Walmart Customer Purchase Behaviour Analysis: Final Insights and Recommendations

Insights:

1. **Gender and Purchase Frequency:**
   o Men make a significantly higher number of purchases compared to women (ratio of approximately **3:1**).

2. **City Category and Spending:**
   o Purchase distribution across city categories varies (A: B:C = **27:31:42**).

3. **Marital Status and Spending:**
   o Married customers constitute nearly **60%** of the customer base.
   o Spending habits between married and unmarried customers show no significant difference.

4. **Occupation and Spending:**
   o Occupation doesn't significantly influence spending behaviour.

5. **Product Variety and Gender:**
   o Both genders purchase a similar variety of products.

6. **Spending by Gender:**
   o Men's average spending is around $9437, while women's is around $8735

7. **Statistical Significance:**
   o A significant difference exists in average spending between genders.
   o Marital status doesn't significantly impact spending.

8. **Unified Marketing Approach:**
   o Customer segmentation based on marital status might not be necessary.

Recommendations:

1. **Targeted Marketing for Men:**
   o Increase focus on advertising campaigns to attract more male customers, particularly in city categories B and C (highest spending).

2. **Unified Strategy for Marital Status:**
   o Develop a unified marketing strategy applicable to both married and unmarried customers due to similar spending patterns.

3. **Loyalty Programs for High Spenders:**
   - o Identify and target high-spending customers (outliers, representing approximately **1.24%** of total spending) with loyalty programs or special promotions to retain their business.

4. **Gender-Specific Product Placement:**
   - o Tailor product displays and advertisements based on gender preferences to cater to distinct spending habits.

5. **Age-Specific Marketing:**
   - o Create marketing campaigns targeting specific age groups based on their spending behaviours and product preferences.

6. **Enhanced Shopping Experience:**
   - o Invest in improving both online and in-store shopping experiences to attract and retain customers regardless of their length of stay in the city.

Overall, these insights provide valuable information for Walmart to optimize marketing strategies, product offerings, and in-store experiences to cater to different customer segments and drive sales growth.