Walmart-Customer-Purchases-Trend

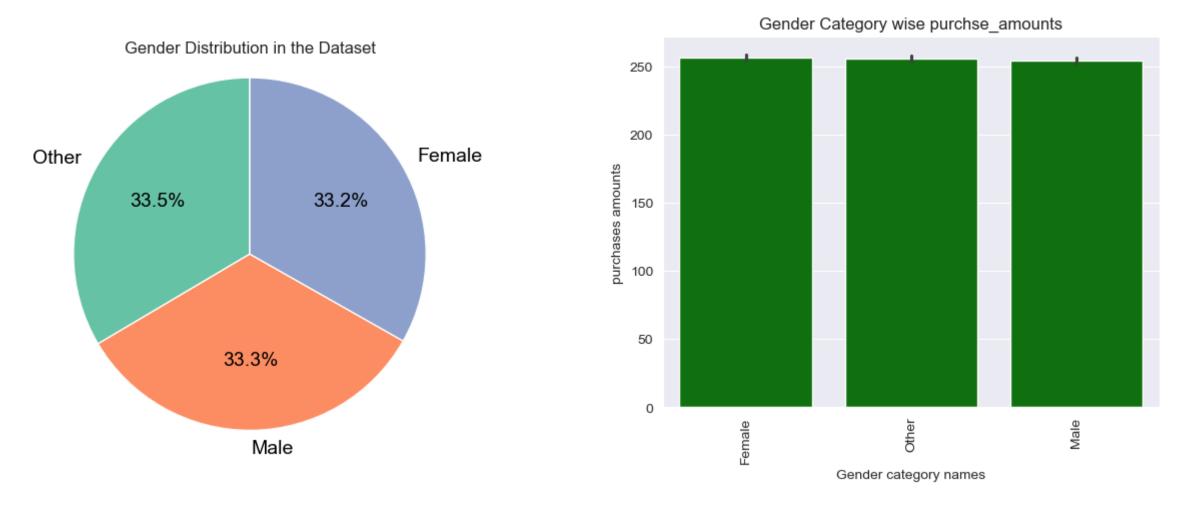
Analysis By Vivek Chauhan

18-04-2025

Agenda

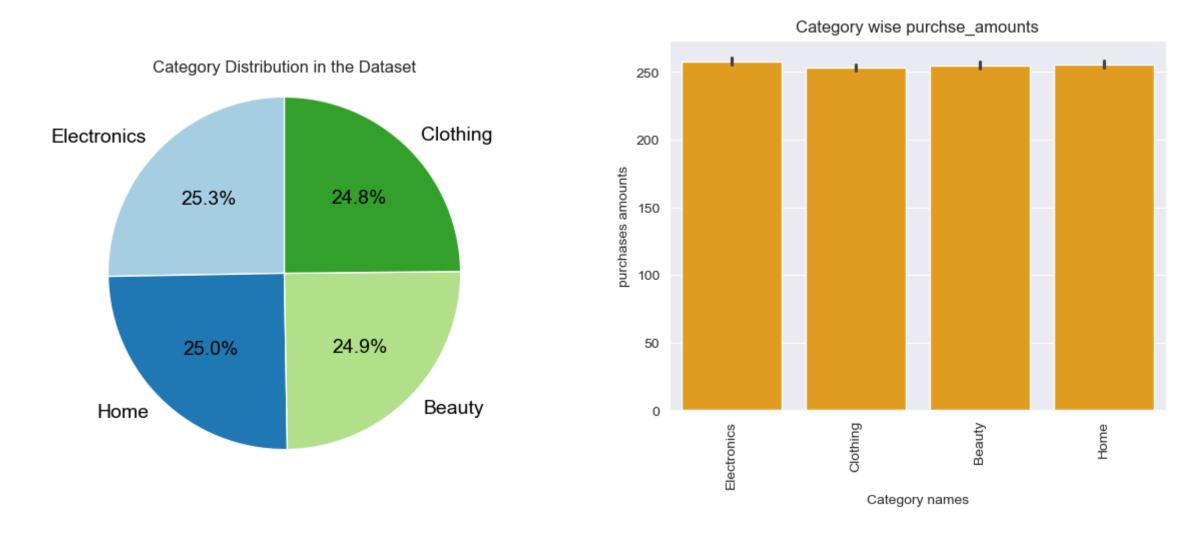
- Uni-Variate-Analysis
- Bi-Variate-Analysis
- Multi-Variate-Analysis
- Recommendations





