

Assignment for Business Analyst Intern @Jar

Walmart Sales Analysis:

1. Analyze the performance of sales and revenue at the city and branch level (5 marks)

Ans)

Branch	Quantity
A	1883
B	1899
C	1728

Branch Level Sales

City	Quantity
Mandalay	1820
Naypyitaw	1831
Yangon	1859

City Level Sales

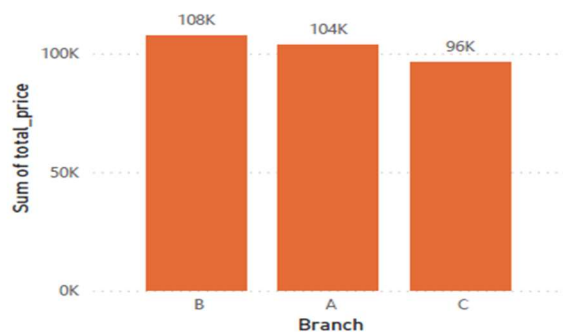
Branch	Revenue
A	103763
B	107567.2
C	96257.19

Branch Level Revenue

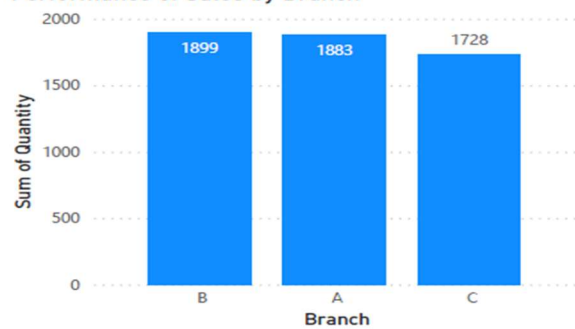
City	Revenue
Mandalay	101140.6
Naypyitaw	105303.5
Yangon	101143.2

