

# Report - Walmart Case Study

 Walmart\_Case\_Study\_Scaler.pdf

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## 1. Customer Demographics

Attribute	Key Insight	Actionable Recommendation
Gender	72% of buyers are male, 28% female	Promote male-targeted products but create campaigns to attract more female buyers for higher sales.
Age	Largest buyers: 26–35 (40%), 36–45 (20%), 18–25 (18%)	Target Black Friday promotions to the 26–35 age group; offer deals that appeal to both younger (18–25) and older (36+) segments.
Marital Status	59% single, 41% married	Design Black Friday bundles for families (married) and special single-buyer deals.
City Category	Most purchases from B (42%) and C (31%) cities; A city contributes 27%	Focus marketing campaigns and logistics planning for B & C cities while maintaining premium offerings in city A.
Stay in Current City	35% of customers have lived ≤1 year in the city	Offer loyalty incentives to new residents during Black Friday to encourage repeat shopping.
Occupation	Top-spending occupations: 4 (13%), 0 (12%), 7 (11%)	Target high-spending occupations with premium offers and early-bird deals.

## 2. Product Insights

Attribute	Key Insight	Actionable Recommendation
Top Product Categories	Category 5 (27%), 1 (26%), 8 (21%)	Ensure sufficient stock for these categories and promote them heavily during Black Friday.

<b>Low-Selling Categories</b>	Categories 17, 9, 20 <1% of purchases	Consider flash deals or marketing to boost visibility or phase out slow-moving items.
<b>Purchase Amount Distribution</b>	Majority of buyers are mid-range spenders; few very high-value buyers	Bundle mid-range products for volume sales; offer premium deals to top buyers.

### 3. Black Friday-Specific Recommendations

#### 1. Targeted Campaigns:

- Focus email/SMS promotions on males aged 26–35 in B & C cities.
- Highlight female-friendly products to expand the audience.

#### 2. Inventory Planning:

- Prioritize popular categories (5, 1, 8) to avoid stockouts.
- Prepare limited deals for low-selling categories to test demand.

#### 3. Bundles & Discounts:

- Offer family or couple bundles for married customers.
- Flash deals and tiered discounts for mid-spenders to increase total sales.

#### 4. Loyalty & Engagement:

- Encourage repeat purchases by rewarding new city residents or high-spending occupations with exclusive Black Friday offers.

#### 5. Communication Strategy:

- Use insights to tailor ads, emails, and app notifications specifically for high-potential segments.

### **Recommendations**

During Black Friday, the largest segment of buyers are males aged 26–35 from B & C cities, purchasing mainly product categories 5, 1, and 8. Focused marketing, strategic inventory allocation, and targeted bundles for high-potential segments can maximize revenue and customer engagement.

### Actionable Items for Business

1. Focus marketing campaigns on men, Early 30s, and City C – they are your biggest buyers.
2. Increase promotions on categories 5, 1, and 8 – these sell the most.
3. Create special offers for women and teenagers to increase engagement.
4. Target frequent buyers with loyalty rewards – they contribute a big part of revenue.
5. Keep less popular categories at lower stock levels to save costs.

## **KPI & recommendation table**

Focus Area	Key Insight	Actionable Steps
<b>High Volume Products (Most Bought)</b>	Product Categories <b>5, 1, 8</b> account for <b>~74% of all purchases</b> .	Ensure <b>sufficient stock</b> , run <b>bundle offers</b> , promote in campaigns to maintain sales momentum.
<b>High Revenue Products (High Average Purchase)</b>	Product Categories <b>10, 7, 6</b> have the <b>highest average purchase per buyer</b> , even if fewer in number.	Focus on <b>premium promotions</b> , offer <b>exclusive deals</b> , highlight in <b>email campaigns and special displays</b> .
<b>Top Age Groups</b>	Early 30s (35%), Middle Age 36-45 (28.8%), Early 20s (18%) make up the majority of buyers.	Tailor <b>ads, offers, and bundles</b> to these age groups to maximize engagement.
<b>City Focus</b>	City C (53%), B (29%) are the largest buyers.	Prioritize <b>local stock, city-specific campaigns</b> , and <b>fast delivery options</b> in these cities.
<b>Gender Focus</b>	Males ~72% of buyers.	Marketing can highlight products preferred by male buyers; run <b>targeted campaigns</b> for females to increase share.
<b>Occupation Focus</b>	Occupations 4 (12.5%), 0 (11.7%), 7 (11.3%) are the largest contributors.	Targeted promotions or <b>loyalty programs</b> for these occupations can boost repeat purchases.

<b>Marital Status Focus</b>	Married (1) 42%, Single (0) 58%. Purchase behavior is <b>similar</b> , no major split.	<b>Generic promotions</b> work for both groups, but <b>special deals for married customers</b> may encourage bigger carts.
<b>Stay in Current City</b>	1-year stay (35%), 2-year (18%), 3-year (17%) dominate.	Promotions <b>for new residents</b> (0–1 years) could increase first-time purchases.
<b>Age &amp; Purchase Trend</b>	51-55 and 55+ age groups spend <b>more per purchase</b> on average.	Highlight <b>premium and high-value products</b> for older age groups.
<b>Product &amp; Age Group Alignment</b>	Early 20s → Product Categories 5, 1, 8; Early 30s → Categories 5, 1, 8; Middle Age → Mix of 5, 1, 8; Senior → Premium products 10, 7, 6	Create <b>age-specific product recommendations</b> in marketing campaigns and emails.
<b>Purchase Distribution</b>	Median purchase ~8047, 75th percentile ~12054, Max 23961	<b>Upsell higher value products</b> to buyers near the median to increase revenue.