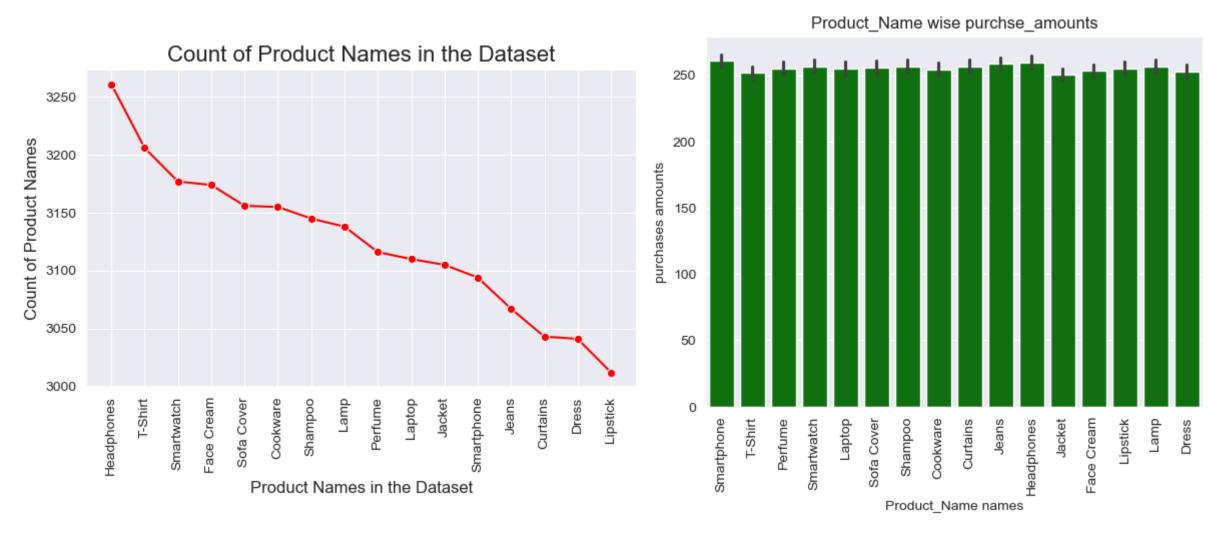
The "Other" gender category shows a higher number of customers in the Walmart purchases dataset; however, this may be due to missing or incorrectly recorded data and should be interpreted with caution.

Customers across almost all gender categories make purchases below the ₹500 price range at Walmart.



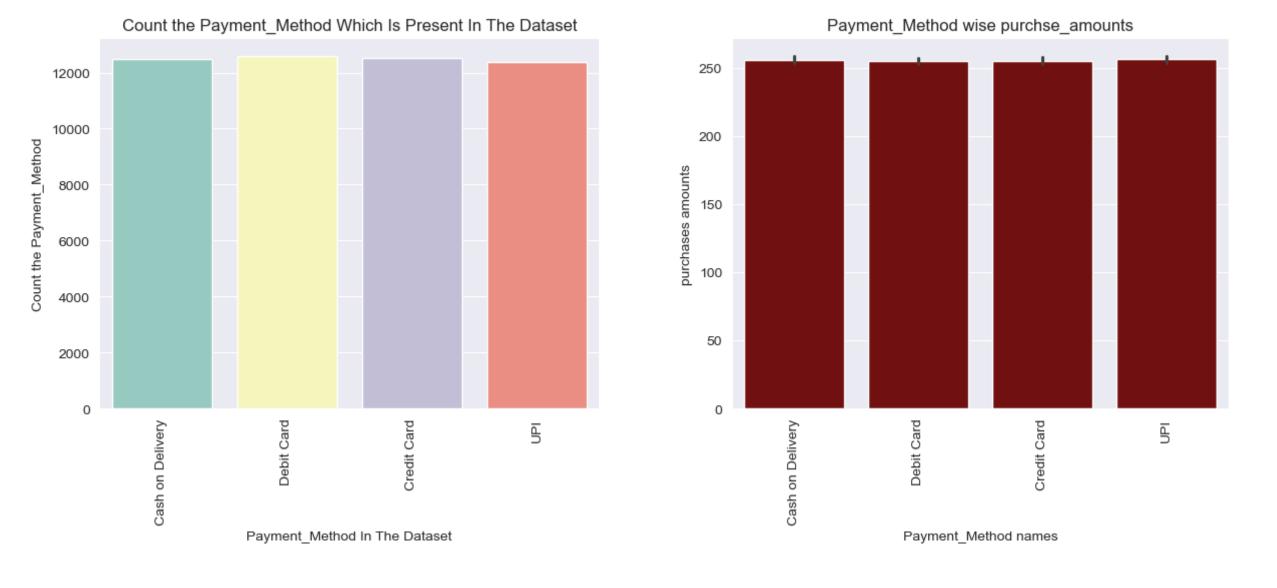
The above chart shows that the Electronics category has the highest number of purchases among Walmart customers.

The Electronics category is the most popular among Walmart customers.



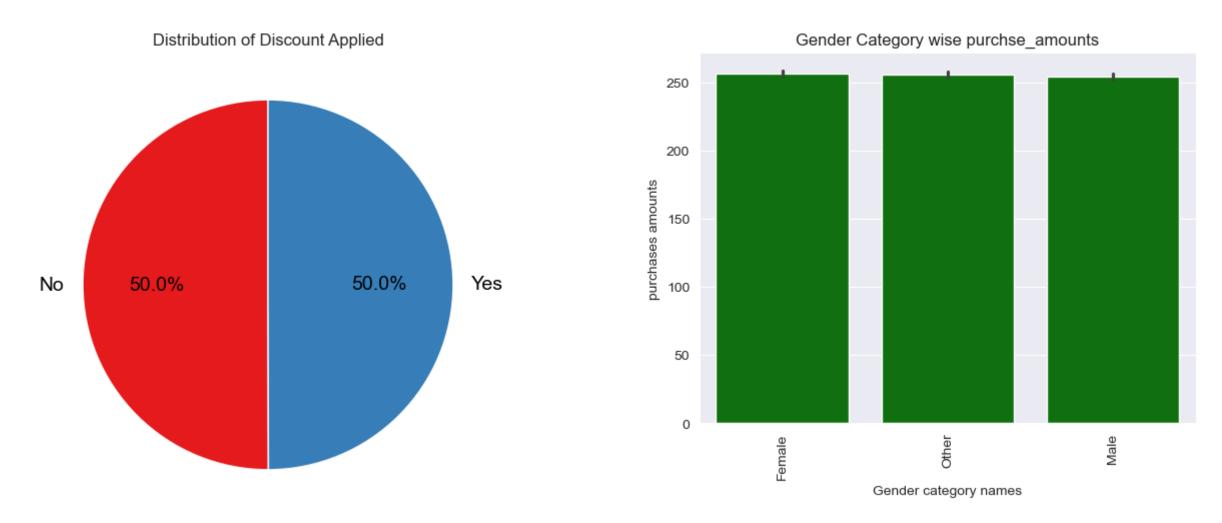
While all products show high sales at Walmart, the Headphones product category is particularly in high demand.

