

Walmart Customer Analysis



Agenda

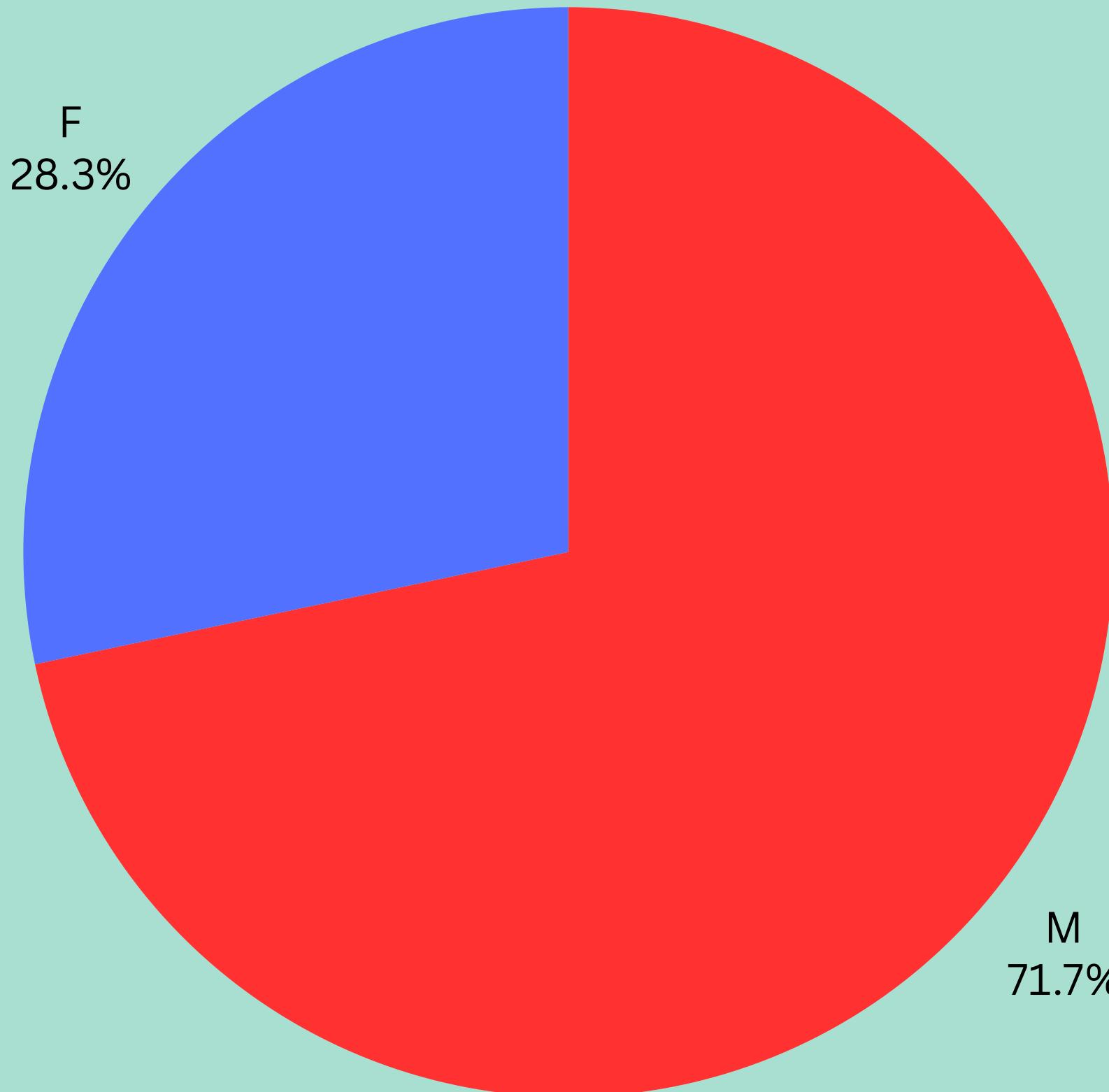
- Who are customers
- What Customers do purchase
- Customer Segmentation and their deepdive



