

Analysis Document

Data sheet content: Customers database

By:

Ahmed Hussein

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Introduction

In Customers database:

Is data about customers from a market through 7 years (from 2012 to 2018).
For each customer the data set contains:

- Customer Key
- First Name
- Last Name
- Marital status
- Gender
- Yearly Income
- Yearly Income Bin
- Total Children
- Number Children at Home
- Education
- Occupation
- House Owner
- Number of Cars Owned
- First Purchase Date
- Commute Distance
- Region
- Age
- Bought Liability Insurance

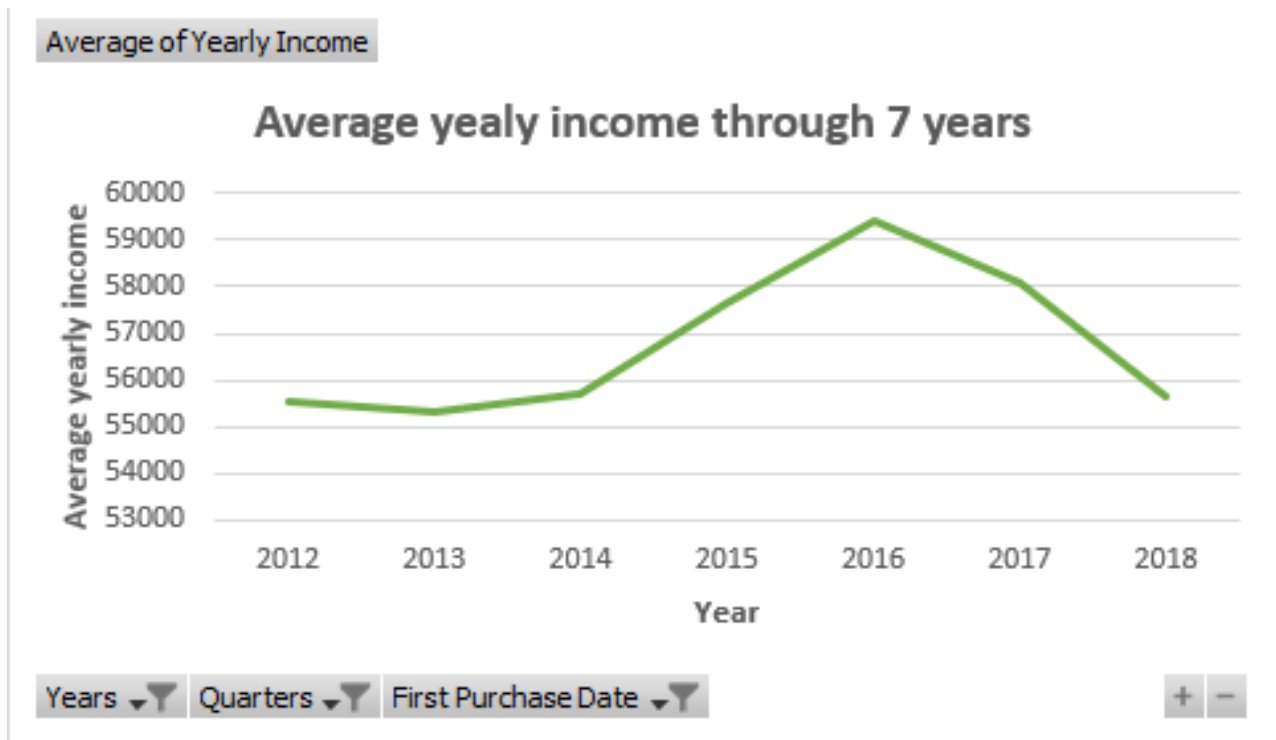
Objective

The market manager wants to add new goods for the market, he wants to know which class of customers is suitable for those goods, and he wants to check whether increasing the number of market branches or not. My goal is to support his decisions. My KPIs are sales and profit.

Used theme

Part (1):

Is to follow the yearly income averages behavior of market customers through 2012 to 2018.