Smartphones are the highest-selling products at Walmart.



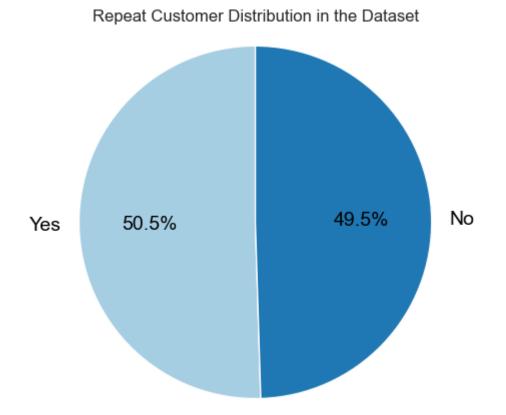
The majority of customers prefer to make payments using Debit Cards.

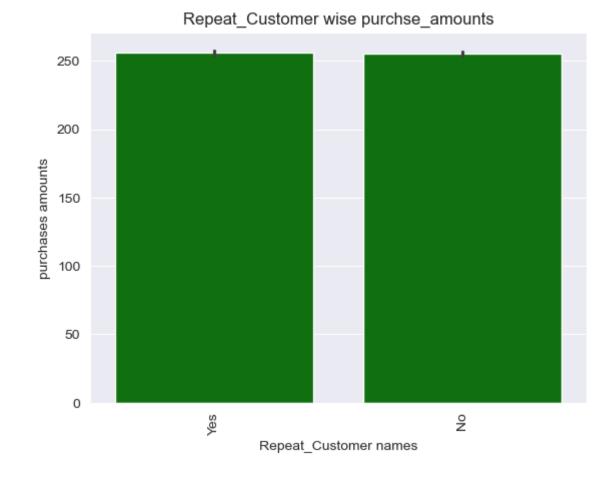
Customers make purchases using Debit Cards as their preferred payment method at Walmart.



There is no significant difference in the discount applied, but the majority of Walmart products have no discounts applied.

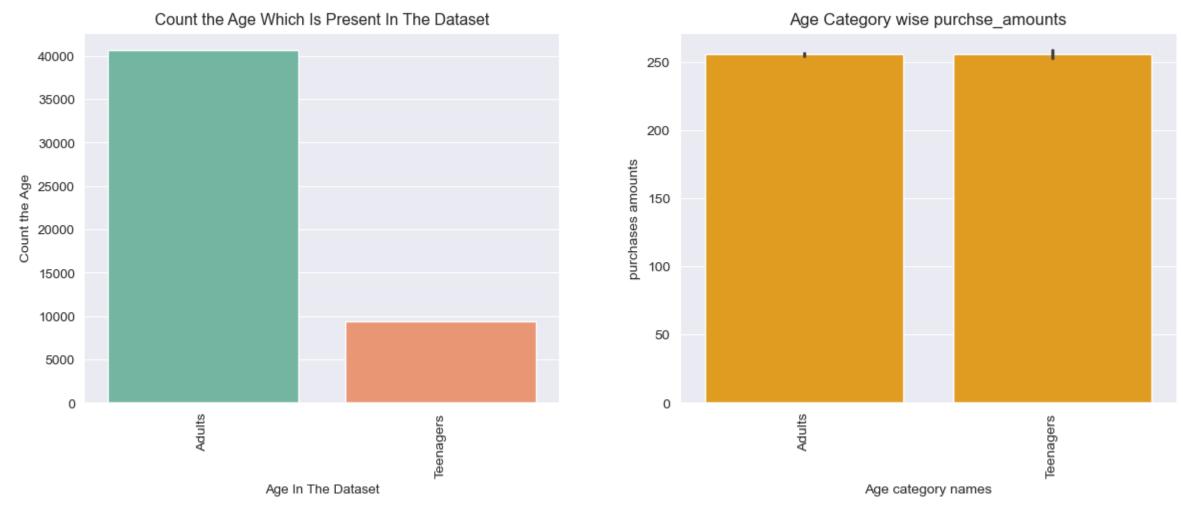
Interestingly, regardless of whether discounts are applied, the majority of customers still make purchases at Walmart even when no discounts are offered.





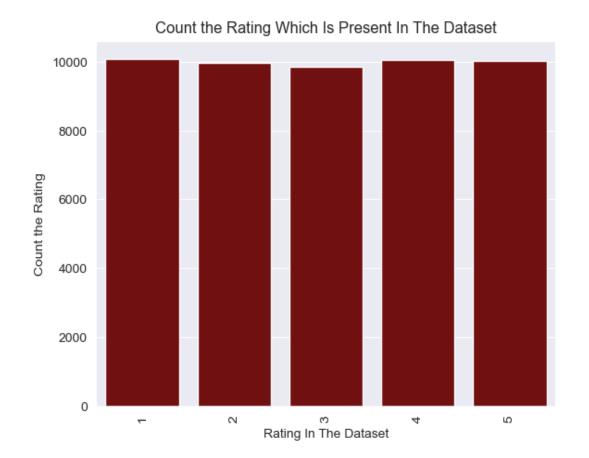
A majority of customers at Walmart are repeat buyers.

