

Digital Mastery:

1. How do you see yourself and your organization in the digital world?

We are good with the technologies we use and our leadership team works hard to provide better services through advancements in technology and the way of business. I feel I'm well equipped with all the required skill sets and as known, I should work on continuous learning.

2. What advancements in technologies are making your innovations in business possible?

We are implementing AI cameras at the store to detect if a person is armed or not. This camera has the capacity to capture motion for a 2-mile radius. Drone cameras to restock the inventory.

3. What data do you analyze in order to get the customer metrics? Who is the provider of the data?

1.-use many data sets. eg : weather dataset, to give weather-driven demand. Inventory dataset/ product hierarchy dataset to categorize the department of the product. Umbrellas in rainy season. Use the combination of weather and hierarchy datasets to determine the demand of the group of products. We get it from third party(name cannot be disclosed here due to privacy concern)

2. We use visit data sets. How busy Walmart is at that point of time. We buy location tracking(geo-spatial) data from third party vendors. This dataset helps us to analyze how many customers will visit the Walmart store at a given point of time.

4. What impact does your metrics has on the real market, and does it affect your competitors?

We compare our metrics with competitor metrics. Considering the visits scenario, we compare the number of visits happening to the Walmart store against the competitor visits. So we plan accordingly to manage and regulate the flow of customers and inventory.

We also look into the sales-risk percentage.(who are nearby competitors and look into how much % of sales they are effecting)

5. What difficulties did you encounter as your company embraced digital technology?

Lack of resources on specific technology. (hardware/ coding skills)

incompatible technology for the advancement from legacy systems.(Migrating from cloud break to google dataproc)

We have employed powerful systems to capture any information(So we have few legality and data privacy issues. So this should be taken care and should not violate the data privacy terms and conditions PII,, HIPPA should be saved in a secured database which needs lot of attention)

Digital Capabilities:

6. How well your organization's vision is confined to service when compared to the sector that you work in? Do you think they still need to improve?

7. How do you differentiate your process from peers?

Every organization started to come-up with the analytics on where their business needs to be improved. We came up with the 3 step strategy to improve our business : knowing customer metrics, implementing it to improve our revenues and customer experience, learning continuously from the feedback received on our processes

8. Does your organization focus on its processes or targeting the customers? Why and how?

Customer segmentation- 1.creating customer groups based on demographics. 2. Identifying the group which he belongs to (frequent shoppers).

Ex:A given person is grouped based on income, mostly low income group(90%), high income(10%). So focus will be on the low income group for product quality and pricing.

-Customer demographics(based on gender, age, income, Ethnicity(dallas, irving indian products)

Irving, Dallas has more residents who are from india. So this store has more indian products.

9. What motivates you and your organization to analyze data from third parties to improve customer experience?

To keep up with the competition within the sector and we continuously strive to improve the customer experience which will ultimately improve our business or revenue.

10. What obstacles must your business overcome in order to use digital technology to reach customers?

As said earlier our system captures customer data, some systems are prone to cyber attacks as the cloud server is some times public. So we should overcome the cyber attacks and the technology implemented at the stores may sometime malfunction and at times the servers should resist more server load (DDOS attack).

People should be aware of Walmart reward system usage. (billing-camera-app-submission)

11. Do you think any other technology can benefit the organization than the one which is in use? Why do you think so?

The automatic credit system,

Face recognition for identifying the customer account in Walmart,
self-driven cars to deliver the groceries.

Drone delivery system.

12. Would you rather implement a process that is more concerned about individual customer needs, or a unit automated to produce the products in demand?

We concentrate on both aspects at Walmart as a part of our business strategy. We sell a few local products which are specific to the region, also we will sell bulk products which have high demand.

13. How can you differentiate your organization process over the years you have witnessed and what improvements the customer got from it?

From 1950 Walmart has only stores till 2016, after that it was into E-commerce in 2016 so it got more customers online, and even Walmart plus membership in 2020 so that customer can avail of doorstep grocery delivery without any shipping charges, if he owns membership, these are best ways to attract customers at its necessity(point of time that decision to be taken is a great move)

14. Customers of Walmart are given options as to how and how you can deliver packages to their homes. What is the hidden context behind your company's exceptional flexibility, and how does it work?

- Customer service
- Customer satisfaction and experience
- Business improvement and avoid returns. Instore orders and delivery through Walmart facilities.

Leadership:

15. How successfully is your senior management able to communicate with lower-level employees and support their innovative ideas?

- The weekly one-on-one meeting, what went well, and what we have to improve as employee's (performance) learning motivation.
- MVP awards for each sprint
- They will hear our suggestions and discuss with higher level management the idea and gradually start working towards it.

16. What measures does your management take to keep the employees focused and productive?

They always make sure that employees are not overloaded.

Every sprint has a common theme (ie data engineering, data analytics, data modeling) to stay focussed working on, so definitely they will deliver productive work without any deviations.

17. What approach might your leaders take during any crisis to sustain?

They document everything.

Cost cutting is one of the strategies, but there will be other preferred ones. The first move will be sun-setting the unimportant projects.

The next step will be to decrease the production of slow-moving goods.

Sustainability:

18. Have you ever noticed any skill gaps? What technologies require more resources for upcoming challenges in technology and process??

Migrated system from cloud break to data proc. As there is no expertise in the team, our organization has conducted specialized workshops to train employees on data proc. So the necessary skills can be built into the existing employees.

-SPARK all the data pipelines are backed by spark coding.

19. What is the plan behind Walmart acquiring a few mobile-related agencies that were focused on product development?

To eliminate competitors and expand the business.

Ex-1 Walmart acquired Jet.com which gave an opportunity to set its foot in E-commerce.

Ex-2 (Competitor killing) It acquired Flipkart in India which is one of the key players in the Indian e-commerce sector.

Investment:

20. What steps will you take to recover the investment and make the company profitable?

Pricing analysis (competitor price to decide our price)

Supply-demand analysis.

Analyzing the market and planning the inventory

During 2022, in may 2nd quarter it encountered a loss of 10%. Electronics are bought more during lockdown and later the sales are reduced after the situation is normal eg: laptops, cameras, mobiles)

During recession: focus will be on basic products(bread and butter, pizza (groceries) not on the luxuries(television, refrigerator, expensive shoes)