Walmart Business Problems

Questions:

1. What are the different payment methods, and how many transactions and items were sold with each method?

Business Value:

This helps understand customer preferences for payment methods, aiding in payment optimization strategies.

2. Which product category generates the highest total sales?

Business Value:

Identifies the best-performing categories for inventory and marketing focus.

3. What are the peak sales hours?

Business Value:

Helps optimize staffing and promotions for high-traffic times.

4. Which branches are underperforming in total sales?

Business Value:

Targets branches for improvement or support.

5. What is the trend of sales over time (monthly)?

Business Value:

Tracks growth, seasonality, and impact of external events.

6. What is the trend of sales over time (yearly)?

Business Value:

Tracks growth, seasonality, and impact of external events.

7. Which product category has the highest average rating?

Business Value:

Identifies categories with high customer satisfaction.

8. Is there a correlation between unit price and quantity sold?

Business Value:

Helps with pricing strategy and promotions.

9. Top 3 Branches by Average Profit Margin Each Year

Question:

Which branches achieved the highest average profit margins each year?

Business Value:

Helps identify and reward the most profitable branches annually, guiding best practices and strategic investments.

10. Branch and Category Combination with Highest Sales Variance

Question:

Which branch-category combinations have the most volatile (highest variance) monthly sales?

Business Value:

Highlights the most unpredictable branch-category pairs, enabling better inventory and risk management.