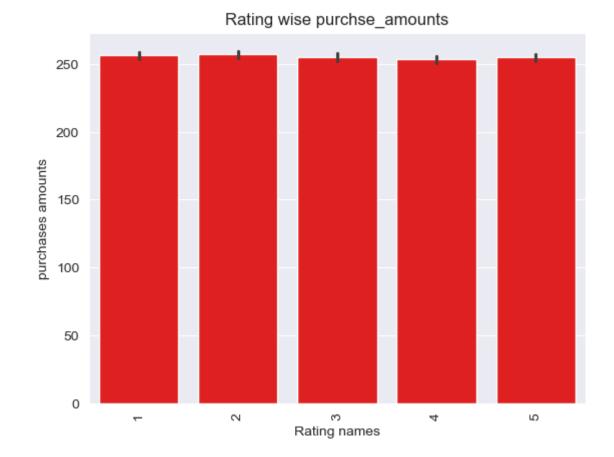
The majority of customers at Walmart are repeat buyers.



The majority of customers at Walmart are adults.

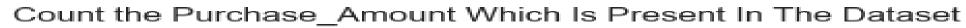
Most adults and teenagers purchase products below the ₹500 amount.

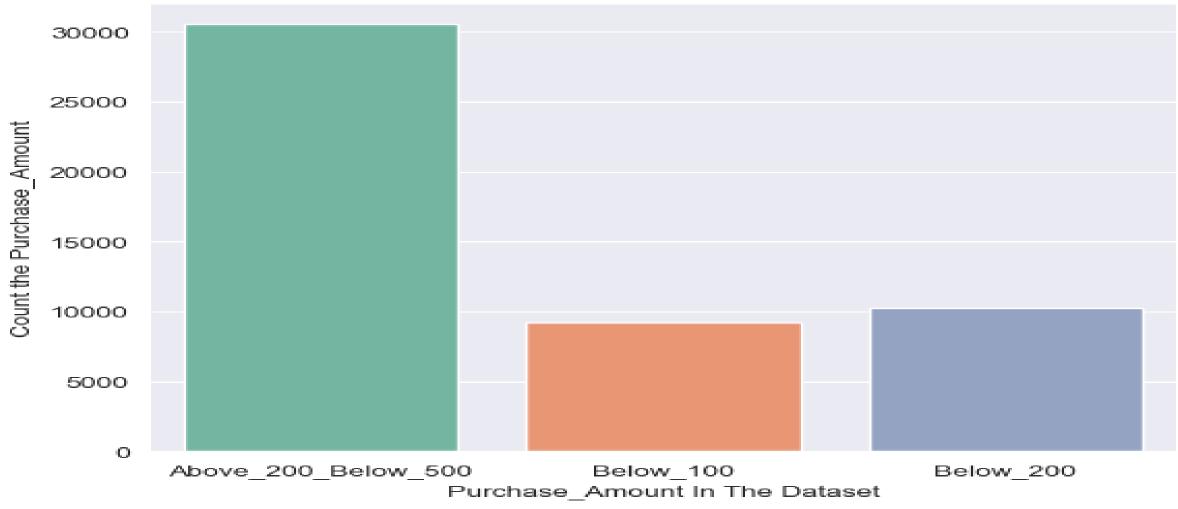




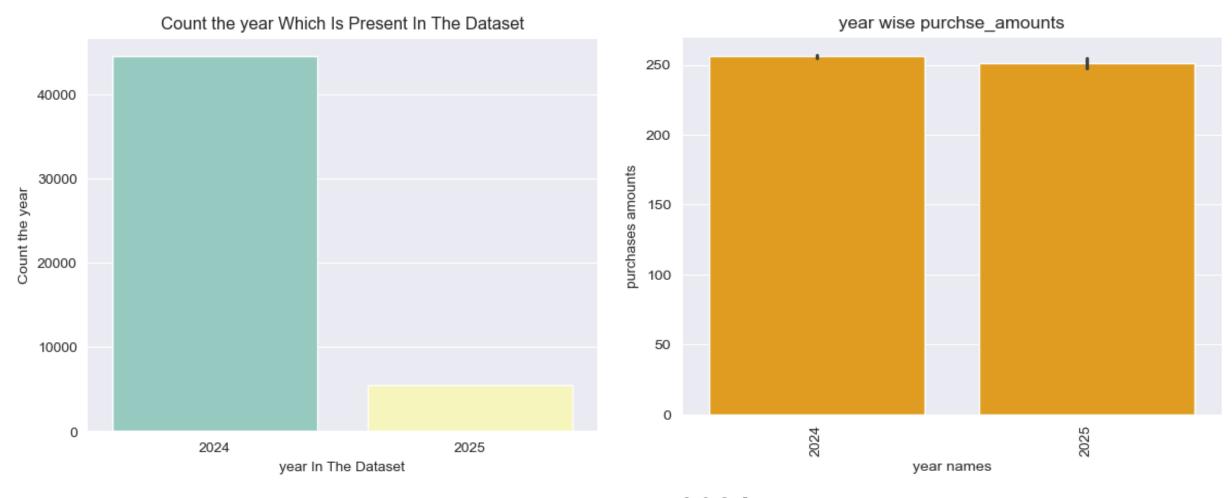
Walmart customers mostly rate products/services with 1, 4, or 5 stars.

The majority of customers give 1-star ratings on the Walmart platform.