Who are Customers

- Gender
- Age
- City
- Current City
- Marital

Most of the customers are Males



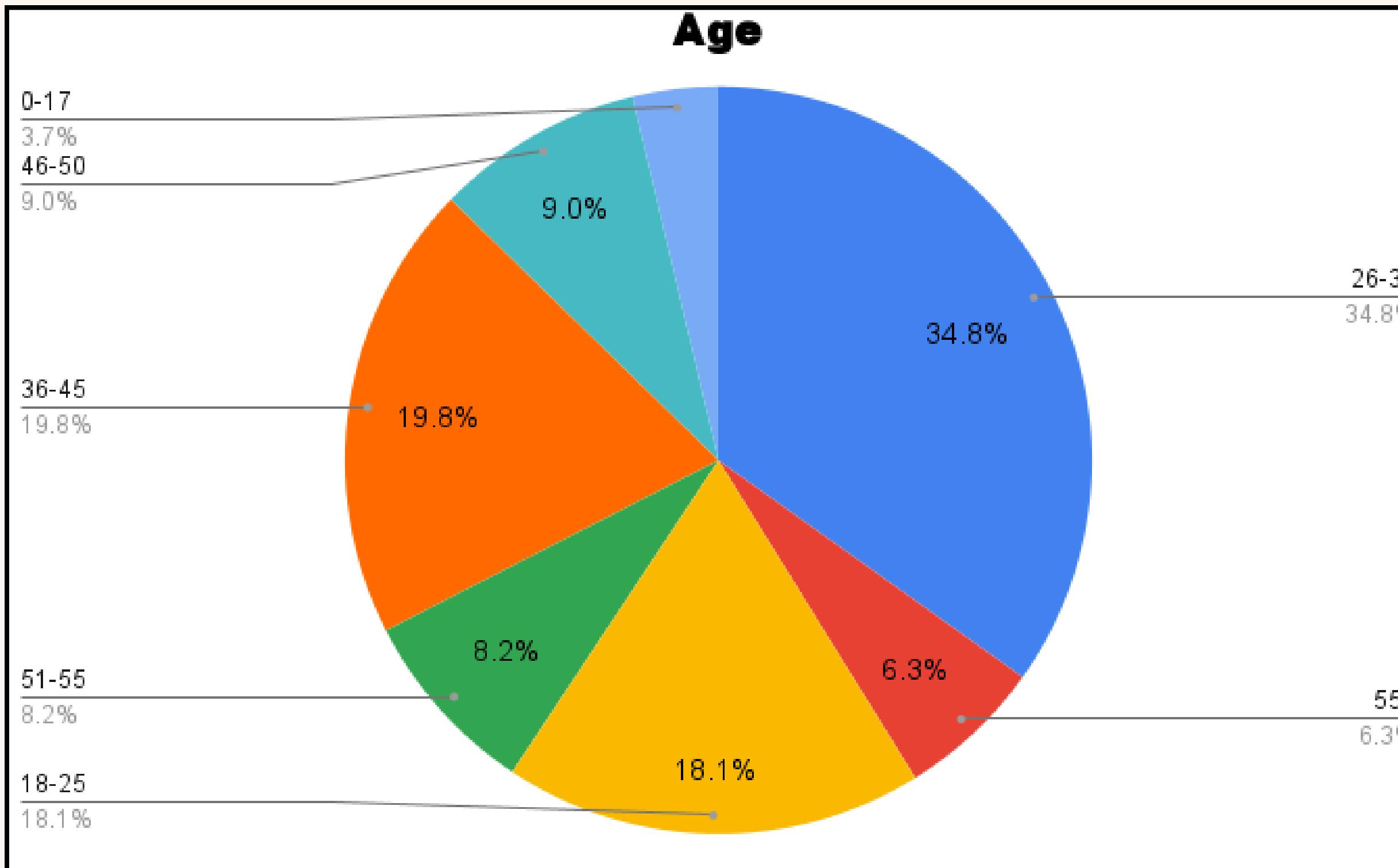
Findings

- Males: 71.7%
- Females: 28.3%

Insights

- Since most Walmart customers are male (71.7%), the store could boost sales by offering more products that men typically.
- With females making up 28.3% of customers, Walmart can attract more women by enhancing sections like fashion, beauty, and home goods, and by running promotions and events that appeal to women.

The majority of customers are in the 26-35 Age Group



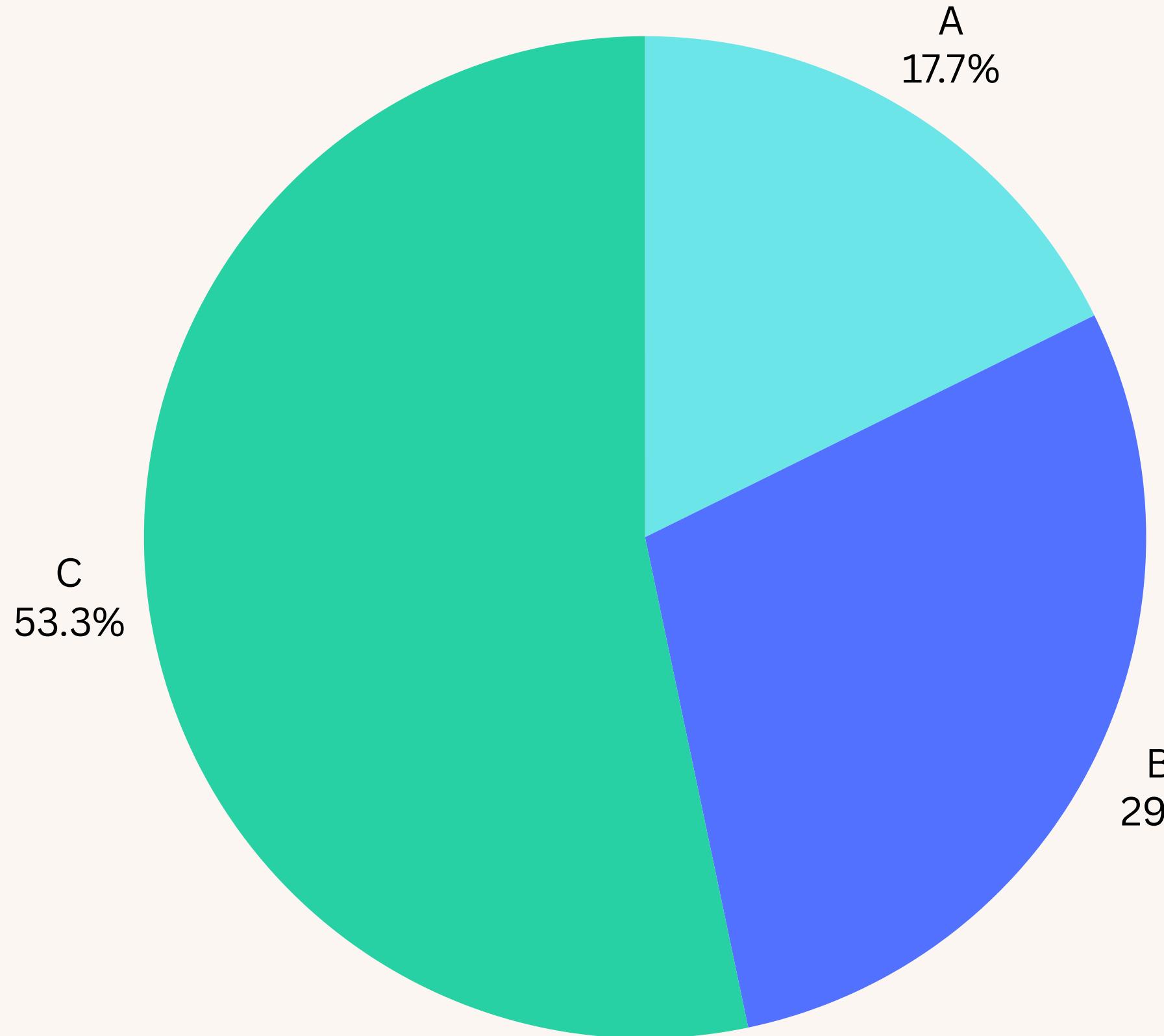
Findings

- Most Walmart customers are aged 26-35 (34.8%).