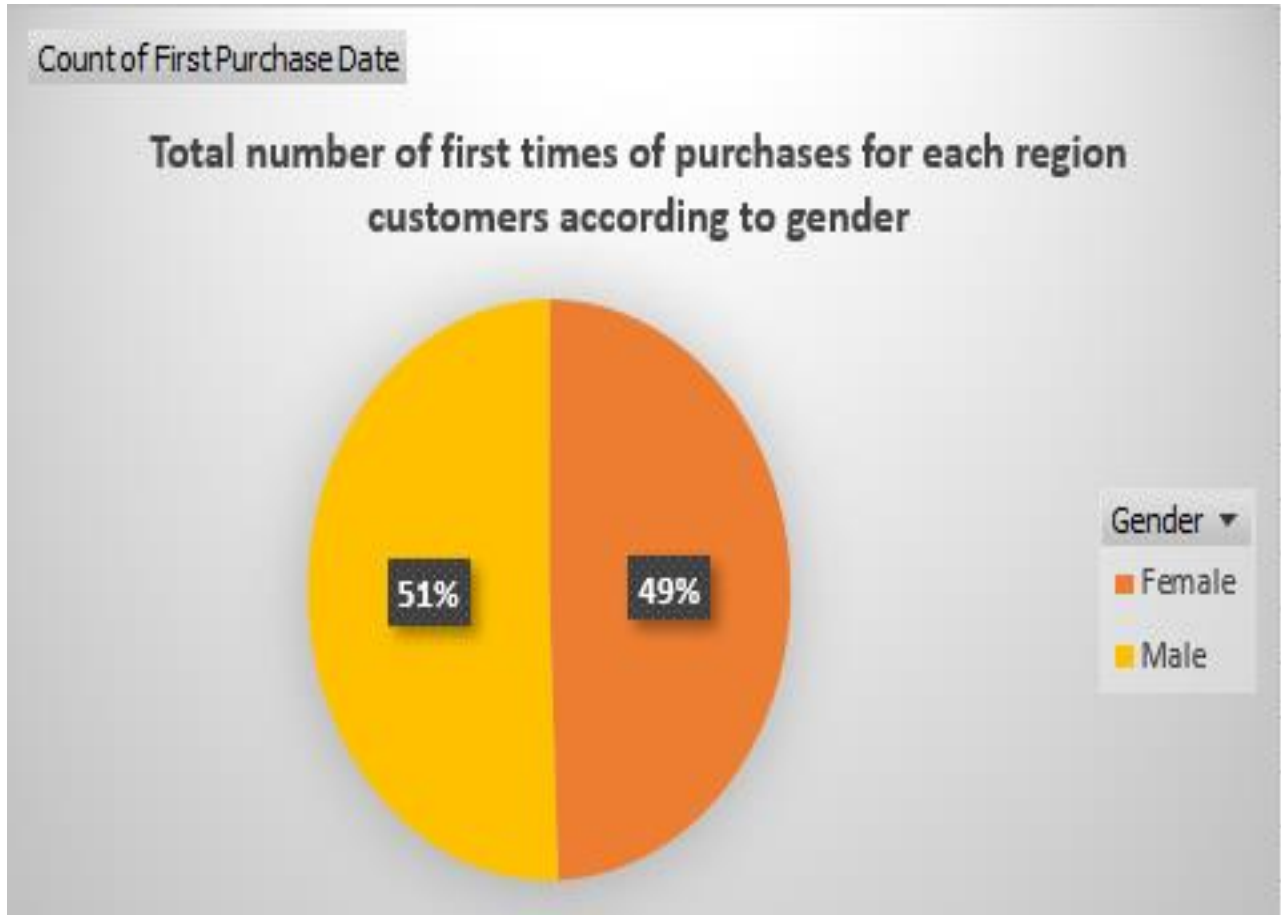
From this line graph we see that the line:

- Is increasing slowly in the period from 2012 to 2014
- Is climbing in the period from 2014 to 2016
- Is slowly decreasing in the period from 2016 to 2018

We observe that the best class of customers to be considered when the market owner increase the prices of products is the class from (55000 to 57000) as. And we cannot ignore the class from (57000 to 59000) but it is little class according to the previous one.

Part (2):

Is to specify the percentage of customers according to gender.

