Walmart Business Problems

Problem 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.

Problem 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.

Problem 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.

Problem 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.

Problem 5:   Monthly Sales Trends

Question: *How do sales trends vary across months? Are there seasonal spikes?*

Purpose: Supports demand forecasting and seasonal promotions.

Problem 6:   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 prefer-

ences and improve customer experiences.

Problem 7:   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.

Problem 8:   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.

Problem 9:   Promotional Opportunities

Question: *Which categories should Walmart promote more to increase profitability?*
Purpose: Helps balance categories with high profit margins but relatively low sales volume.

Problem 10:   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.

Problem 11:   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.