Insights

- Since 34.8% of Walmart customers are aged 26-35 With 18.1% of customers aged 18-25, Walmart has an opportunity to attract young adults by offering trendy, affordable products
- Walmart can also explore tailored strategies to attract younger customers (0-17 at 3.7%) and seniors (55+ at 6.3%).

53.3% of the customers are from city C



Findings

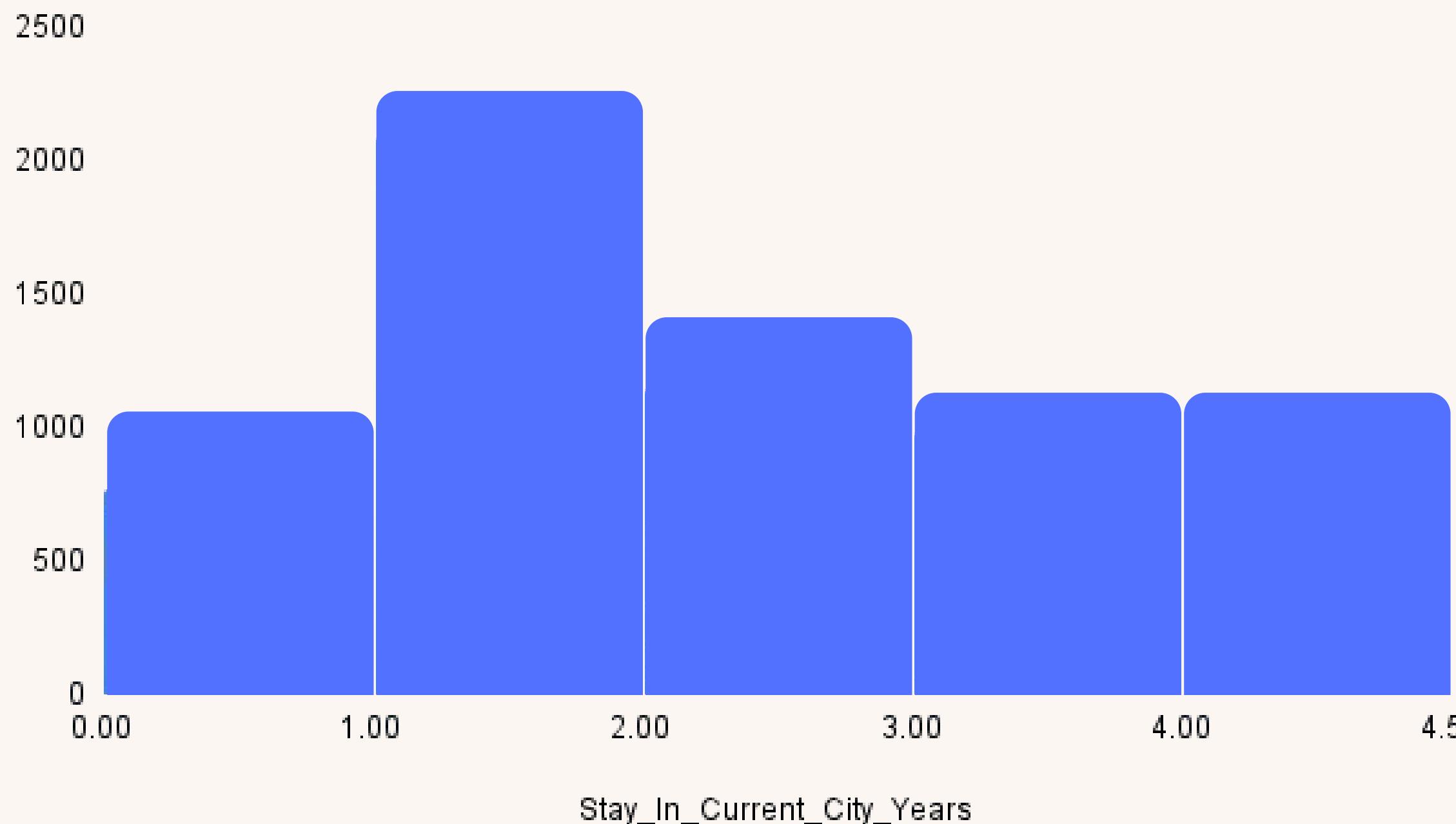
- City C represents the majority 53.3% of the total
- City B accounts for 29.0% of customers
- City A, with 17.7% of customers

Insights

- City C: High consumer loyalty and brand preference for Walmart, indicating alignment with local needs.
- City B: Represents 29% of Walmart's customer base, showing a sizable market.
- City A: With 17.7% of customers, offers potential for growth.

