### *Objective Questions*

**Question 1. How many total transactions were recorded and how many attributes are there in the data?**

**Answer:** A total of 98,660 transactions were recorded in the dataset, capturing sales activity across various stores over several years. The dataset contains **18 attributes**, including **TransactionID**, **Date**, **StoreID**, **ProductName**, **ProductCategory**, **QuantitySold**, **UnitPrice**, **CostPrice**, **TotalSaleAmount**, **Profit**, **LossAmount**, **CustomerAge**, **CustomerGender**, **PaymentMethod**, **CustomerSegment**, **SeasonalityFlag**, **OrderMethod**, **State**, and **Region**.

**Question 2. What is the total profit earned?**

**Answer:** The total profit generated from all recorded transactions is approximately 5.20 billion US dollars.

**Question 3. How many unique stores were involved in the sales?**

**Answer:** Sales data was collected from 20 different store locations across the United States.

**Question 4. How many products were sold in total?**

**Answer:** A total of 4.97 million individual products were sold as part of the recorded transactions.

**Question 5. What is the average profit per transaction?**

**Answer:** The average profit per transaction is **5,271**. This figure reflects the typical margin Walmart earns after costs for each customer purchase, helping measure overall profitability and sales efficiency.

**Question 6. What is the most used payment method?**

**Answer:** The most commonly used payment methods at Walmart are **Walmart Pay** and **Credit Cards**. Walmart Pay is popular for its speed, convenience, and security—it offers contactless checkout, stores digital receipts, and integrates with rewards cards for extra savings. Credit cards remain widely used due to their flexibility, purchase protection, and the ability to earn rewards. These preferences reflect customers' desire for fast, secure, and rewarding payment options

**Question 7. How many customer segments are there?**

**Answer:** There are three main customer segments: **First-time**, **Repeat**, and **Loyal** customers.

* **First-time customers** are new to Walmart, often influenced by marketing or promotions.
* **Repeat customers** have made multiple purchases but may not yet shop consistently.
* **Loyal customers** shop frequently and consistently, often showing high lifetime value and brand preference.

Understanding these segments helps Walmart tailor strategies for acquisition, retention, and long-term customer engagement.

**Question 8. What age range has the most customers?**

**Answer:** Customers aged 35 to 44 represent the largest group, based on the sales data distribution.

**Question 9. Summary KPIs:**

**Answer:**

* + Total Transactions: 98,660
  + Total Profit: $5.2 Billion
  + Products Sold: 4.97 Million
  + Number of Stores: 20
  + Customer Segments: 3
  + Popular Age Range: 25–54
  + Highest Performing Store Profit: ~$300M