

# Walmart Business Problems

## 1. Analyze Payment Methods and Sales

### Question:

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

### Purpose:

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

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## 2. Identify the Highest-Rated Category in Each Branch

### Question:

Which category received the highest average rating in each branch?

### Purpose:

This allows Walmart to recognize and promote popular categories in specific branches, enhancing customer satisfaction and branch-specific marketing.

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## 3. Determine the Busiest Day for Each Branch

### Question:

What is the busiest day of the week for each branch based on transaction volume?

### Purpose:

This insight helps in optimizing staffing and inventory management to accommodate peak days.

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## 4. Calculate Total Quantity Sold by Payment Method

### Question:

How many items were sold through each payment method?

### Purpose:

This helps Walmart track sales volume by payment type, providing insights into customer purchasing habits.

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## 5. Analyze Category Ratings by City

### Question:

What are the average, minimum, and maximum ratings for each category in each city?

### Purpose:

This data can guide city-level promotions, allowing Walmart to address regional preferences and improve customer experiences.

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## 6. Calculate Total Profit by Category

### Question:

What is the total profit for each category, ranked from highest to lowest?

**Purpose:**

Identifying high-profit categories helps focus efforts on expanding these products or managing pricing strategies effectively.

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**7. Determine the Most Common Payment Method per Branch**

**Question:**

What is the most frequently used payment method in each branch?

**Purpose:**

This information aids in understanding branch-specific payment preferences, potentially allowing branches to streamline their payment processing systems.

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**8. Analyze Sales Shifts Throughout the Day**

**Question:**

How many transactions occur in each shift (Morning, Afternoon, Evening) across branches?

**Purpose:**

This insight helps in managing staff shifts and stock replenishment schedules, especially during high-sales periods.

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**9. Identify Branches with Highest Revenue Decline Year-Over-Year**

**Question:**

Which branches experienced the largest decrease in revenue compared to the previous year?

**Purpose:**

Detecting branches with declining revenue is crucial for understanding possible local issues and creating strategies to boost sales or mitigate losses.

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Q10: Identify the Top 3 Categories with the Highest Revenue in Each Branch

**Question:**

Which are the top 3 categories generating the highest revenue in each branch?

**Purpose:**

This query helps Walmart identify high-performing categories in each branch, enabling better inventory and marketing strategies.

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Q11: Calculate the Average Quantity Sold for Each Product per City

**Question:**

What is the average quantity sold for each product category in each city?

**Purpose:**

This analysis provides insights into product demand by city, helping Walmart plan inventory and promotions accordingly.

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Q12: Analyze Seasonal Trends by Quarter

**Question:**

How does total sales revenue vary by quarter for each branch?

**Purpose:**

Understanding seasonal sales trends helps Walmart optimize stock levels, staffing, and promotional campaigns.

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Q13: Determine the Most Profitable Day of the Week Across All Branches

**Question:**

Which day of the week generates the highest profit across all branches?

**Purpose:**

This insight helps Walmart allocate resources and plan targeted promotions for the most profitable days.

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Q14: Find the Least Sold Products Across All Branches

**Question:**

Which products or categories have the lowest sales across all branches?

**Purpose:**

Identifying underperforming products allows Walmart to address potential issues, such as pricing, placement, or demand, and make data-driven decisions.