Most of the customers who's buy from Walmart stay 1-2 years in the City

Stay_In_Current_City_Years



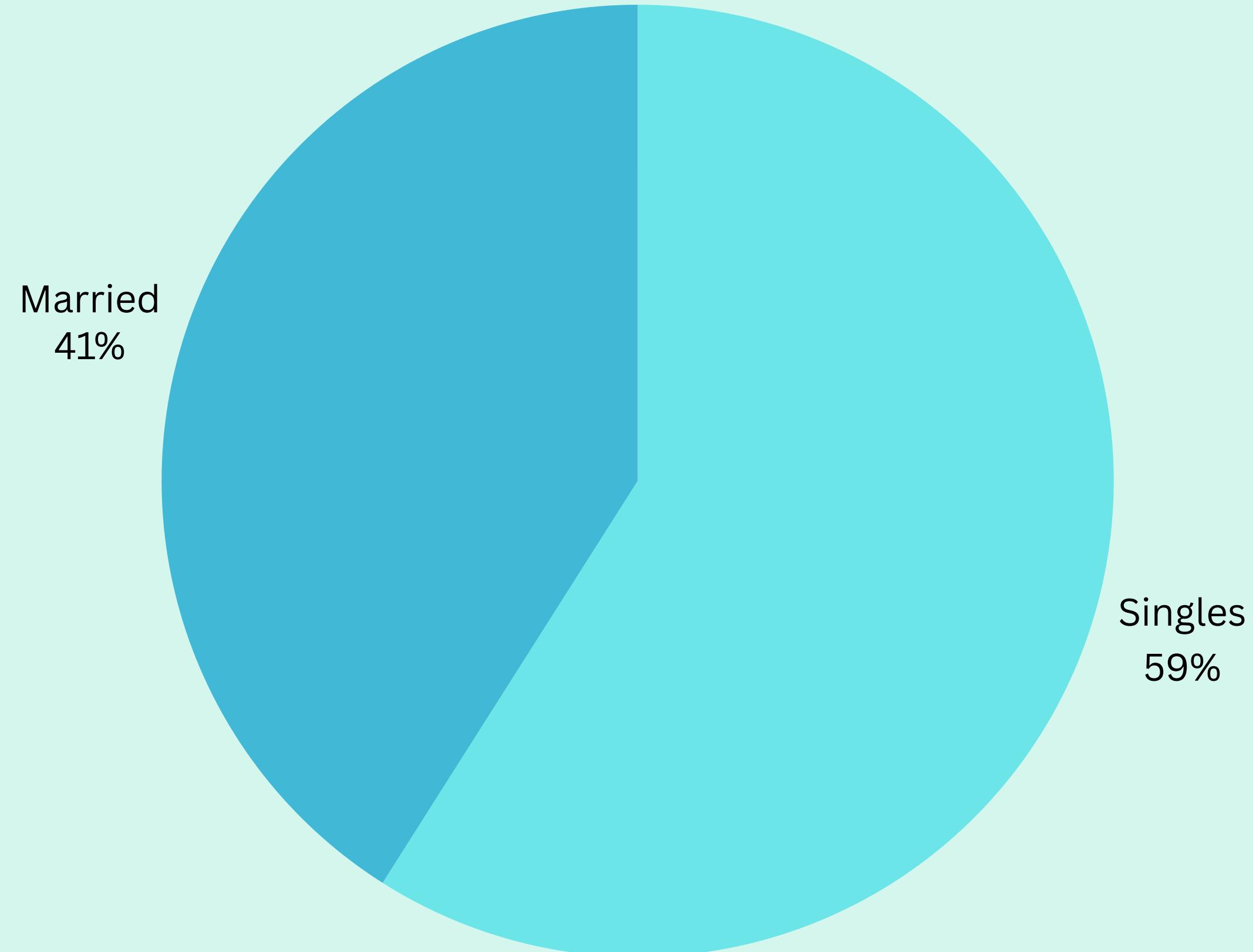
Findings

- 0-1 Year: New residents are still adjusting and less familiar with local stores.
- 1-2 Years: Increased spending indicates growing comfort and trust in Walmart.

Insights

- 0-1 Year: Offer welcome packages and special discounts to boost spending.
- 1-2 Years: Introduce enhanced loyalty programs and personalized offers to capitalize on increased spending.
- 2-5 Years: Maintain engagement with periodic promotions and new product launches.

Most of the customers are Single.



Findings

- Single customers are 59.0%
- Married customers are 41.0%

Insights

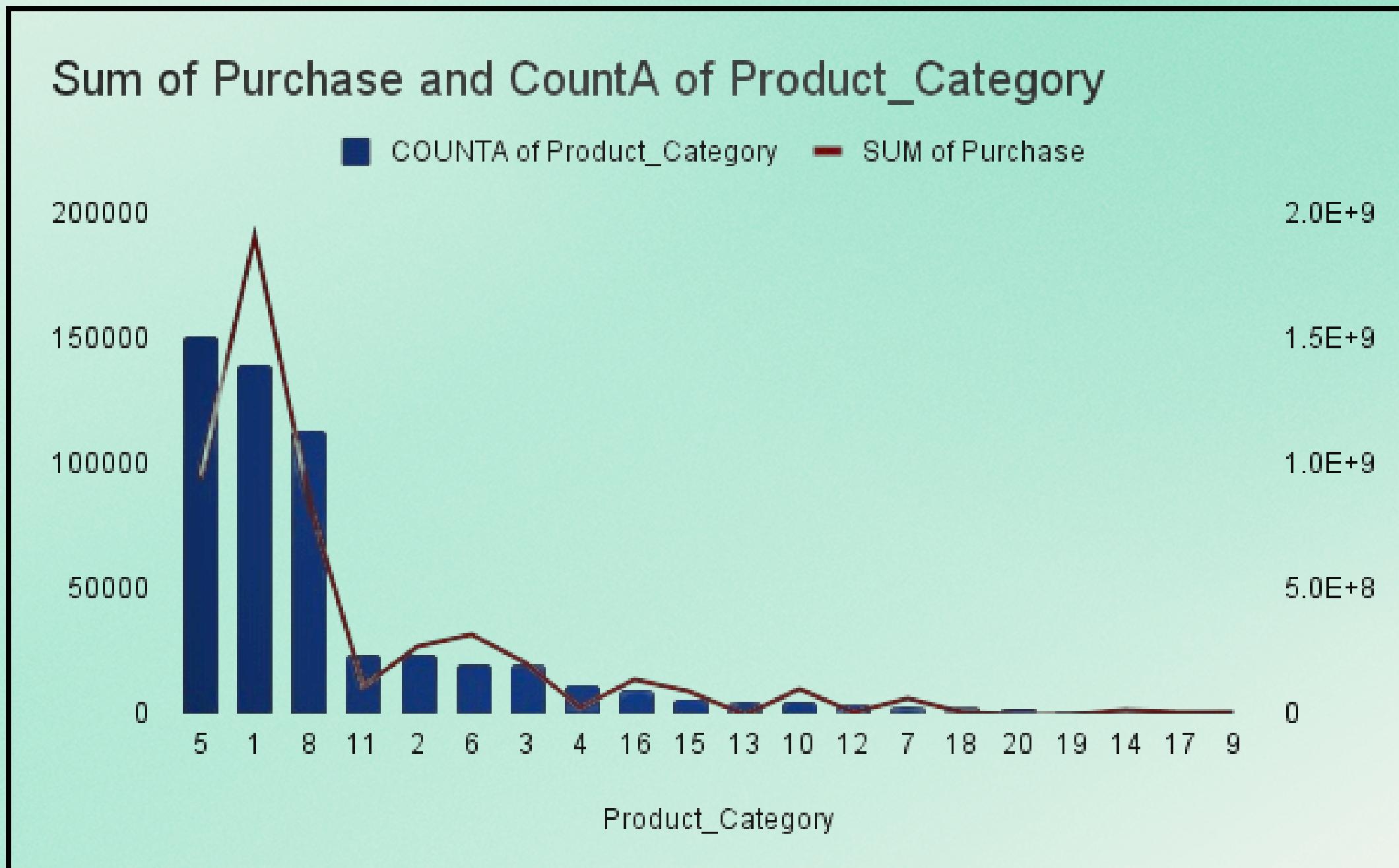
- Since 59.0% of Walmart customers are Singles, Walmart can attract this group by offering convenient and affordable products.
- With 41.0% of customers being Married, focusing on family-friendly products,

What do Customers purchase

- Top Popular Products
- Top 10 products by Purchase Amount
- Average purchase amount by age, gender, and city.



