieved from [Walmart's Journey to More Sustainable Coffee](#), on November 17, 2022.

Zub, D. (n.d.). Walmart Coffee Listings From 500 Stores. Retrieved from [Walmart Coffee Listings from 500 stores | Kaggle](#), on November 17, 2022.