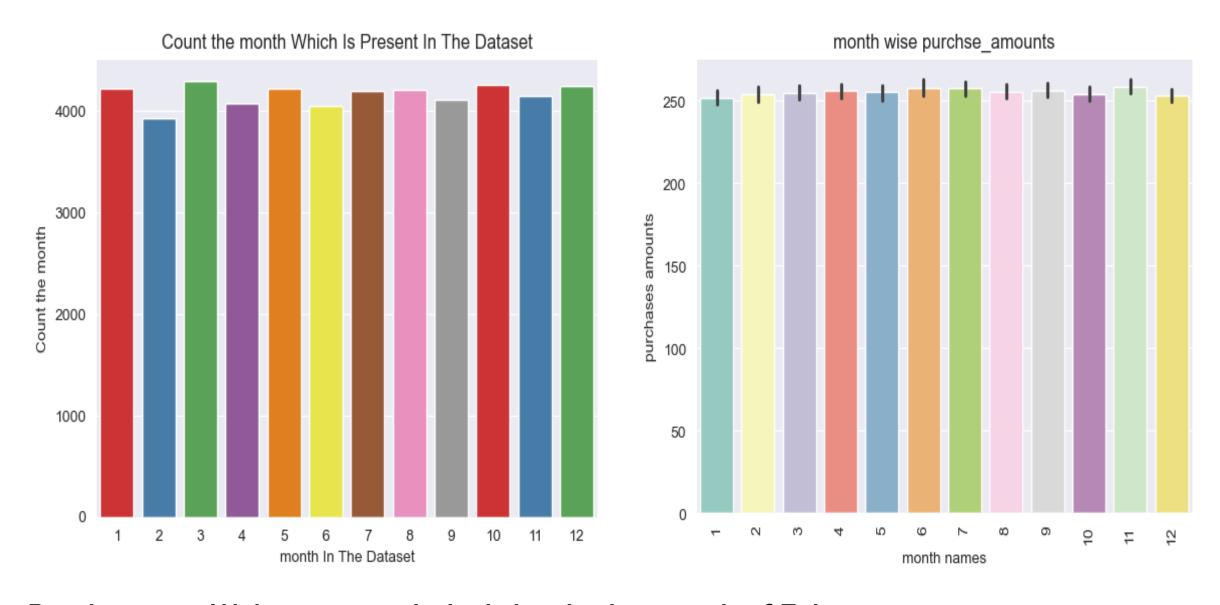


The majority of customers at Walmart make purchases below the ₹500 amount and Above ₹200 amount.



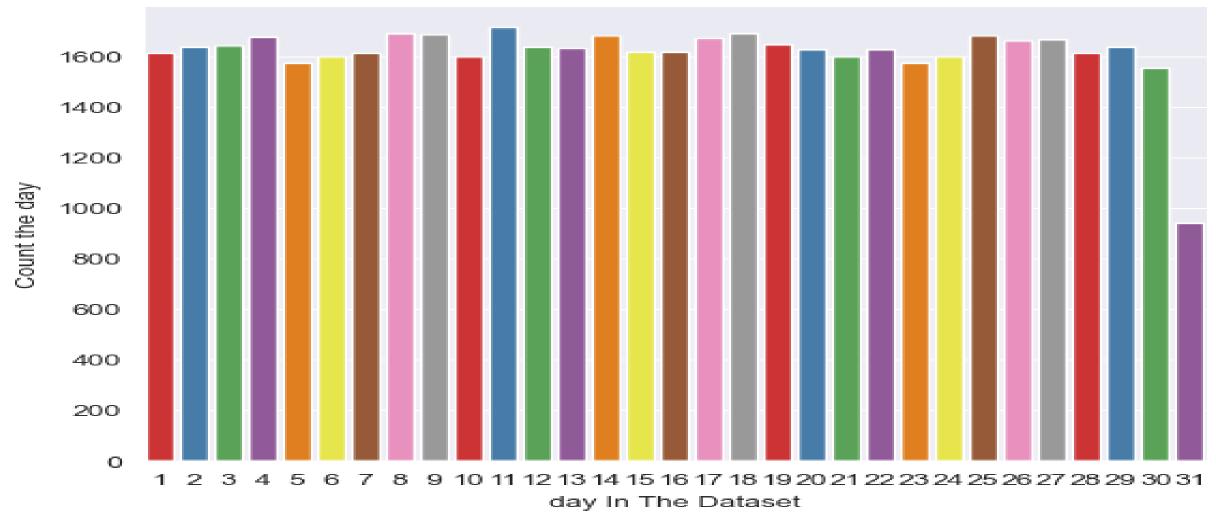
The highest purchases at Walmart were made in 2024, and the lower purchases in 2025 may be due to the ongoing year.

The highest purchases occurred in 2024. Since 2025 is ongoing, we can't predict its final figures yet, but 2025 is expected to surpass previous years in sales.