Category 5 is the highest with the total purchase and popular



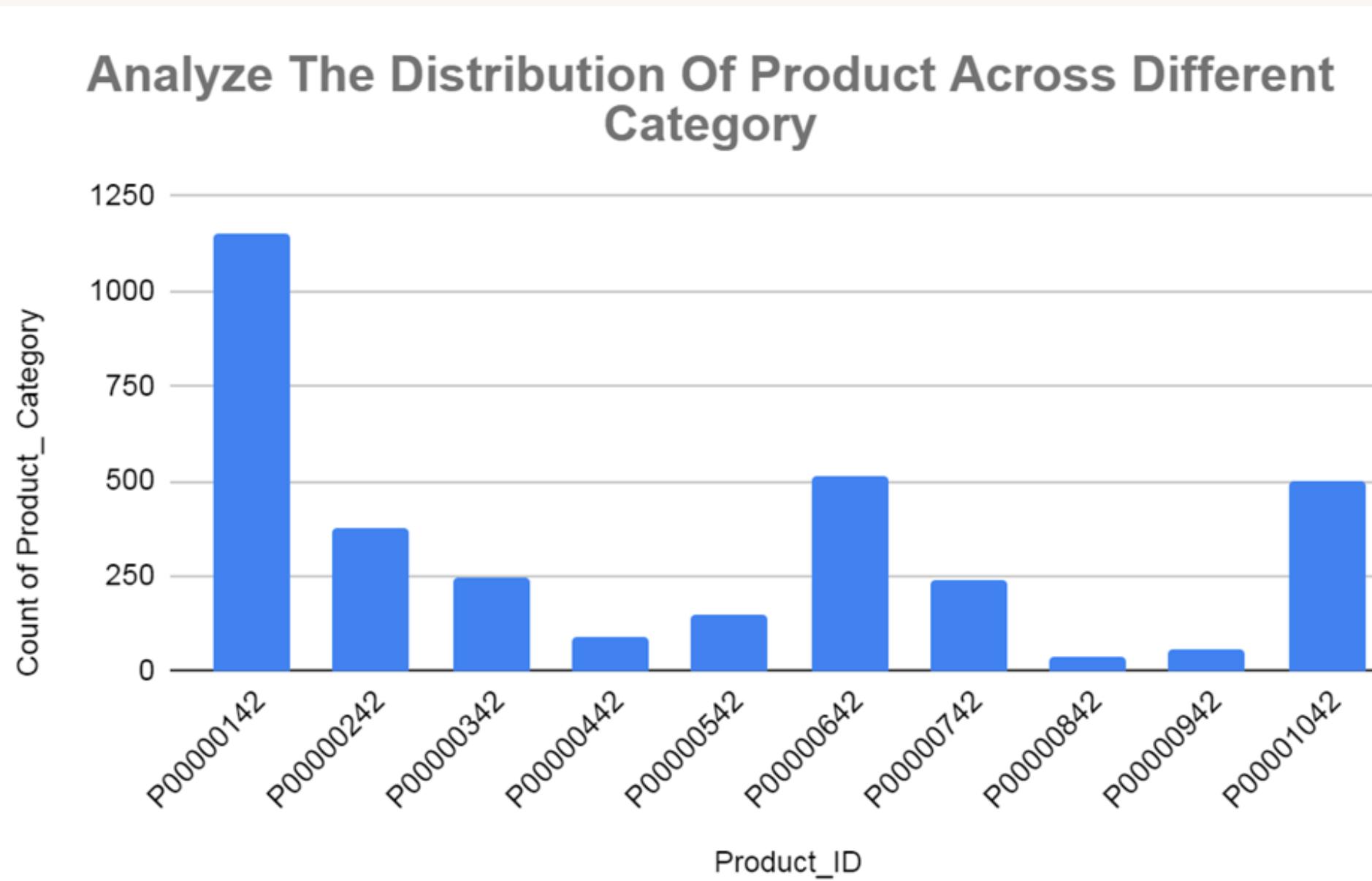
Findings

- Product Category 5 has the highest number of entries at 150,933, making it the most popular or frequently recorded category.
- Product Category 1 follows closely with 140,378 entries, indicating significant popularity or frequency.

Insights

- Category 1: Highest frequency and revenue, indicating market dominance.
- Category 5: Most entries but lower revenue, likely due to lower prices.
- Categories 8, 11, 2, 6, 3: Moderate popularity and revenue, suggesting a balanced market presence.

Product P00000142 has highest count



Findings

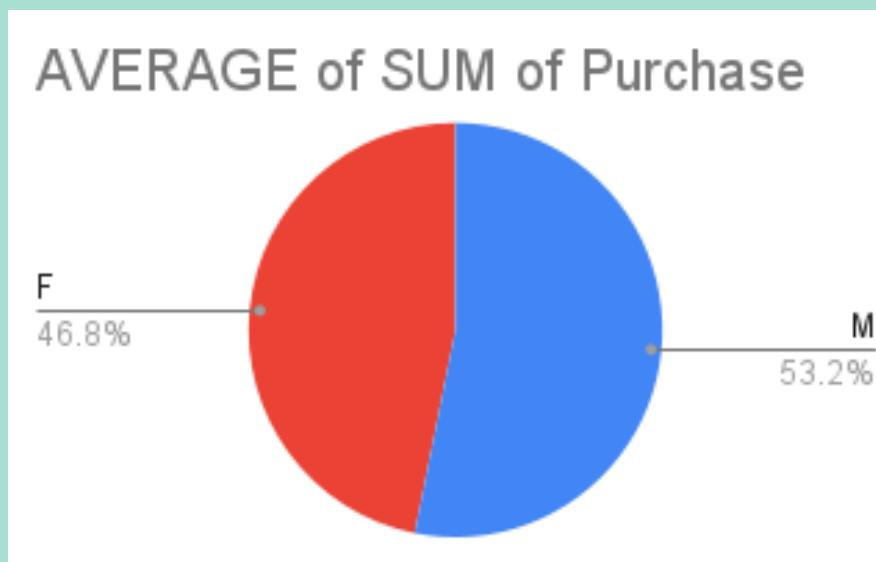
- §The Product ID P0000142 has the highest count, significantly surpassing other products with over 1000 units. This indicates that P0000142 is either the most popular or the most stocked product in this dataset.

