



Revenue

Total Revenue for Each Branch

Question: Calculate the total revenue generated by each branch.

Purpose: This helps Walmart identify top-performing branches, optimize resource allocation, detect revenue trends, and establish benchmarks to improve the performance of underachieving locations.

Cities with Highest Total Revenue

Question: Identify the top 3 cities with the highest total revenue.

Purpose: Walmart can strategically prioritize investments and marketing initiatives to maximize profitability in high-performing locations.

Monthly Total Revenue

Question: Calculate the total revenue generated for each month.

Purpose: Identifying seasonal trends and revenue patterns enables Walmart to enhance financial planning, improve inventory management, and drive strategic business decisions.

Highest Revenue for a Specific Category in Each Branch

Question: Find the branch with the highest total revenue for the "Health and Beauty" category.

Purpose: Analyzing top-performing branches within this category provides Walmart insights for targeted marketing, inventory optimization, and resource allocation decisions.

Profits

Average Profit Margin by Payment Method

Question: Calculate the average profit margin for each payment method.

Purpose: Identifying the most profitable payment methods allows Walmart to optimize payment processes, enhance strategic planning, and maximize profitability.

Calculate Total Profit by Category

Question: Calculate the total net profit for each category.

Purpose: Understanding the profitability of each category helps Walmart focus on high-profit areas, refine pricing strategies, and enhance inventory and marketing efforts for maximum returns.

Ratings

Analyze Category Ratings by City

Question: Determine the average, minimum, and maximum rating of products for each city.

Purpose: This data guides Walmart's regional promotions and customer experience improvements, addressing city-specific preferences and optimizing product offerings.

Highest-Rated Category in Each Branch

Question: Identify the highest-rated category in each branch. Display the branch, category, and average rating.

Purpose: Understanding which product categories are most popular at each branch enables Walmart to optimize shelf space, refine marketing efforts, and boost customer satisfaction.

Payments

Total Transactions, Quantities Sold by Payment Method

Question: Find the different payment methods, their total number of transactions, and total quantities sold.

Purpose: This information helps Walmart optimize payment processes, identify trends in popular payment methods, and adjust inventory levels accordingly.

Most Used Payment Method for Each Branch

Question: Determine the most common payment method for each branch.

Purpose: Walmart can enhance operational efficiency by aligning staffing and equipment to meet branch-specific payment method preferences.

Sales Trends

Busiest Sales Day of the Week

Question: Identify the busiest day of the week for each branch based on the number of transactions.

Purpose: This insight helps Walmart optimize staffing and operations, ensuring customer demand is met efficiently.

Sales Shifts Throughout the Day

Question: How many transactions were completed in each shift (Morning, Afternoon, Evening) for each branch at Walmart?

Purpose: Analyzing customer activity patterns throughout the day allows Walmart to manage staff shifts, inventory, and stock replenishment to maximize operational efficiency.

Identify Branches with Highest Revenue Decline Year-Over-Year

Question: Determine the top 5 branches that experienced the greatest percentage decrease in revenue from 2022 to 2023.

Purpose: By pinpointing underperforming branches, Walmart can investigate root causes of revenue decline and develop targeted strategies to boost performance or mitigate losses.