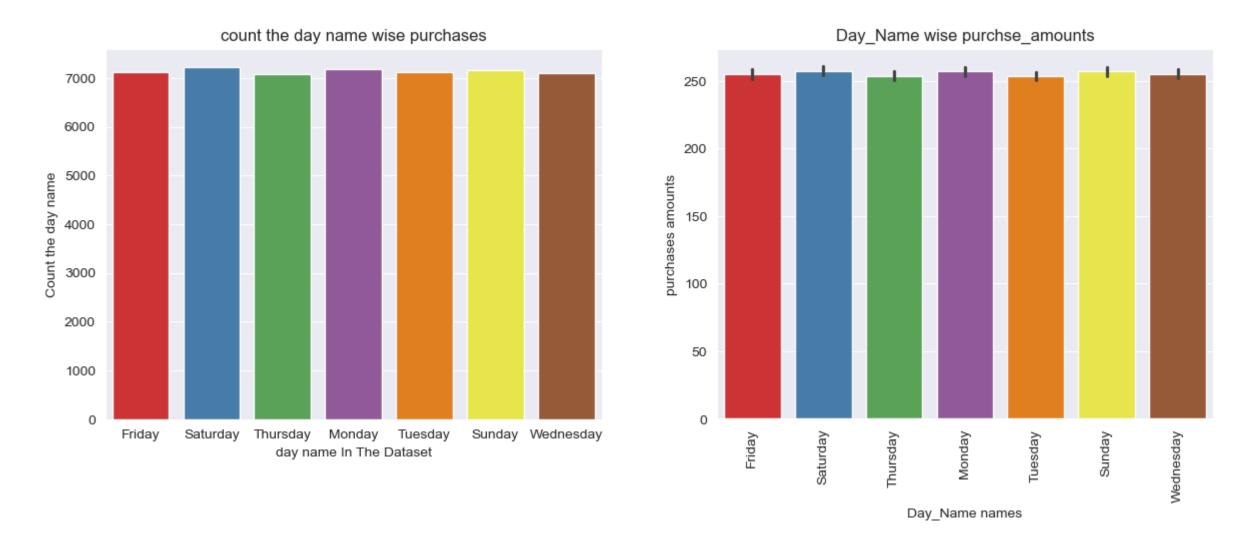


Purchases at Walmart are relatively low in the month of February. November records the highest sales at Walmart.

Count the day Which Is Present In The Dataset



Purchases are low on the 5th, 23rd, and 30th, but interestingly, the 31st shows the lowest purchases among all dates, while purchases on the remaining dates are higher.

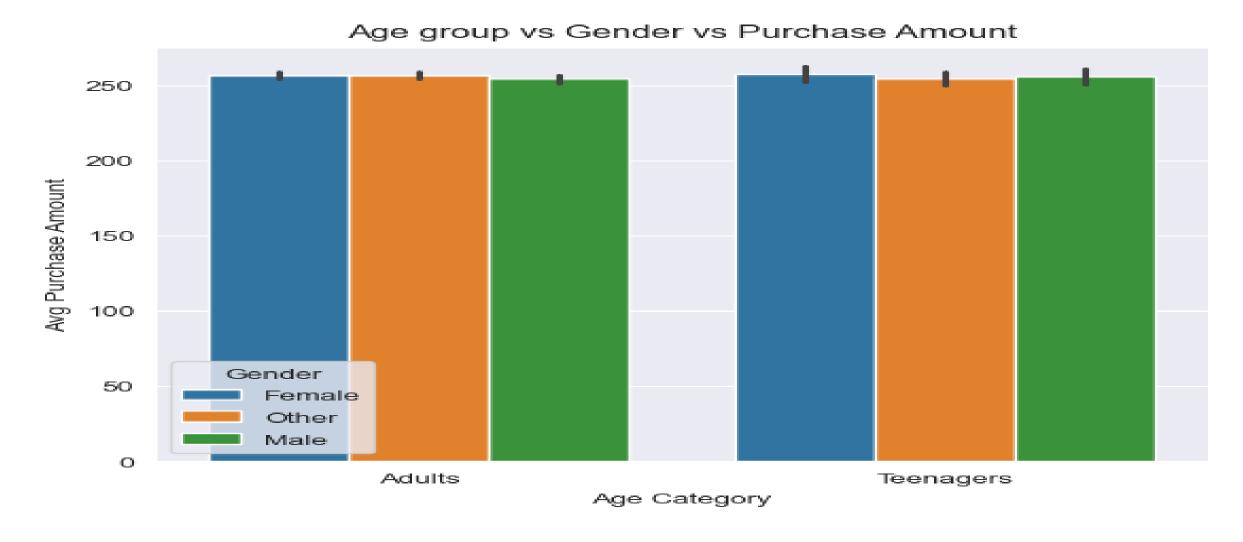


Purchases are low on the 5th, 23rd, and 30th, but interestingly, the 31st shows the lowest purchases among all dates, while purchases on the remaining dates are higher.

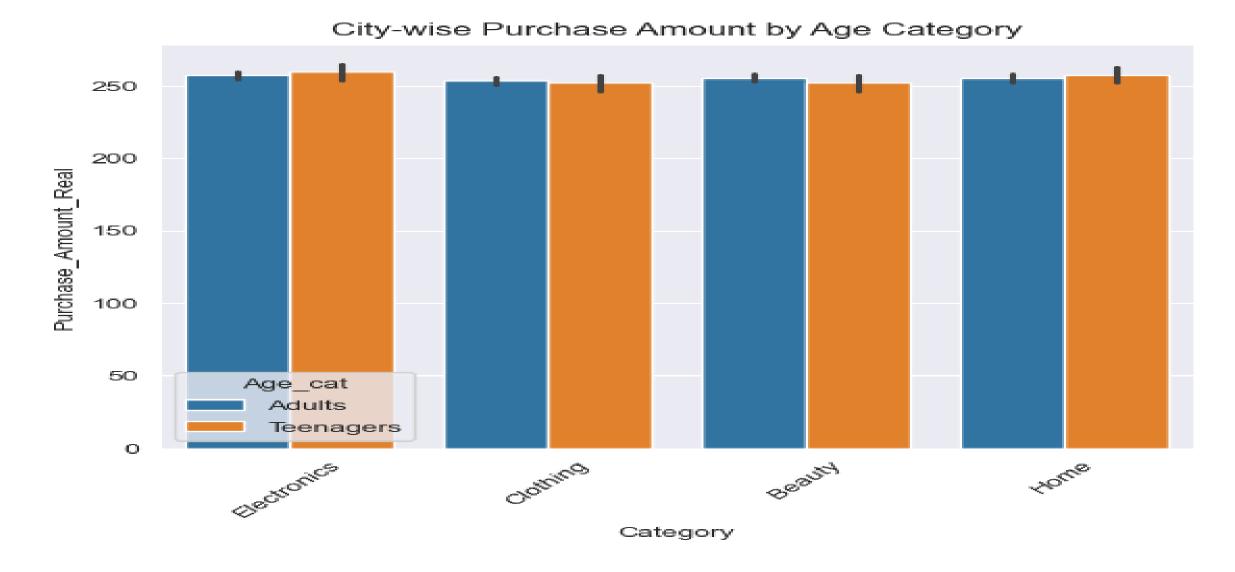
Customers make the most purchases on Saturdays at Walmart.