Insights

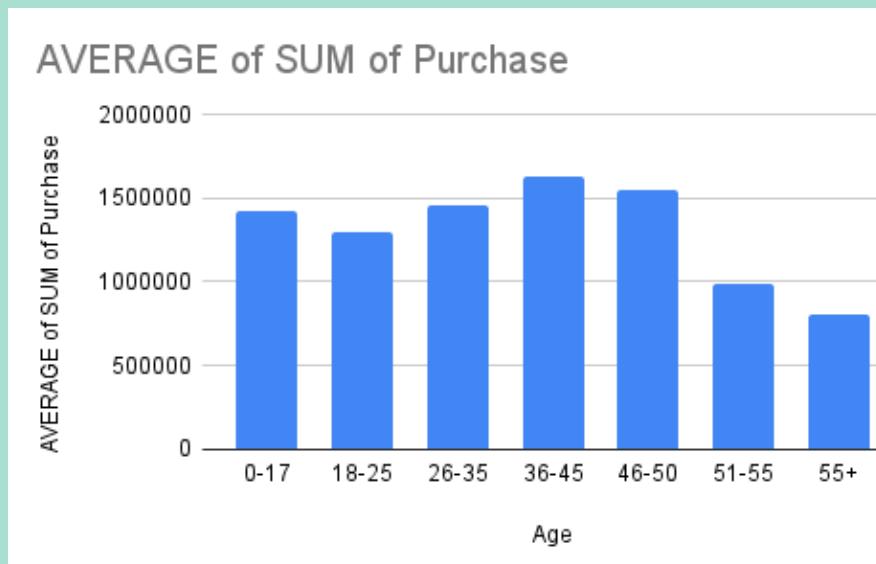
- This product might be preferred over other alternatives in its category, indicating strong customer loyalty or satisfaction.
- Analyzing customer reviews and feedback for this product can provide valuable insights into what makes it popular.
- Comparing this product's performance with competitors' offerings can reveal competitive advantages or areas for improvement.

In the City Category C, the age group of 36-45 males is the highest Spenders

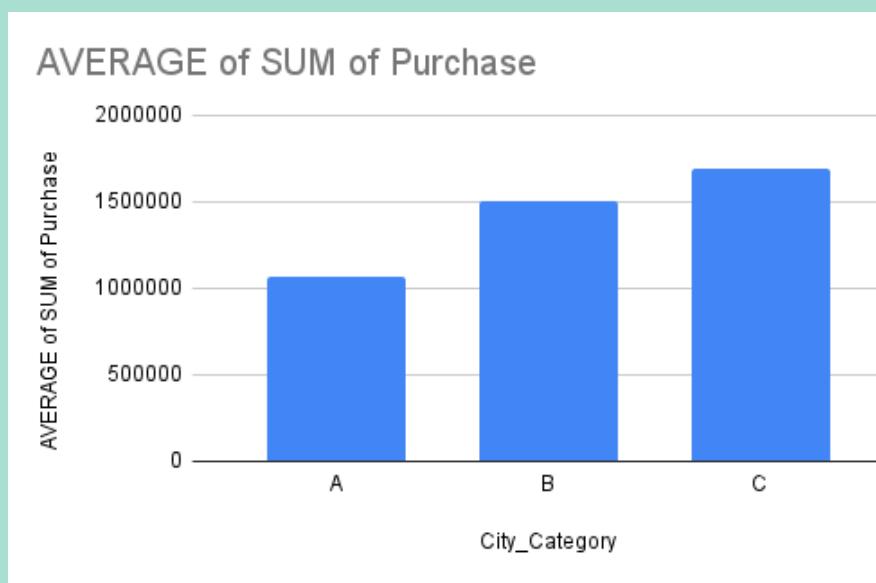
Gender



Age



city



Findings

- Males spend more on average than females.
- Age group 36-45 has the highest average purchase, followed by 46-50 and 26-35; 51-55 and 55+ show lower purchases.
- City Category C customers spend the most, followed by B and A.

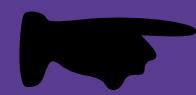
Insights

- Gender: Males spend more on average; targeted strategies needed to boost female spending.
- Age: Highest spending in 36-45, followed by 46-50 and 26-35; 51-55 and 55+ show growth potential.
- City Categories: Highest spending in Category C, then B and A; focus on engagement in B and C, and improve penetration in A.

CUSTOMER SEGMENTATION

Customer segmentation means splitting up a company's customers into smaller groups that have similar traits

- Grouping Customers: Customers are grouped based on common traits such as age, gender, location, buying behavior, interests, or spending habits.



**Purchase Behavior
Demographic**

Customer Segmentation Approach

Calculated the purchase amounts at various percentiles (e.g., 0 to 100th percentile) to understand the distribution of spending across our customer base.