City Level Revenue

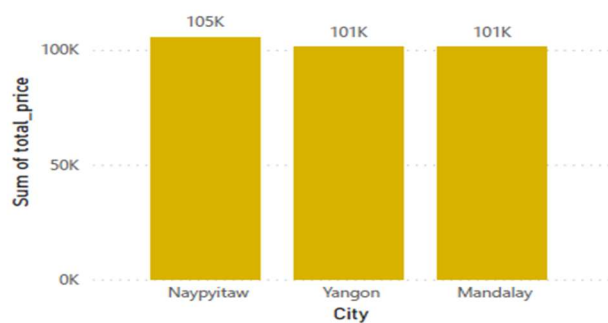
Performance of Revenue by Branch



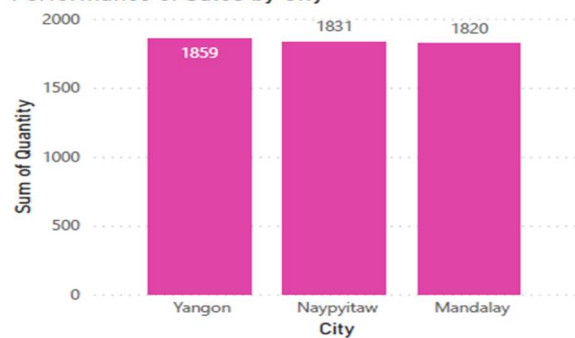
Performance of Sales by Branch



Performance of Revenue by City



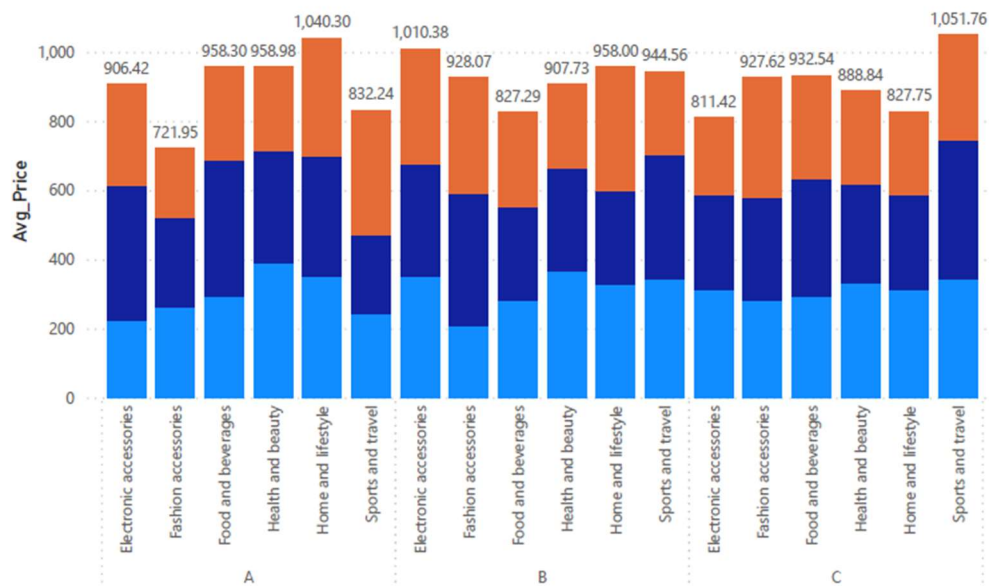
Performance of Sales by City



B. What is the average price of an item sold at each branch of the city (10 marks)

Avg_Price of an item sold by Branch in City

City ● Mandalay ● Naypyitaw ● Yangon



Refer the Below Table for the Detailed Values

[Data Frame : Avg Price](#)

C. Analyze the performance of sales and revenue, Month over Month across the Product line, Gender, and Payment Method, and identify the focus areas to get better sales for April 2019.

Date	Gender	Revenue
31 January 2019	Female	56322.84
31 January 2019	Male	54431.32
28 February 2019	Female	53652.91
28 February 2019	Male	38936.97
31 March 2019	Female	49912.75
31 March 2019	Male	54330.59

Performance of Revenue Month Over Month across the Gender

Date	Gender	Quantity
31 January 2019	Female	1019
31 January 2019	Male	946
28 February 2019	Female	951
28 February 2019	Male	703
31 March 2019	Female	899
31 March 2019	Male	992

Performance of Sales Month Over Month across the Gender

Date	Product line	Quantity
31 January 2019	Electronic accessories	333
31 January 2019	Fashion accessories	336
31 January 2019	Food and beverages	325
31 January 2019	Health and beauty	254
31 January 2019	Home and lifestyle	342
31 January 2019	Sports and travel	375
28 February 2019	Electronic accessories	313
28 February 2019	Fashion accessories	295
28 February 2019	Food and beverages	349
28 February 2019	Health and beauty	266
28 February 2019	Home and lifestyle	205
28 February 2019	Sports and travel	226
31 March 2019	Electronic accessories	325
31 March 2019	Fashion accessories	271
31 March 2019	Food and beverages	278
31 March 2019	Health and beauty	334
31 March 2019	Home and lifestyle	364
31 March 2019	Sports and travel	319

Performance of Sales Month Over Month across the Product_Line

Date	Product line	Revenue
31 January 2019	Electronic accessories	17934.56
31 January 2019	Fashion accessories	18423.92
31 January 2019	Food and beverages	18638.6
31 January 2019	Health and beauty	15603.02
31 January 2019	Home and lifestyle	19518.8
31 January 2019	Sports and travel	20635.26
28 February 2019	Electronic accessories	16536.1
28 February 2019	Fashion accessories	18104.63
28 February 2019	Food and beverages	19047.96
28 February 2019	Health and beauty	13906.91
28 February 2019	Home and lifestyle	11842.27
28 February 2019	Sports and travel	13152.01
31 March 2019	Electronic accessories	17279.37
31 March 2019	Fashion accessories	15191.35
31 March 2019	Food and beverages	15784.72
31 March 2019	Health and beauty	17341.25
31 March 2019	Home and lifestyle	19935.99
31 March 2019	Sports and travel	18710.66

Performance of Revenue Month Over Month across the Product Line

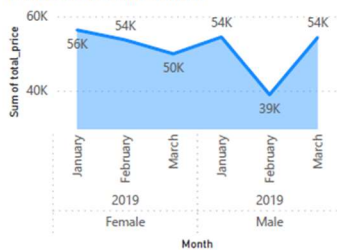
Date	Payment	Quantity
31 January 2019	Cash	708
31 January 2019	Credit card	622
31 January 2019	Ewallet	635
28 February 2019	Cash	596
28 February 2019	Credit card	505
28 February 2019	Ewallet	553
31 March 2019	Cash	592
31 March 2019	Credit card	595
31 March 2019	Ewallet	704

Performance of Sales Month Over Month across the Payment Method

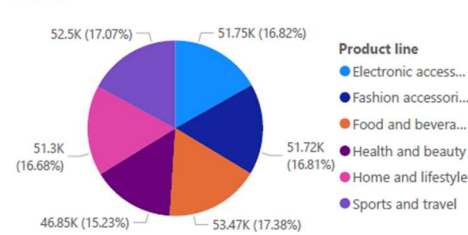
Date	Payment	Revenue
31 January 2019	Cash	39781.03
31 January 2019	Credit card	36425.31
31 January 2019	Ewallet	34547.82
28 February 2019	Cash	34044.13
28 February 2019	Credit card	29866.69
28 February 2019	Ewallet	28679.06
31 March 2019	Cash	33038.24
31 March 2019	Credit card	29676.64
31 March 2019	Ewallet	41528.46

