

DASHBOARD OF CUSTOMER PURCHASE BEHAVIOUR

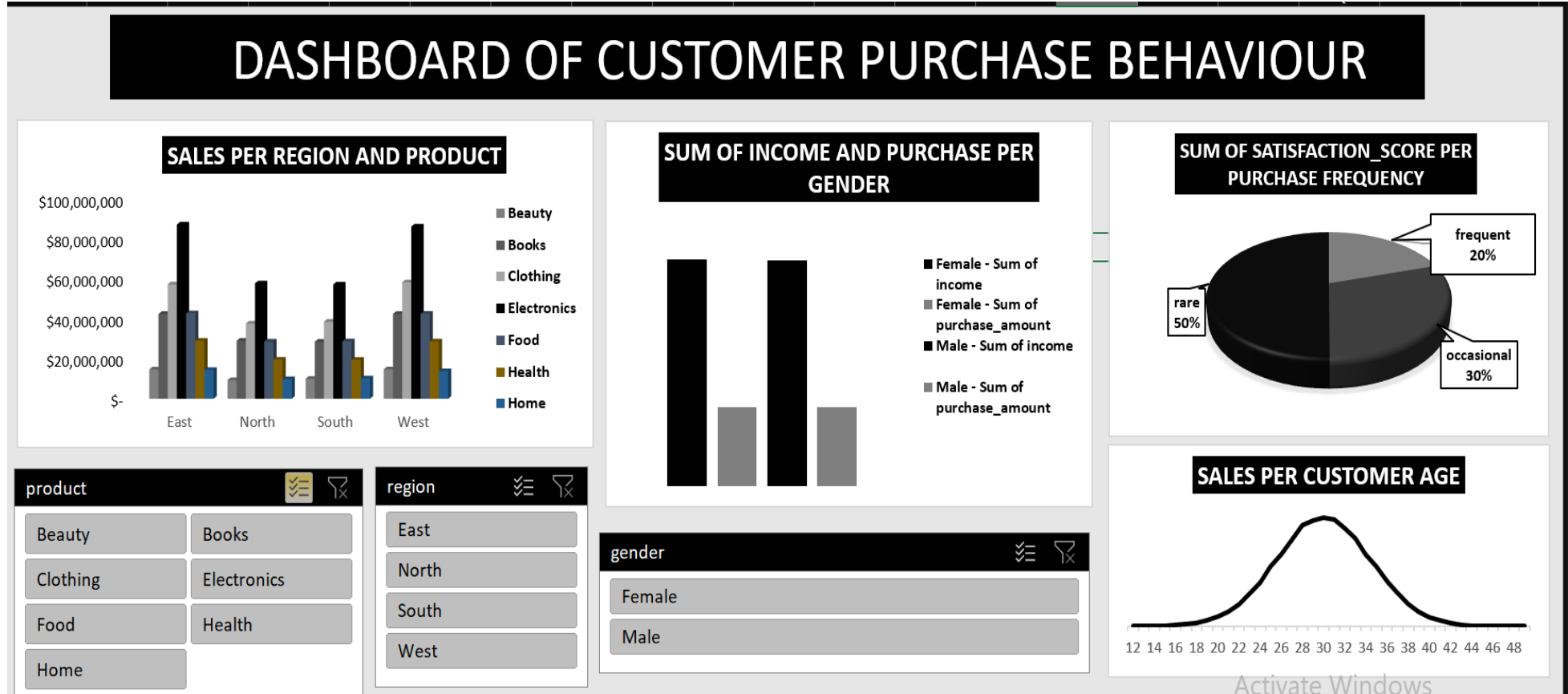
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Overview of the project

This data was downloaded from Kaggle of certain Business' customer purchase behaviour. It contains 100,00 rows and 12 columns (id, age, gender, income, education, region, loyalty_status, purchase_frequency, purchase_amount, product_category, promotion_usage, satisfaction_score).

The primary focus of this project was to conduct an exploratory analysis using Microsoft Excel to underline the trends and insights from customers' purchase trends.

Below is a snapshot of the Dashboard with graphs and functional filters.



Key Insights:

From the data, we see that:

1. The highest selling products in all regions are electronics. They bring in the highest revenue for the business.
2. By a huge margin, females are the highest source of revenue for the business.
3. The business' highest revenue are from customers between ages 28-32.
4. And 50% of customers are rarely satisfied with their products and services received.

Decision-Making Advices:

1. Expand the variety of electronic products and ensure adequate stock in all regions.
2. Launch targeted marketing campaigns and exclusive offers for female customers.
3. Focus product development and advertising efforts on the 28-32 age group.
4. Conduct surveys to identify and address customer dissatisfaction promptly.
5. Train staff to provide exceptional customer service and enhance satisfaction.
6. Introduce loyalty programs and personalized incentives for repeat buyers.

You can download the full Excel file with the dataset, visualizations and dashboard with functional filters here for further insights.

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