

Walmart Sales Analysis – Business Insights Report

1. Sales Performance by Payment Method

Business Question: What are the different payment methods, and how many transactions and items were sold using each method?

Insight: This analysis identifies which payment methods customers prefer. Understanding this helps Walmart optimize its payment systems and ensure seamless checkout experiences.

Purpose:

- Improve customer experience
- Maintain preferred payment options
- Identify underused payment methods

2. Highest-Selling Category in Each Branch

Business Question: Which category sells the highest quantity in each branch?

Insight: This reveals top-performing categories per branch. Different branches may have different customer preferences.

Purpose:

- Optimize branch-specific inventory
- Improve product placement and marketing
- Reduce overstock and stockouts

3. Busiest Day of the Week for Each Branch

Business Question: What is the busiest day of the week for each branch based on transaction volume?

Insight: Identifying peak days helps Walmart schedule staff efficiently and improve customer service

Purpose:

- Improve employee scheduling
- Prepare inventory for peak days
- Reduce checkout congestion

4. Total Quantity Sold by Payment Method

Business Question: How many items were sold through each payment method?

Insight: Different payment methods drive different purchase behaviors; for example, digital payments might lead to higher cart sizes.

Purpose:

- Analyze purchasing trends
- Improve payment system performance
- Support financial decision-making

5. Category Ratings by City

Business Question: What are the minimum, maximum, and average ratings for each product category in each city?

Insight: Customer satisfaction varies by city and product category. This helps identify areas where product improvements or customer support enhancements are needed.

Purpose:

- Understand regional product performance
- Improve quality control
- Plan targeted promotions

6. Total Profit by Category

Business Question: What is the total profit for each category, ranked from highest to lowest?

Insight: Identifies the most profitable product lines. High-profit categories should be expanded or promoted more aggressively.

Purpose:

- Focus on high-margin products
- Optimize pricing strategies
- Improve profit forecasting

7. Most Common Payment Method per Branch

Business Question: Which payment method is most frequently used in each branch?

Insight: Payment method preferences differ by branch depending on customer demographics.

Purpose:

- Plan payment counter infrastructure
- Improve cashier system efficiency
- Enhance customer satisfaction per branch

8. Sales Shifts Throughout the Day

Business Question: How many transactions occur during Morning, Afternoon, and Evening in each branch?

Insight: Helps Walmart understand customer visit patterns and allocate staff appropriately during peak hours.

Purpose:

- Plan staff shifts
- Manage shelf replenishment
- Reduce waiting times

9. Branches with Highest Revenue Decline (2022 - 2023)

Business Question: Which branches experienced the highest percentage decline in revenue from 2022 to 2023?

Insight: Identifying declining branches helps Walmart investigate potential issues such as local competition, poor customer experience, or product mix problems.

Purpose:

- Immediately address underperforming branches
- Implement targeted improvement strategies
- Support recovery and business growth