Walmart Data Analysis

2025

Prepared For

WALMART EXECUTIVES

INSIGHTS ON FREQUENTLY PURCHASED PRODUCT PAIRS

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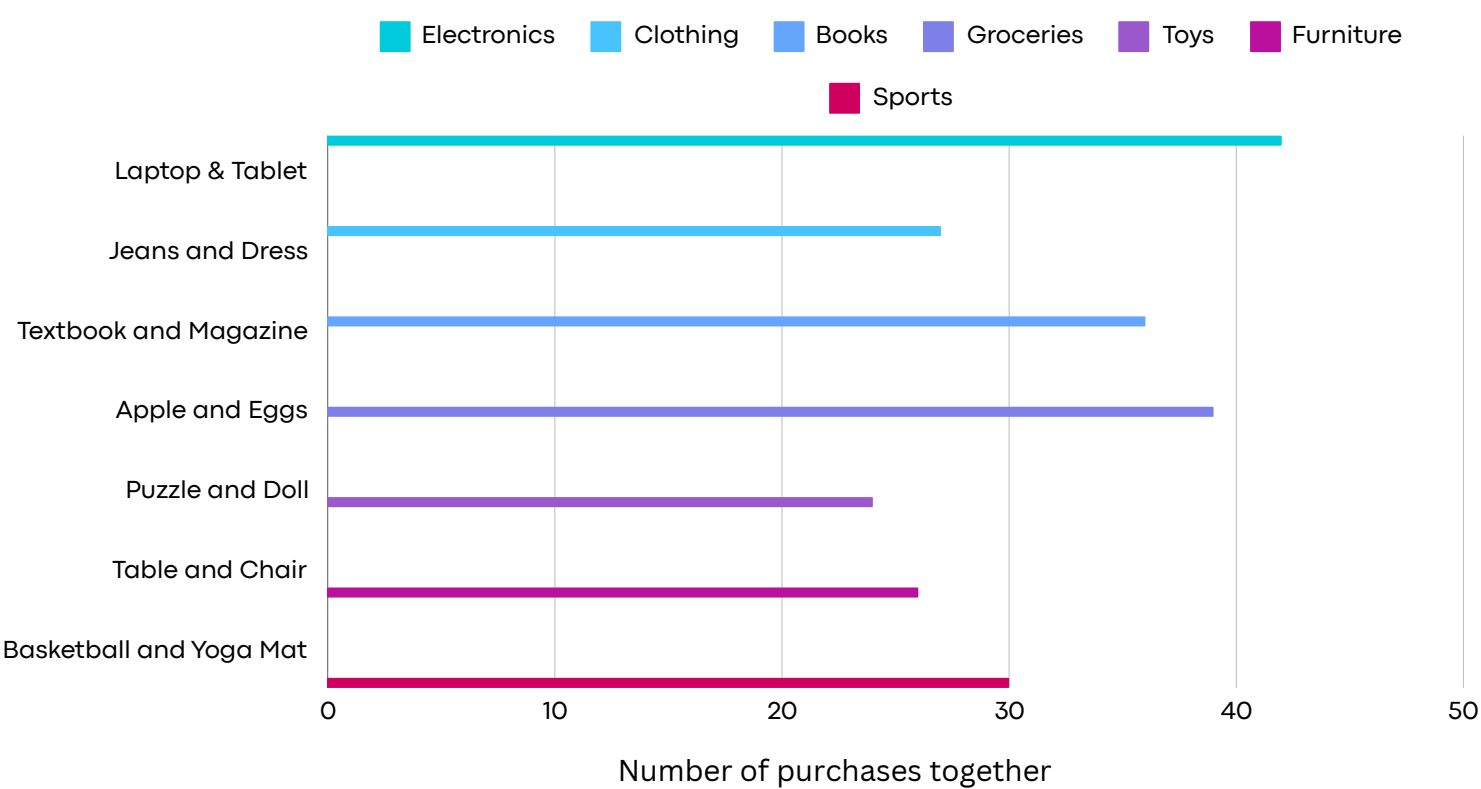
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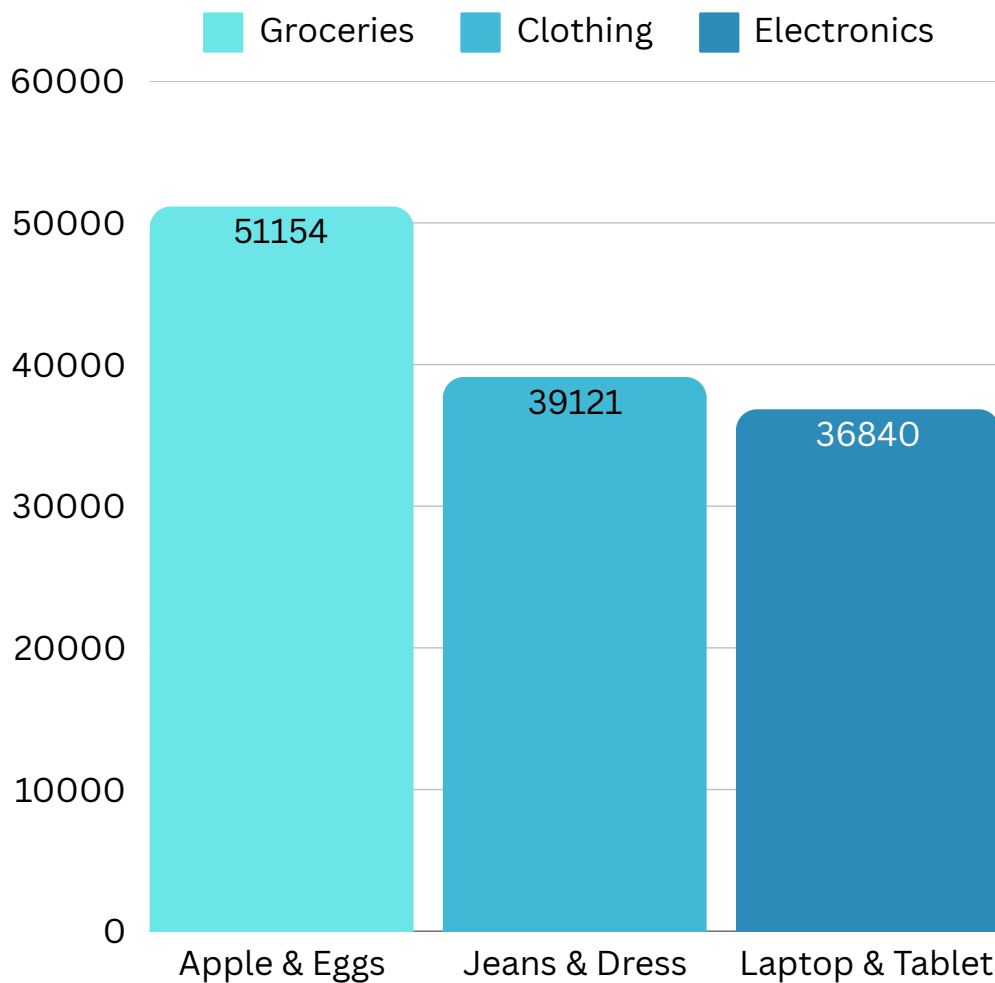3. Expected Benefits

