🛒 Walmart Business Problems & Purposes

1. Evaluate Overall Sales Performance

Question: What are the total transactions, total units sold, and total revenue overall?

Purpose: This provides a high-level overview of Walmart's sales performance, helping assess overall business health and growth trends.

2. Track Sales Volume by Payment Method

Question: What is the total quantity of items sold per payment method?

Purpose: Understanding which payment methods drive the most sales helps optimize transaction processes and tailor promotions to customer preferences.

3. Identify Top-Rated Categories by Branch

Question: Which category received the highest average rating in each branch?

Purpose: Recognizing popular categories per branch enables targeted marketing and inventory decisions to enhance customer satisfaction.

4. Analyze Category Ratings by City

Question: What are the average, minimum, and maximum ratings for each category in each city? **Purpose:** This helps Walmart tailor product offerings and promotions to regional preferences, improving customer experience and loyalty.

5. Rank Categories by Profitability

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

Purpose: Identifying high-profit categories allows Walmart to focus on expanding profitable product lines and refining pricing strategies.

6. Understand Sales Distribution Across Shifts

Question: How many transactions occur in each shift (Morning, Afternoon, Evening) across branches?

Purpose: This insight supports efficient staff scheduling and inventory management during peak sales periods.

7. Determine Preferred Payment Method by Branch

Question: What is the most frequently used payment method in each branch?

Purpose: Knowing branch-specific payment preferences helps streamline checkout processes and improve customer convenience.