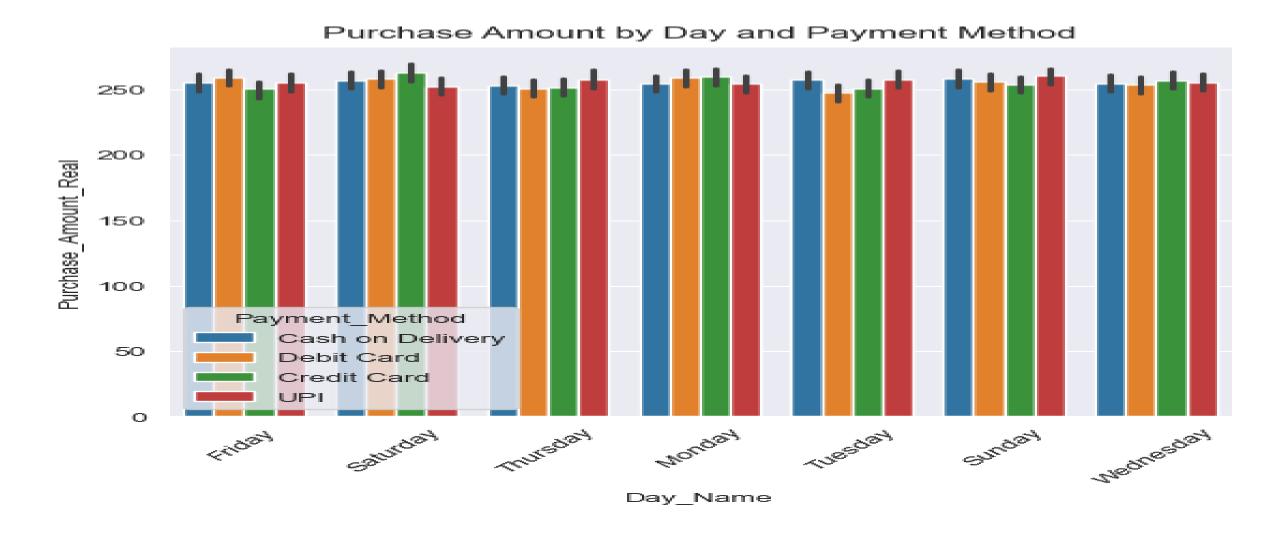
The highest number of customers at Walmart are from North Michael City.



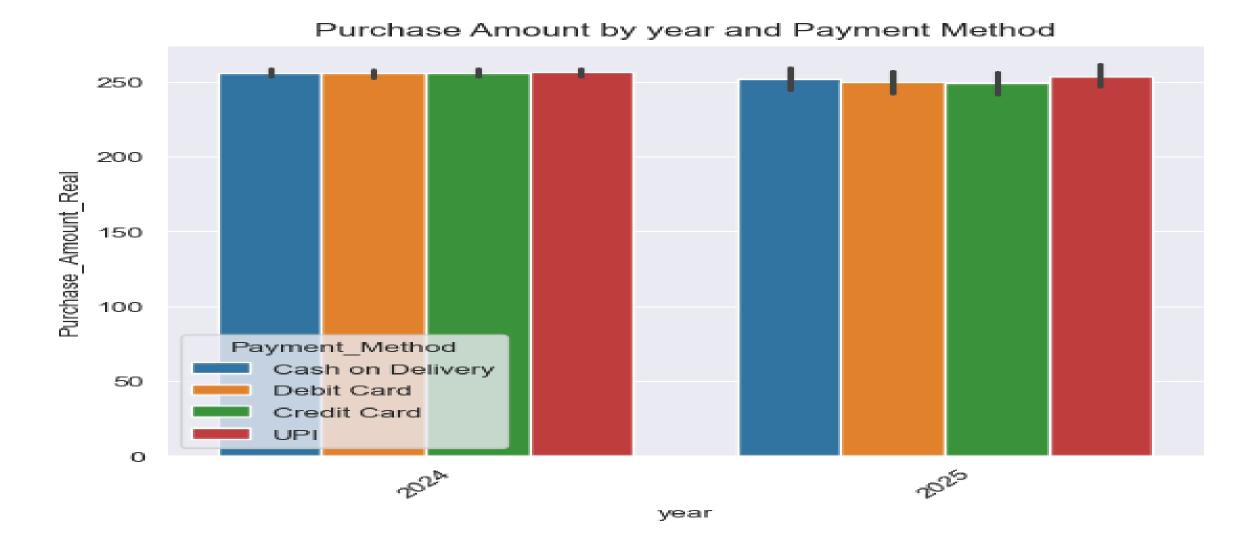
The "Other" gender category has a high ratio among adults, and they make more purchases from Walmart.



