Walmart – Business Questions & Purpose

## Branch Transaction Volume Analysis

Business Question: What is the count of transactions in each branch?

Purpose: To evaluate branch-wise customer traffic and performance.

## Payment Preferences and Quantity Sold

Business Question: What are the different payment methods used, and how many transactions and total quantities are associated with each?

Purpose: To identify popular payment methods and customer purchasing behavior.

## Category-wise Pricing Insight

Business Question: What is the average unit price across each product category?

Purpose: To assess pricing trends and compare cost distribution across categories.

## City-wise Profitability

Business Question: Which are the top 10 cities with the highest total profit margin?

Purpose: To identify lucrative markets for potential expansion and investment.

## Peak Sales Day Identification

Business Question: On which day of the week is the highest total sales achieved?

Purpose: To optimize inventory, staffing, and promotions on high-traffic days.

## Category Quantity Insight

Business Question: What is the average quantity of items sold in each category?

Purpose: To understand product movement and inventory planning.

## Hourly Sales Distribution

Business Question: How are sales distributed across different hours of the day?

Purpose: To evaluate peak and off-peak hours for better staff scheduling and promotions.

## Top Earning Branch per City

Business Question: Which branch earns the highest revenue in each city?

Purpose: To identify strong performers and replicate best practices across branches.

## Best-Selling Category by Branch

Business Question: What is the top-selling product category in each branch?

Purpose: To tailor product mix and marketing strategies by branch.

## High-Value Transactions Analysis

Business Question: Which transactions are considered high-value (sales > $500)?

Purpose: To target premium customers for loyalty and promotional campaigns.

## Rating vs Profit Correlation

Business Question: Is there a relationship between product ratings and profit margins by category?

Purpose: To analyze if higher-rated products contribute more to profitability.

## Hourly Customer Footfall

Business Question: What is the customer footfall distribution by hour?

Purpose: To optimize operations, staffing, and customer experience.

## Monthly Profit Trend Analysis

Business Question: How does profit trend across different months?

Purpose: To forecast revenue and identify seasonal performance patterns.

## City-wise Rating Distribution

Business Question: What is the average, minimum, and maximum product ratings by category for each city?

Purpose: To understand regional customer satisfaction and quality perception.

## Preferred Payment Methods by Branch

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

Purpose: To streamline and promote preferred payment options for customer convenience.

## Shift-based Sales Categorization

Business Question: What is the invoice count during morning, afternoon, and evening shifts?

Purpose: To analyze sales patterns across the day for operational efficiency.