

# **Walmart**

## **Optimising Branch Performance through Payment, Ratings, and Revenue Analysis**

Walmart faces multiple challenges in optimising its sales, customer satisfaction, and operational efficiency across branches. The company seeks to analyse payment methods and sales performance to understand customer preferences and transaction volumes. This includes identifying the most common payment methods and total quantities sold per method.

Additionally, Walmart aims to recognise the highest-rated product categories in each branch and city by analysing average, minimum, and maximum category ratings to tailor marketing and promotions specific to branch and regional preferences. Understanding the busiest transaction days and sales shifts throughout the day is essential for optimising staffing and inventory management.

Declining revenue trends in certain branches require investigation to devise effective strategies for sales recovery. The company also wants to rank product categories by total profit to focus on high-margin items for strategic growth.

The objectives of this analysis are to provide Walmart with actionable insights to improve payment processing, customer satisfaction, inventory management, regional marketing, and revenue growth across its branches.