1. Walmart Sales Analysis:

You have been given a data set to analyse and answer the following questions: Please note: You have to use Python to answer the questions.

Data Set: Walmart Sales [Kindly find an attached copy in the email]

A. Analyze the performance of sales and revenue at the city and branch level (5 marks)

B. What is the average price of an item sold at each branch of the city (10 marks)

C. Analyze the performance of sales and revenue, Month over Month across the Product line, Gender, and Payment Method, and identify the focus areas to get better sales for April 2019. (15 marks)

Attached the Jupyter Notebook File

2. App Exploration: (5 marks)

Explore the features and user experience of the Jar app. Identify two aspects that you think could be significantly improved and explain your reasoning behind each suggestion.

a.) **Decent UI with smooth experience, can add a feature to watch adds and surveys to earn money (maybe a tie up with google rewards).**
b.) **Make a daily spin and win pool and add the remaining amount to next day and show bigger pool.**

3. Product Optimization: (5 marks)

The Jar app has an engagement feature called 'Spin to Win'.

Right now, if 100 people come to the app each day, only 23 of them try out this spinning game.

But, we know that people who spin are more likely to retain on the app and do transactions.

Now, we want to get more people to play the game. So, the question is, how can we make sure that at least 50 people out of every 100 who visit the app each day will play 'Spin to Win'? What can we do to get more people interested in spinning the wheel?

Share all your answers in a doc format and give the respective permissions to access the document.

Add mini games to earn more spin to win to add a sense of accomplishment so a person gets more engagement with the app.