Performance of Revenue Month Over Month across the Payment Method

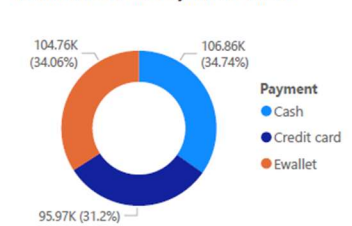
Performance of Revenue Month Over Month across the Gender



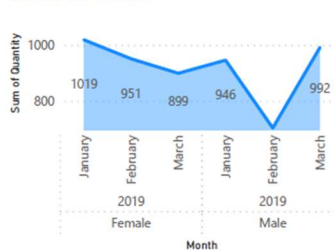
Performance of Revenue Month Over Month across the Gender



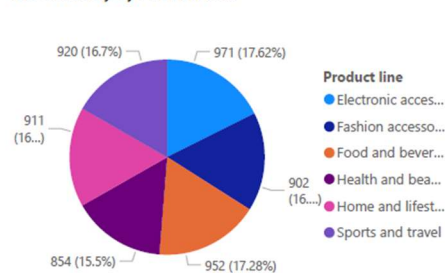
Performance of Revenue Month Over Month across the Payment Method



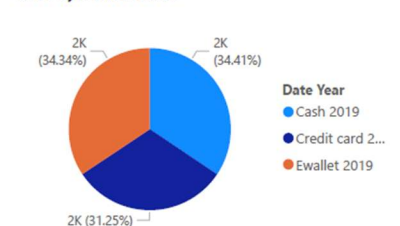
Performance of Sales Month Over Month across the Gender



Performance of Sales Month Over Month across the Gender by Product line



Performance of Sales, Month Over Month across the Payment Method



3b) Identify the focus areas to get better sales for April 2019.?

In February, the revenue and sales generated by males were very low. Additionally, revenue and sales generated by the Health and Beauty product line were lower compared to other product lines. Furthermore, credit card payments were also low.

To increase revenue and sales for April 2019, we should focus on implementing more offers for Health and Beauty products. Marketing efforts should be intensified for Health and Beauty products to attract more customers. Additionally, we can improve credit card sales by providing offers in collaboration with individual banks, which can help in attracting more customers and increasing sales.

2Question)

App Exploration: (5 marks)

Explore the features and user experience of the Jar app. Identify two aspects that you think could be significantly improved and explain your reasoning behind each suggestion.

Ans)

In my exploration, I found that there are numerous spins available each day, such as 10 spins per day. I suggest reducing this number to a minimal amount so that customers feel the value of each spin. When the spinning count is too high, customers may perceive that there are plenty of spins left, leading to less engagement. Additionally, since the spin count resets every day, customers might delay engagement, thinking they can return the next day.

Furthermore, there is a requirement for manual bank transactions. I recommend implementing an auto-mandate system within the app, allowing customers to invest a certain amount, such as 10 Rs per day, automatically. Many customers may not have the inclination to log in daily and add money to their wallets for purchasing gold. By introducing an auto-mandate system, we can streamline the transaction process, enhance user experience, and increase engagement with our app.

3. Product Optimisation: (5 marks)

The Jar app has an engagement feature called 'Spin to Win'. Right now, if 100 people come to the app each day, only 23 of them try out this spinning game. But, we know that people who spin are more likely to retain on the app and do transactions. Now, we want to get more people to play the game. So, the question is, how can we make sure that at least 50 people out of every 100 who visit the app each day will play 'Spin to Win'? What can we do to get more people interested in spinning the wheel?

Ans)

Based on my observations, I believe some changes to the spinning wheel could attract more customers. Here are some specific suggestions:

Current Issues:

Low participation: Currently, only 23 out of 100 users participate in the spin.

Unclear value proposition: Users might not understand the benefits of playing after initial spins.

Difficult redemption: Redirection to the payment page after spins might dissuade participation.

Unattractive design: The red triangles might not be visually appealing.

Suggested Improvements:

Include a mix of rewards: coupons, small discounts, and occasional high-value prizes.

Highlight high-value prizes prominently to create excitement.

Consider "guaranteed rewards" like small discounts to incentivize participation.

Improve gameplay communication:

Clearly display potential rewards on the wheel for each segment.

Show user progress, spins remaining, and potential upcoming rewards.

Explain redemption process before spins, not after.

Enhance visual appeal:

Use brighter, more attractive colors like green or other research-backed choices.

Consider smoother animations and sound effects for a more engaging experience.

Introduce alternative engagement:

Offer alternative engagement options besides spinning, like daily quests or challenges.

Allow users to save spins for later or share their winnings on social media.