Walmart Business Problems

1. Analyse 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.

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.

3. 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.

4. Analyse 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.

5. 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.

6. 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.

7. 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.

8. 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.

9.Highest Revenue Category per Branch

- **Question:** Which product category generates the highest revenue in each branch?

- **Purpose:** Helps identify the most profitable categories so the business can focus on stocking, promoting, and optimizing high-revenue items.

10. Peak Sales Hour for Each Branch

- **Question:** What is the peak sales hour for each branch?

- **Purpose:** Helps in staff scheduling, managing customer flow, and planning store operations around peak hours.

11. Identify Repeat Customers

- **Question:** Which customers visited more than once?

- **Purpose:** Helps understand customer loyalty and identify potential customers for membership programs or special offers.