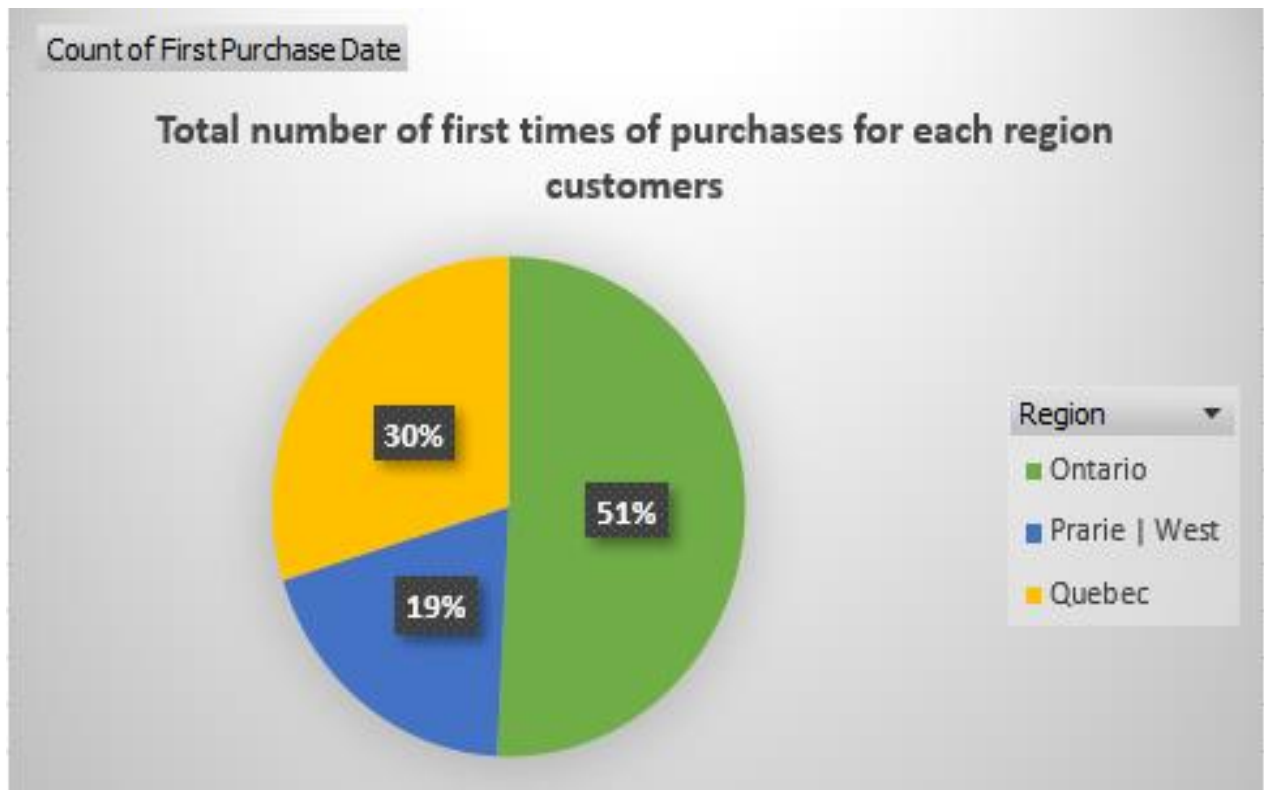


According to the pie chart we see that the percentage of each gender is approximately equal.

We observe that there is a balance in the market customers. And we cannot prefer male products rather than female products.

Part (3):

Is to know the percentage of each region customers.

