

# 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. 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

## 5. 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

## 6. 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

## 7. 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

## 8. 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