## 1. *Walmart Sales Analysis*
Colab link:
https://colab.research.google.com/drive/1oILthbqRKjFKUyUsDvY-kXQrK_PYhu12?usp=sharing

## 2. *App Exploration*
a. After exploring various reviews on Google Play and conducting some search queries, it's apparent that withdrawal functionality poses a significant challenge for certain users. While I haven't personally encountered this issue yet, it's worth noting the frustration expressed by others. The app seems to be hitting a roadblock with a withdrawal limit that falls short of accommodating users' savings, leaving them feeling stuck.

b. Furthermore, users report long delays and occasional failures when attempting to withdraw their savings. This not only leaves a bad taste but also erodes trust in the platform. Addressing these withdrawal-related hurdles is crucial to maintaining user satisfaction and preventing churn in the future.

To mitigate these concerns effectively, the app should prioritize enhancing its withdrawal process, ensuring it aligns with users' savings goals. Additionally, bolstering customer support to swiftly assist users during withdrawal failures is imperative for fostering trust and sustaining user retention.

## 3. *Product Optimization section*

The Spin to Win feature in the Jar app offers users 5 spins on every transaction they make after integration with the app. However, according to me the current implementation of the feature may not be optimal for driving long-term user engagement and retention.

A. **Increasing Potential Prize Money (sort of)**: Consider increasing the potential prize money offered through the Spin to Win feature. Currently a user makes around ₹2 or cashback coupons on every spin, this might be tweaked such that users spinning the wheel for the first few times get a better deal (say ₹5) and once the habit of spinning is built the prize money can be normalized to the regular rates (something what gpay did). A higher reward value at the start of the usage life cycle can incentivize users to participate more actively and make additional transactions to earn more spins and moreover build that habit of spinning.

B. **Lowering Cumulative Reward Threshold:** Currently, users can only trade their winnings for digital gold once they accumulate ₹100. However, this high threshold may deter users from continuing to engage with the feature, leading to decreased retention. Lowering the threshold to a more attainable amount can encourage sustained participation and retention among users.

C. **Balancing Investment and Reward:** While a cumulative reward threshold can incentivize users to remain engaged with the app, it's essential to balance the investment required with the perceived value of the rewards. By ensuring that users feel adequately rewarded for their efforts, you can maintain their interest and motivation to continue playing the game.

D. **Gamification Elements:** Introduce gamification elements such as levels, challenges, badges, leaderboards, and progress tracking to enhance the interactivity and excitement of the Spin to Win game. These elements can make the experience more immersive, competitive, and rewarding for users, encouraging them to play more frequently and stay engaged for longer periods.

E. **Social Sharing and Virality:** Enable users to share their game achievements, winnings, or high scores with their friends and social networks directly from the app. By fostering a sense of community and competition, social sharing can increase user engagement, drive user acquisition through word-of-mouth, and promote the app's virality.