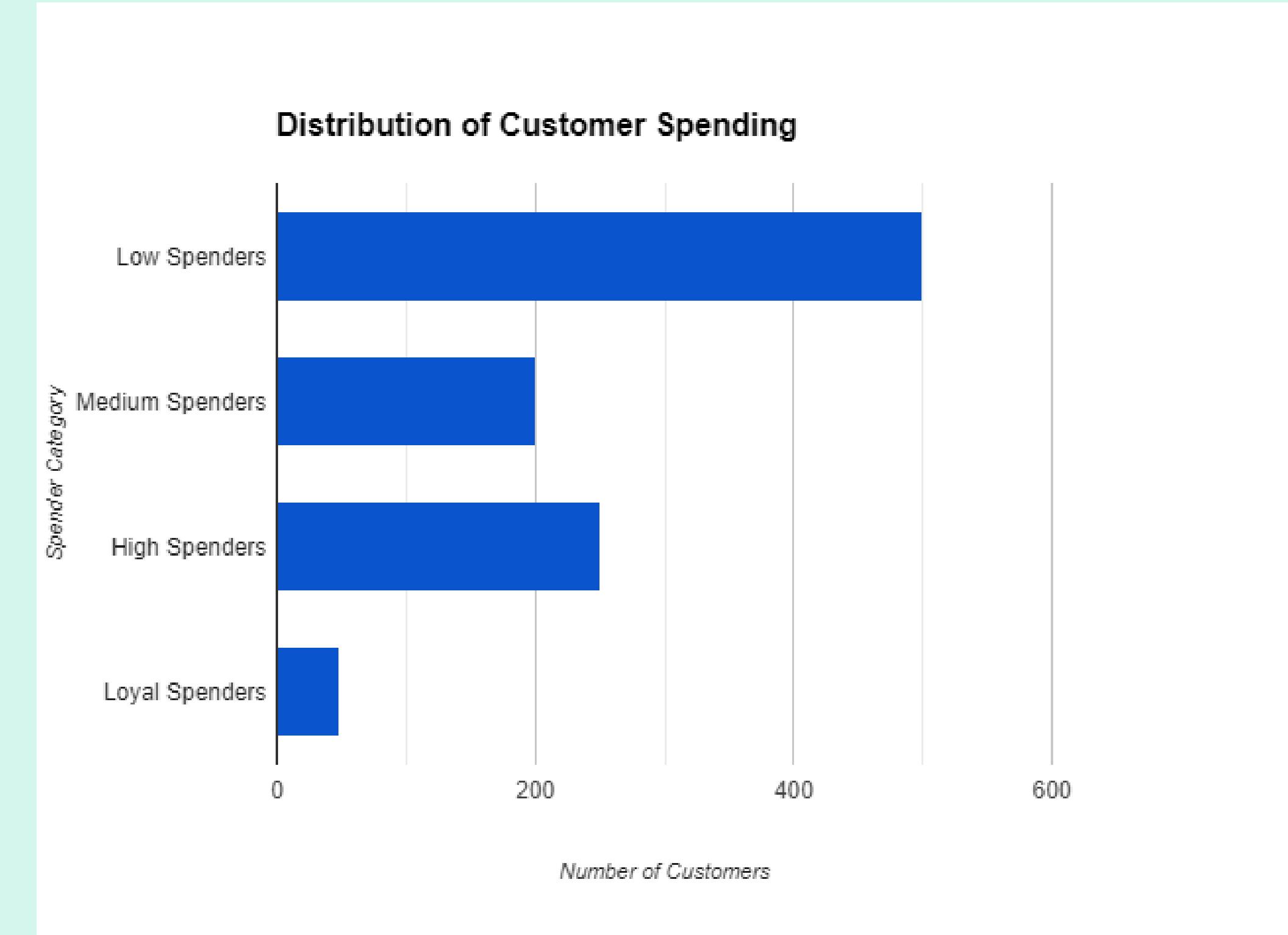
These percentiles represent different levels of spending behavior, from low to high.

Low Spenders (0th to 50th Percentile:
\$744-\$41,146)

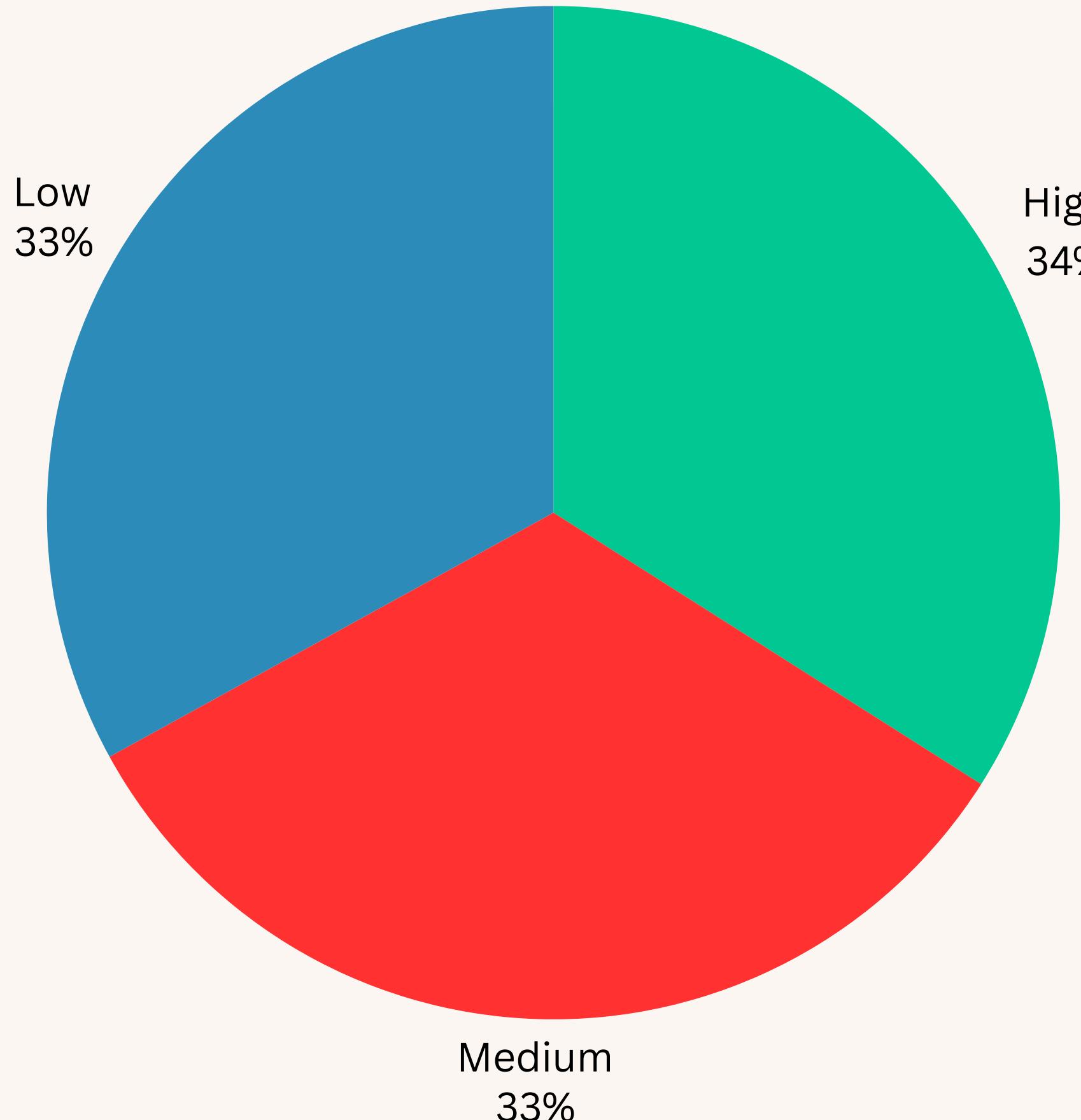
Medium Spenders (50th to 70th Percentile:
\$41,146 - \$73,683.4)

