

Walmart Business Analytics Using MySQL

Understanding Customers and Sales

Q1. How many people use cash, credit cards, or digital payments? How much do they spend with each method?

- Helps Walmart decide if they should promote certain payment types (like offering a discount for using their app) and manage payment processing costs.

Q2. In each Walmart location, what types of products (like electronics, clothing, or groceries) get the best customer reviews?

- So each store can highlight its most-loved products and make sure they are always in stock, making customers happier.

Q3. Which day of the week (like Saturday or Friday) has the most customers in each location?

- To schedule more staff on busy days and make sure the shelves are fully stocked to handle the crowd.

Making Stores Run Better

Q4. Are there more customers in the morning, afternoon, or evening?

- To plan staff breaks and schedules better, so there are enough cashiers open when it's busiest.

Q5. What types of products (like toys or home goods) bring in the most profit?

- Helps Walmart focus on selling more of these high-profit items and decide where to put them in the store.

Q6. Do product ratings differ from one city to another? For example, do people in City A rate their produce higher than people in City B?

- Helps local managers understand if there's a problem with a product in their city or if they should adjust what they sell to match local tastes.

Big-Picture Business Health

Q7. What to find out: Which Walmart locations sold a lot less this year compared to last year?

- To quickly identify stores that might be struggling so that head office can figure out why and help them improve.

Q8. Which products and stores sold the most during last year's holiday season?

- So Walmart can plan better for this year's holidays, making sure popular items are ordered in advance and sent to the right stores.