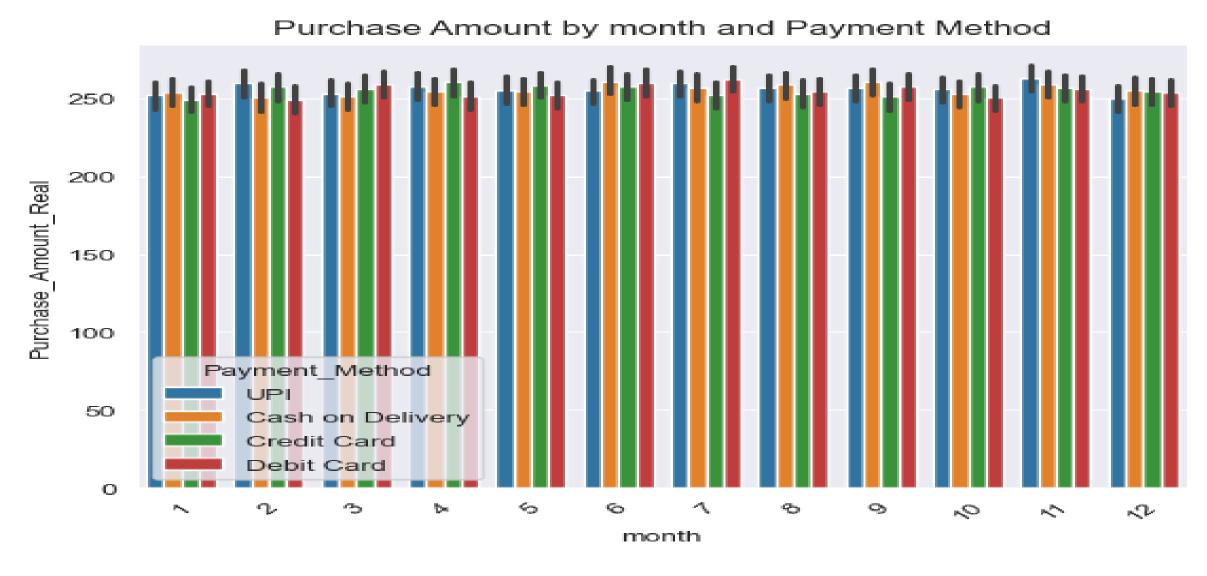
Teenagers make more purchases in the Electronics category at Walmart.



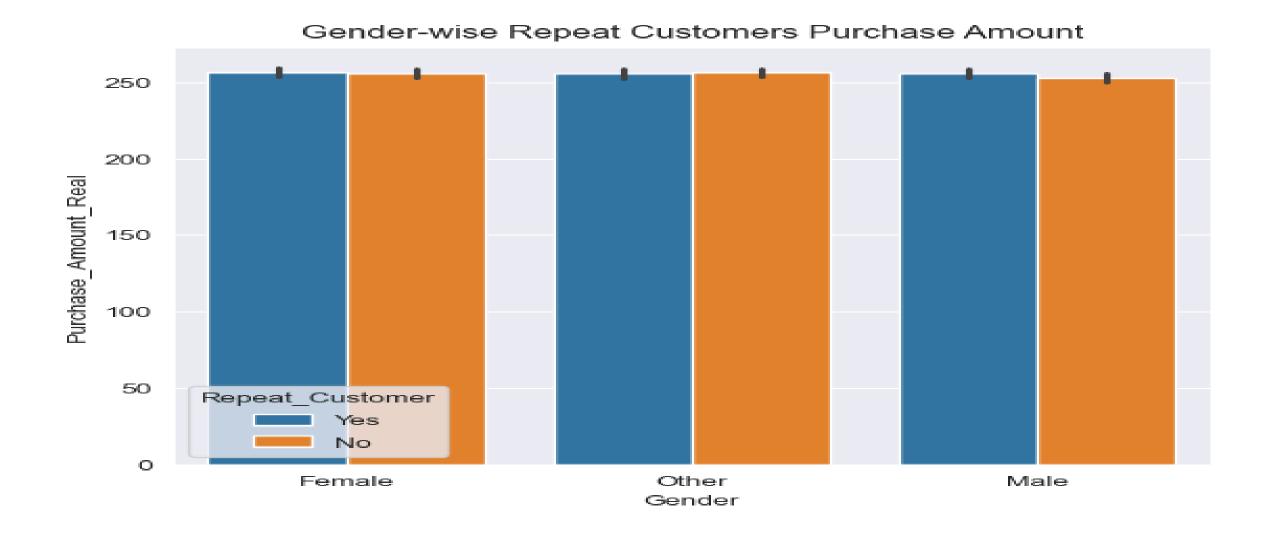
Customers make higher purchases via Credit Card on Saturdays at Walmart.



In 2025, the ratio of customers using the UPI payment method is very high.



Interestingly, in the month of November, customers preferred to pay for their purchases using UPI.



Once again, we observe that repeat customers are higher in number and are more likely to make purchases at Walmart.

- 1.Target Adults & "Other" Gender Highest purchase group, run personalized offers.
- 2.Boost Electronics & Smartphone Sales Expand variety, offer combos (e.g., phone + headphone).
- 3. Focus on Teenagers for Electronics Use social media + student discounts.
- 4. Promote Debit Cards & UPI Offer cashback; UPI highest in 2025 & November.
- 5. Saturday = Sales Day Plan major campaigns and offers on Saturdays.
- 6.Support Repeat Customers Launch a loyalty rewards program.
- 7.Improve Ratings Investigate 1-star feedback, upgrade service to turn $4 \star$ into $5 \star$.
- 8.Increase Purchase Amount Push combo deals to cross ₹500 mark.
- 9. Fix Low Sales in Feb & 31st Run end-of-month or Valentine's offers.

Thank you