

# Walmart Business Problems Overview

| # | Business Objective                              | Key Question  | Purpose / Business Insight  |
|---|---|---|---|
| 1 | Analyze Payment Methods and Sales               | What are the different payment methods, and how many transactions/items per method? | Understand customer payment preferences to optimize payment systems.                      |
| 2 | Identify Highest-Rated Category per Branch      | Which category received the highest average rating in each branch?                  | Promote top-performing categories locally, enhancing satisfaction and targeted marketing. |
| 3 | Determine Busiest Day per Branch                | What is the busiest day of the week for each branch based on transactions?          | Optimize staff scheduling and inventory for peak days.                                    |
| 4 | Calculate Quantity Sold by Payment Method       | How many items were sold through each payment method?                               | Gain insights into customer purchasing habits via payment types.                          |
| 5 | Analyze Category Ratings by City                | What are the avg, min, and max ratings per category in each city?                   | Tailor promotions and product strategies based on regional preferences.                   |
| 6 | Calculate Total Profit by Category              | What is the total profit for each category, ranked high to low?                     | Focus on high-profit categories to refine pricing and expansion strategies.               |
| 7 | Determine Most Common Payment Method per Branch | What is the most frequently used payment method in each branch?                     | Streamline payment systems based on local customer habits.                                |
| 8 | Analyze Sales Shifts Throughout the Day         | How many transactions occur during Morning, Afternoon, and Evening shifts?          | Align staffing and restocking schedules with customer shopping patterns.                  |
| 9 | Identify Branches with Revenue Decline YoY      | Which branches had the largest revenue drop year-over-year?                         | Detect underperforming branches and develop targeted turnaround strategies.               |