Walmart Business Challenges

1. **Evaluate Payment Preferences and Sales Performance**
   - **Question:** What payment methods are available, and how do transaction counts and item sales vary across them?
   - **Objective:** To identify customer payment preferences and optimize payment processing strategies accordingly.
2. **Find Top-Rated Categories by Branch**
   - **Question:** Which product category achieves the highest average customer rating in each branch?
   - **Objective:** To promote well-rated categories at specific branches and enhance customer satisfaction through targeted marketing.
3. **Discover Peak Sales Days for Each Branch**
   - **Question:** On which day of the week does each branch experience the highest transaction volume?
   - **Objective:** To improve staffing efficiency and inventory allocation during peak days.
4. **Assess Item Sales by Payment Type**
   - **Question:** How many items are purchased using each payment method?
   - **Objective:** To gain insights into purchasing habits based on payment type and refine customer service strategies.
5. **Evaluate Category Ratings by City**
   - **Question:** What are the average, lowest, and highest ratings for each category within different cities?
   - **Objective:** To tailor promotional activities to regional preferences and improve customer engagement in specific areas.
6. **Rank Category Profitability**
   - **Question:** What is the total profit generated by each product category, ranked from highest to lowest?
   - **Objective:** To prioritize high-margin categories for expansion and refine pricing or marketing strategies.
7. **Determine Popular Payment Methods by Branch**
   - **Question:** What is the most commonly used payment method in each branch?
   - **Objective:** To streamline branch-specific payment processes and enhance customer convenience.
8. **Track Sales Trends Across Shifts**
   - **Question:** How does transaction volume vary across different time periods (morning, afternoon, evening) for each branch?
   - **Objective:** To optimize staff scheduling and inventory management during busy times.
9. **Identify Branches with Significant Revenue Declines**
   - **Question:** Which branches have experienced the most substantial decrease in revenue compared to the prior year?
   - **Objective:** To address challenges at underperforming branches and implement strategies to improve sales or prevent further declines.