



Walmart Root Cause Analysis

Walmart noticed a 15% drop in sales of the electronics category in the last quarter.

Assume: You're the Product Analyst at Walmart you are going to the office and you have been tracking KPIs and Analytics Dashboard. one fine day You Noticed that **15% Drop in Sales of the electronic category in last Quarter**

- How you find the root cause
- What solution and recommendations you will provide

My Solid Approach / Framework to solve this Root Cause:

Me: Asking Clarifying Questions to the interviewer

- The 15% Analytics tool is correct / any bugs in Tool - correct
- Is there specific location - All over the world
- iOS / Android / Website - across all Platforms
- The same drop is repeated in last year ?

Me: Give a 20 Sec time to brainstorm My ideas and come up with best methods and frameworks to solve this root cause

If the Drop is Sudden means I would deep dive into the Intern Factors or The drop is gradual means i will look into both internal and external factors

So here the question is last quarter means that we need to deep dive into the Internal factors 80% / May be with external factors 20%

This is kind of hypothesis

Examine the Internal Factors:

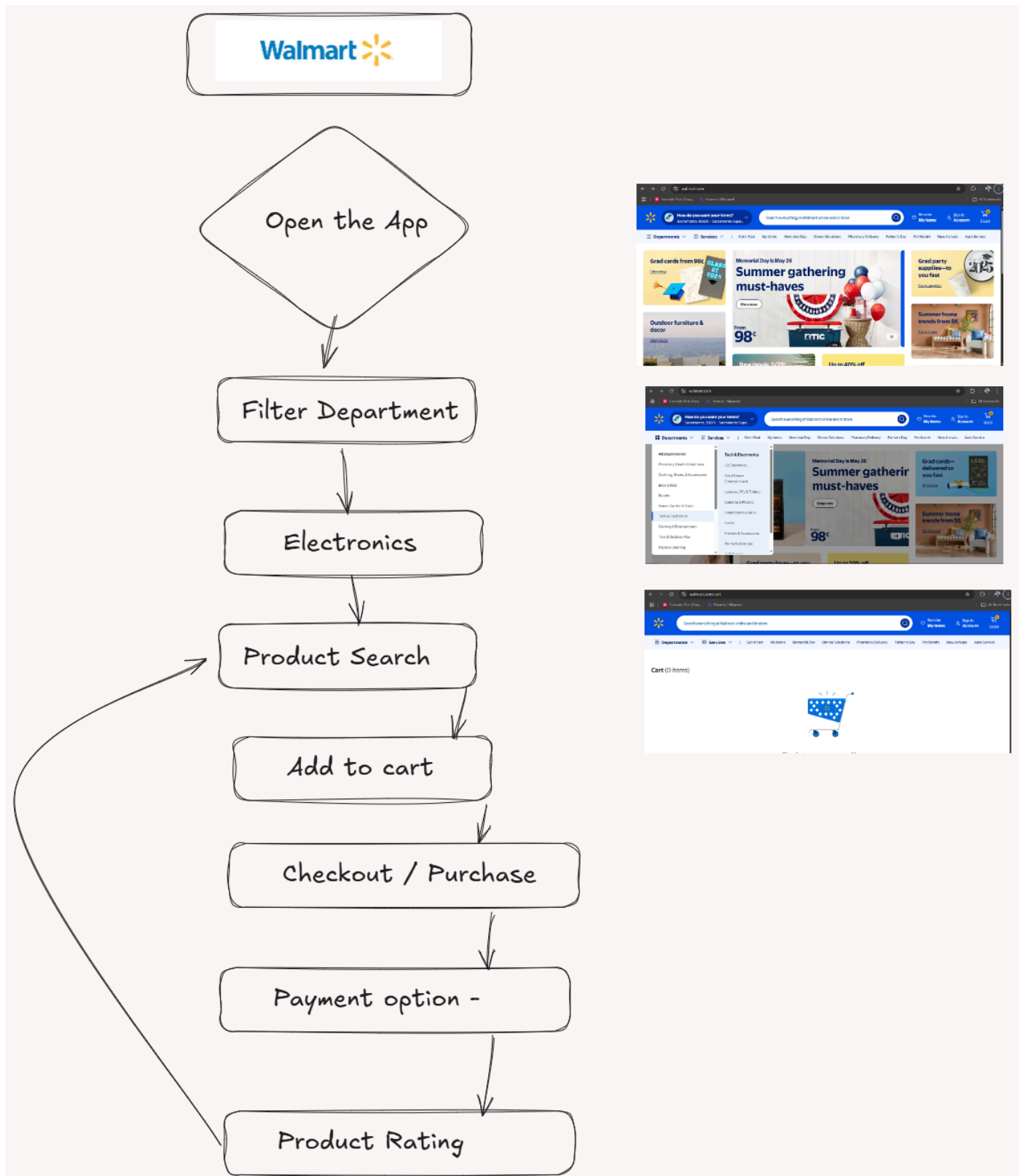
Asking as much as possible internal questions that led for the causes

- Tech team faced any issue
- Recent Company Policy changes
- Is there any changes in UI UX Design specifically in Electronics section
- Is there any drop in CTR / CPA / Impressions on product and important metrics
- Is there App / website crashes happens in the last quarter
- Is there any drop you find in Funnel analysis / user journey
- Is there any problem faced with warehouse
- Is there any change in pricing strategy
- Is there any change in discount / cashbacks / Credit card usage

Metrics that I need to track:

- Is there drop customer rating and reviews
- Is there AVG customer rating has dropped
- Is customer facing any issues with Delivery
- Is customer facing any issues with ordering

User Journey:



Examine the External Factors:

- Recent Marketing campaigns
- Understanding the macroeconomic changes
- Understanding the E-commerce platforms
- Is providing any offers of electronic products of other companies
- Analysing the competitors like Amazon, Flipkart and now the 10 Min delivery apps
- Fake News and bad news rolling out on social media
- Customer posted issues with products in social media like- linkedin, medium, reddit and much more
- Etc.....

After considering all these factors:

Come up with the prioritized Solutions -

- Update the UI UX design in payment section
- Update and rollout new features to the user interface
- Giving more discounts on cards and online payments cashbacks
- Make aware of the new listed products
- Use minimalistic design product images with white background
- Make Payment section easy to use with 2 to 3 steps

Ramesh k

Data & Product Analyst



[LinkedIn](#)



[Portfolio](#)