

## Insight

The dashboard provides a comprehensive view of Walmart's customer purchase trends and sales performance. Here are some key insights:

## Insights

1. **Sales Growth:** The total sales of **\$12,776,611** show a **12.0% Year-over-Year (YoY) growth**, indicating steady business expansion.
2. **Customer Metrics:** The churn rate remains **0.00%**, suggesting strong customer retention. However, the **average rating of 3.00** highlights an opportunity for improvement in customer satisfaction.
3. **Payment Preferences:** The distribution of payments across **Debit Card, Credit Card, Cash on Delivery, and UPI** is nearly even, showing a diverse customer preference.
4. **Discount Utilization:** The **41-50 age group** appears to have the highest discount uptake, which might indicate a preference for value-driven purchases.
5. **Geographical Reach:** With **25,096 total cities** represented, Walmart has an extensive presence, which can be leveraged for targeted regional promotions.
6. **Top Revenue-Generating Cities:** Cities named "Michael" dominate the top revenue list, highlighting regional influence and customer concentration.
7. **Diverse Customer Demographics:** Gender distribution is nearly equal across **Male (33.12%), Female (33.32%), and Other (33.56%)**, indicating broad customer appeal.
8. **Age-Based Sales Trends:** The **41-50 age group** leads in purchases, suggesting strong engagement among middle-aged customers.
9. **Product Performance:** Popular items include **Headphones, Smartwatch, Shampoo, and Smartphones**, suggesting a high demand for electronics and personal care items.

## Recommendation

1. **Tailored Marketing:** Focus promotional efforts on the **41-50 age group**, as they respond well to discounts.
2. **Enhance Payment Options:** Ensure smooth and secure transactions across all methods to maintain high trust.
3. **Expand Geographical Strategy:** Analyze sales trends across locations to optimize regional strategies.
4. **Enhance Customer Experience:** Maintain strong retention by improving customer engagement, personalized services, and loyalty programs.
5. **Target High-Performing Cities:** Invest in marketing and logistics optimization for high-revenue cities like "Michael" to further boost sales.
6. **Expand Younger Demographics:** Sales among younger age groups are relatively lower—introduce tailored offers and digital marketing strategies to attract **18-24 and 30-35** age customers.
7. **Optimize Payment Methods:** Ensure smooth transaction experiences across **Debit Card, Credit Card, Cash on Delivery, and UPI**, maintaining customer trust.
8. **Gender-Based Engagement Strategies:** Utilize customer data to craft marketing campaigns catering to preferences across different gender segments.

9. **Improve Customer Experience:** Gather feedback to enhance satisfaction and boost the average rating.
10. **Strengthen High-Performing Product Lines:** Expand offerings in **electronics and personal care**, as they generate significant revenue.