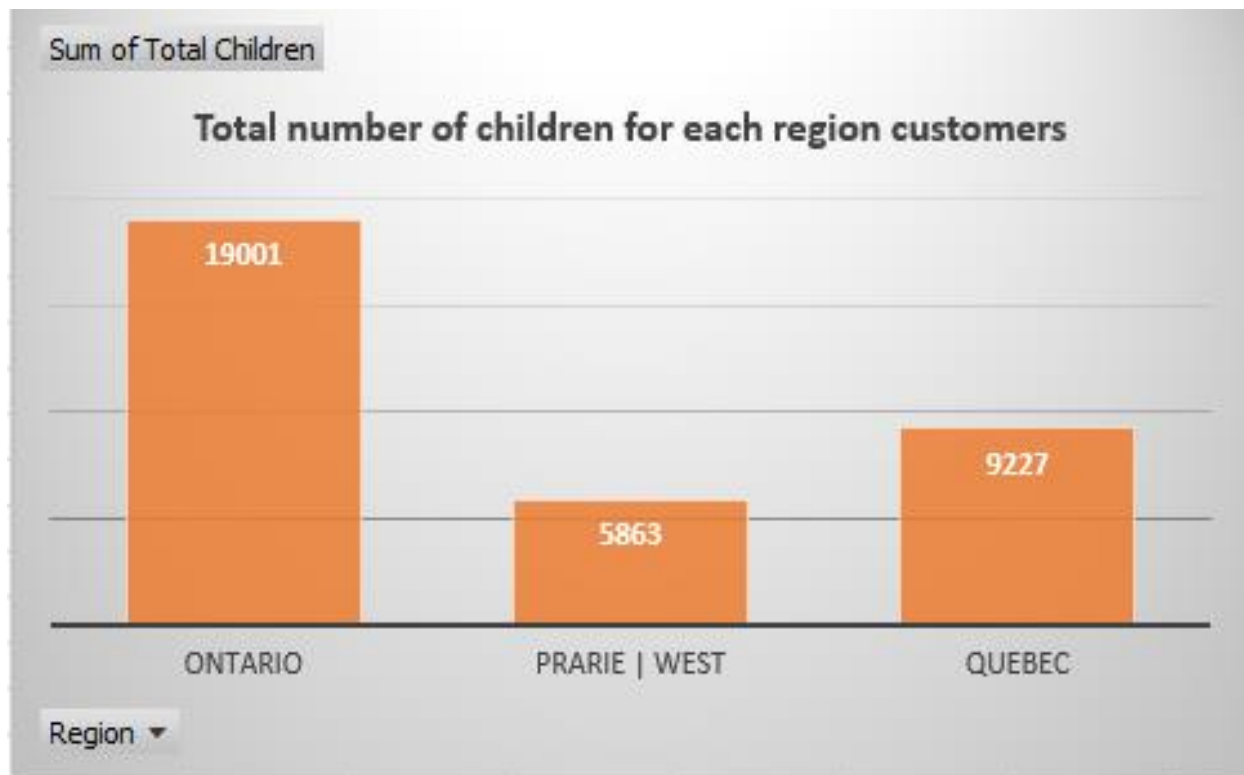


Customers of Ontario region is affect by 51%, followed by the Quebec customers affect by 30%, and Prairie | West affect by the lowest percentage 19%.

We observe that we can increase branches in Ontario region.

Part (4):

Is to analyze the customers children data.

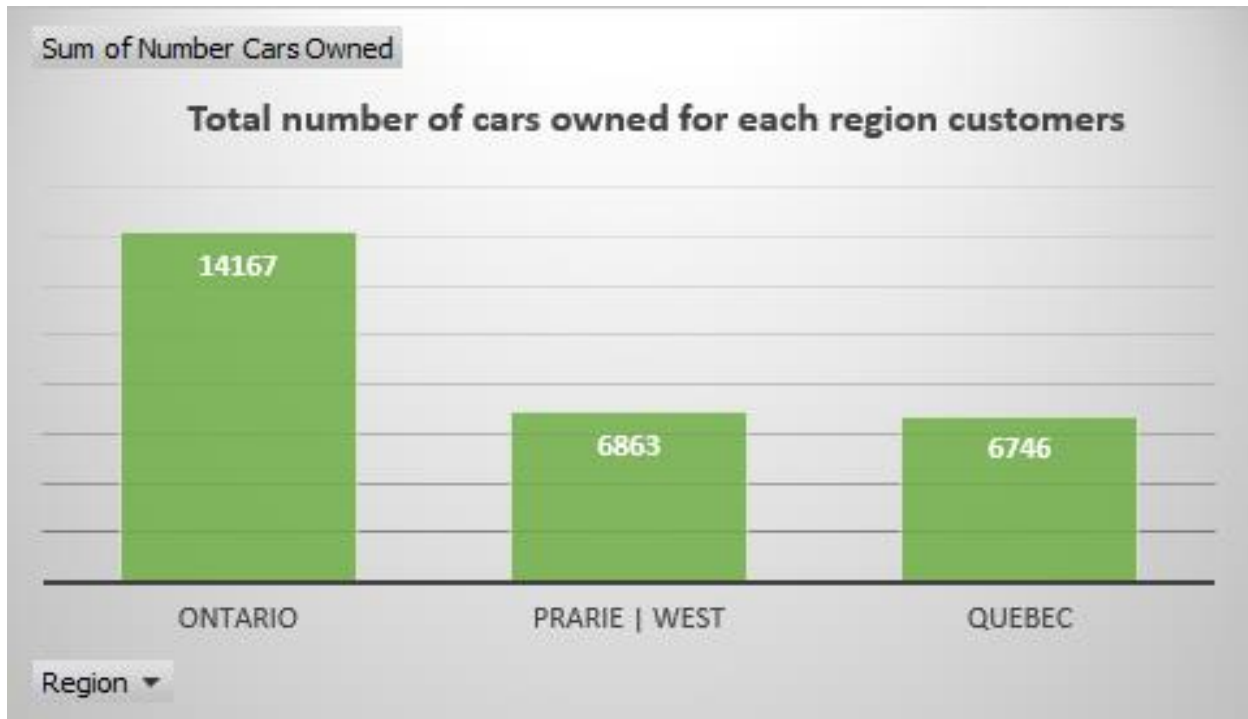


We note that all regions customers have a good number of customers children. Although Ontario region has the highest number.

So, we observe that the market owner should satisfy children products in each region.

Part (5):

To get more comfortability in the market. We should analyze the number of cars owned for each region customers.



The observation is the market owner must satisfy automotive services in the barking. In addition to automotive accessories products.

Part (6):

Is to determine how much customers that owned houses for each region.



According to these classifications we obtain that all regions have the same percentage of houses owners approximately.

We observe that the market owner must satisfy daily needs products in the market.

Recommendations

The market owner should:

- Balance among different classes of customers when determine the prices of new products.
- Increase the number of market branches in Ontario region.
- Satisfy children products in each region branches.
- Satisfy the daily needs products in each region branches.
- Satisfy automotive services in the barking
- In addition to automotive accessories products.
- Satisfy automotive accessories products.
- Satisfy males and females products.