High Spenders (70th to 95th Percentile:
\$73,683.4 - \$2,22,996.8)

Loyal Spenders (Top 5 Percentile:
\$2,22,996.8 - \$6,02,921)



34% are high Spenders



Findings

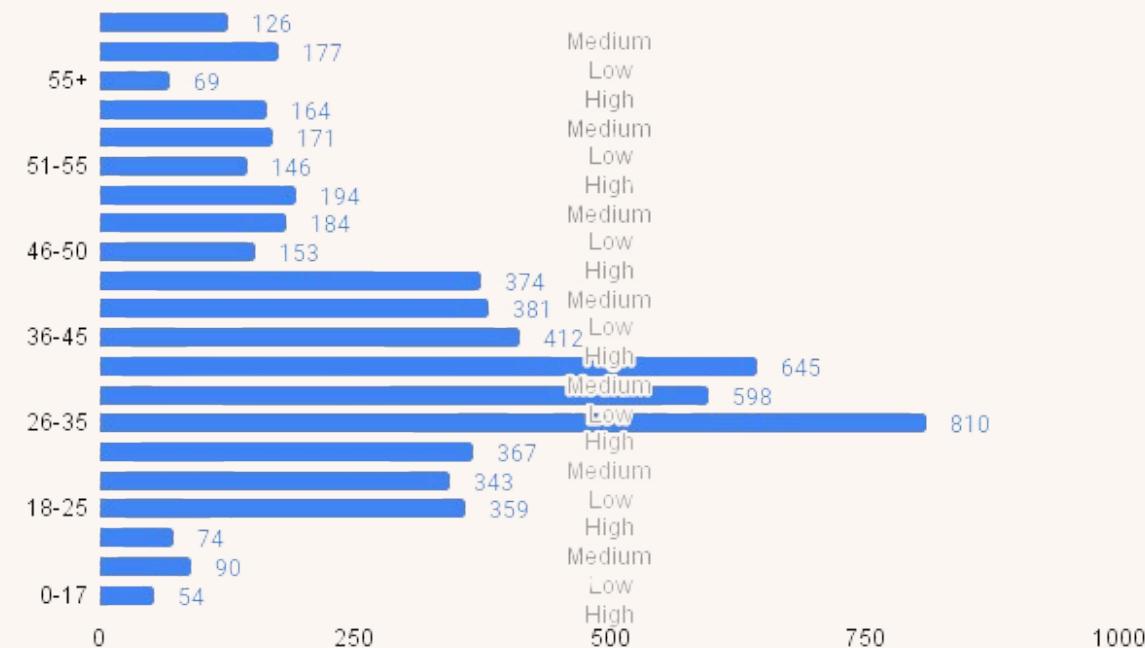
- 2,003 customers are high spenders.
- Medium and low spenders each number 1,944.

Insights

- High Spenders: Focus on personalized offers and premium services.
- Medium Spenders: Convert to high spenders with loyalty incentives and targeted promotions.
- Low Spenders: Increase spending with special discounts, bundles, and personalized recommendations.

In the City category C the age group of the 26-35 spends more than other City categories

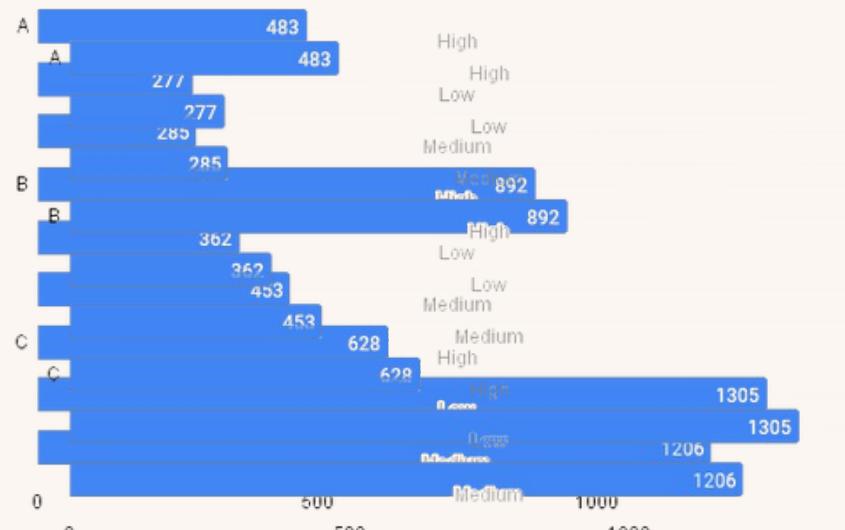
Age



Gender



City



Findings

- Age distribution varies by city category; e.g., City C has more 26-35-year-olds, City A has more 36-45-year-olds.
- Gender and age preferences differ, indicating varied trends within each group.

Insights And Recommendations

- City C: Target young professionals aged 26-35.
- City A: Focus on middle-aged adults aged 36-45.
- Analyze gender-based preferences further to refine marketing strategies.