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Dear Walmart Executives

I am pleased to present the findings of our analysis on frequently purchased product pairs and their implications for store reorganization, promotional strategies, and inventory management. These insights are designed to help Walmart optimize customer experience, increase basket size, and drive revenue growth.

Key Insights

Most Frequently Purchased Product Pairs:

High-Revenue Product Pairs

Legend: Groceries | Clothing | Electronics

51154	39121	36840
Apple & Eggs	Jeans & Dress	Laptop & Tablet

Purchasing Patterns by Day

- **Action Figure** is the most purchased product on most weekdays (Monday, Tuesday, Wednesday, and Saturday).
- **Apple** is the most purchased product on weekends (Friday, Sunday) and Thursday

Recommendations

1- Store Layout Optimization:

Place frequently purchased product pairs closer together to **encourage cross-category purchases**. For example

- Position **Laptops** and **Tablets** in adjacent aisles in the Electronics section.
- Place **Jeans** and **Dresses** near each other in the Clothing section.
- Group **Apples** and **Eggs** together in the Grocery section.

- This reorganization will reduce customer effort, improve shopping convenience, and increase the likelihood of additional purchases.

2- Bundled Promotions

Introduce bundled promotions for high-frequency and high-revenue product pairs

- Tech Combo Deal: Discount on Laptop and Tablet purchases.
- Breakfast Bundle : Discount on Apples and Eggs.
- Furniture Set Offer: Discount on Tables and Chairs.

- These promotions will incentivize customers to purchase complementary products, increasing basket size and revenue.

3- Inventory Management

Ensure sufficient stock of high-frequency product pairs, especially during peak shopping days

- Increase inventory of Action Figures on weekdays.
- Stock up on Apples and Eggs for weekends.

Expected Benefits

Implementing these changes will:

1. Increase Cross-Category Sales: By placing complementary products closer together, we can drive additional purchases across categories.
2. Boost Revenue: Bundled promotions and optimized inventory will lead to higher transaction values and repeat purchases.
3. Enhance Customer Experience: A more intuitive store layout and targeted promotions will improve customer satisfaction and loyalty.

Conclusion

Our analysis highlights actionable opportunities to optimize Walmart's store layout, promotions, and inventory management. By focusing on frequently purchased product pairs and aligning our strategies with customer behavior, we can drive significant growth in sales and customer satisfaction.

I look forward to discussing these recommendations further and collaborating on their implementation.