

KPMG Data Analysis Project - Detailed Task-wise Summary

Video Link :

https://drive.google.com/file/d/1ZPM1SHQNKvuutr6nkaMMO6BJd_FowWQI/view?usp=sharing

Task 1: Data Quality Assessment and Cleaning

- Loaded datasets: Customer Demographic, Customer Address, and Transactions.
- Cleaned and standardized gender values ('Male', 'Female'), and removed or filled missing values.-
Used Excel functions like FILTER, VLOOKUP, TRIM, and CLEAN to identify and resolve inconsistencies.
- Merged datasets to build a unified view of customer-level data.
- Segmented customers by state using address data.

Task 2: Customer Segmentation

- Segmented customers based on Gender, Wealth Segment, and Job Industry.
- Used COUNTIF, COUNTIFS, and Pivot Tables to calculate segment counts.
- Created a cross-tab of Industry vs Wealth to identify overlapping customer groups.
- Verified counts and cleaned extra columns for compliance with assignment format.

Task 3: Transaction Analysis

- Analyzed sales trends, brand preferences, and product line contributions using transaction data.
- Identified top 10 customers by total purchase value using RANK and LARGE functions.
- Calculated average purchases and created visualizations like pie charts and line graphs.
- Used DATEVALUE, SUMIFS, and AVERAGEIFS functions for analysis.

Task 4: Customer Demographic & Revenue Insights

- Estimated Customer Lifetime Value (CLV) using the formula: $CLV = AOV \times Frequency \times Lifespan$.

- Grouped CLV data by gender and wealth segment for analysis.
- Created visual insights such as demographic vs revenue breakdowns.
- Cleaned and corrected data using filters and logical functions like IF and COUNTIFS.

Task 5: CLV Segmentation

- Calculated individual CLV from transactions and categorized into High, Medium, Low Value segments.
- Mapped CLV to demographic features such as gender and wealth segment.
- Removed invalid entries and verified consistency of CLV values.
- Used QUARTILE and IF formulas to create segments and cleaned invalid gender entries.

Task 6: Summary and Recommendations

- Created a final summary sheet outlining the entire analysis.
- Listed 4 key strategic recommendations based on insights from Tasks 1 to 5.
- Prepared final tables and charts for visual storytelling.
- Included a placeholder for the Google Drive link to the video explanation.