REPORT ON CAPSTONE PROJECT

INTRODUCTION

This report analyses a datasets containing information about a group of customers. The datasets includes details such as CustomerID, Gender, MaritalStatus, YearlyIncome, Revenue, CustomerValue, OrderDate, Country, BirthDate, Firstname and Lastname. The purpose of this analysis is to gain insights into the characteristics of these customers and their Revenue generation.

In the analysis of customer data, I examined the revenue generated from a set of customers using different tools (Excel and Tableau).

Excel tool was used for section A, B and C while Tableau tool was used for section D. Here are the key findings;

Section A

1. **The number of rows in the datasets:** The total number of rows in the datasets is 17422
2. **Minimum Revenue**: The lowest amount of revenue generated by a single customer is £3
3. **Maximum Revenue**: The highest amount of revenue generated by a single customer is £5,398
4. **Average Revenue**: The average revenue generated from all the customers is £1,249.28
5. **Total Revenue**: The total revenue generated from all the customers is £21,764,991

Section B and C

- The first and the lastname of the customers was merged together using the "concat" function as the customer name
- A new column for weekdays, month and year were derived from the OrderDate column using "text to column"
- The age band of the customers were derived from the Age column based on the categories shown in table 1
- The pivot table shows the sum of revenue by country and marital status was created. From the table, I can deduce that Central was the only country that all her customers are married.

Section D

1. Percentage of revenue generated by gender: male had a percentage of 53.928%, while female had a percentage of 46.072%

2. Comparison of Revenue by Marital Status:

    - Customers who are MARRIED generated a total of £11,753,913

    - Customers who are SINGLE generated the total of £10,011,078

3. Comparison of revenue by age band

    - Young Adult generated a total revenue of £911,030

    - Adult generated a total revenue of £2,916,913

    - Seniors generated a total revenue of £7,626,826

    - Elderly generated a total revenue of £10,310,222

4. Amount Generated by Customer Value

- Convinced seekers generated a total revenue of £15,133,901
- Casual buyers generated a total revenue of £2,873,637
- Brand seekers generated a total revenue of £3,757,453

5. Year customer placed the highest order: 2013
6. Country with the highest revenue: Australia (£7,096,117)
7. Top 5 customers with the highest revenue:

- JENNY XU (£18,028)
- JON XU (£15,798)
- HANNAH CLARK (£14,691)
- TAYLOR JONES (£14,690)
- HANNAH LEE (£14,663)

8. Least 5 customers with the lowest revenue:

- EMMA PETERSON (£4)
- DANA ROMERO (£4)
- DANA NAVARRO (£4)
- CANDICE MA (£4)

9. Customers highest order in quarter of each year:

- 2011 – fourth quarter (333 orders)
- 2012 – second quarter (498 orders)
- 2013 – fourth quarter (3600 orders)
- 2014 – first quarter (3550 orders)

10. Revenue generated on each weekdays for all the years:

REVENUE GENERATED FOR EACH DAYS FOR ALL THE YEARS

Weekday of..	Order Date 2011	2012	2013	2014
Sunday	£392,136	£672,278	£1,231,961	£935,778
Monday	£384,060	£701,439	£1,215,887	£906,815
Tuesday	£375,168	£642,795	£1,198,372	£790,305
Wednesday	£353,766	£661,517	£1,123,221	£916,626
Thursday	£363,647	£668,925	£1,183,428	£893,052
Friday	£342,988	£767,937	£1,176,717	£845,547
Saturday	£337,702	£745,587	£1,149,434	£787,903

Year of Order Date
- 2011
- 2012
- 2013
- 2014

11. Revenue generated on each weekdays for quarter in each years

REVENUE GENERATED ON EACH WEEKDAY FOR QUARTAR IN EACH YEAR

							Order Date							Revenue.2	
	2011			2012				2013				2014			
Weekday	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	£36,134	£546,262
Sunday	£47,054	£192,095	£152,987	£254,052	£190,471	£106,080	£121,675	£165,316	£236,302	£326,095	£504,248	£546,262	£389,516		
Monday	£49,542	£117,687	£216,831	£222,997	£263,158	£98,884	£116,400	£116,251	£193,154	£406,118	£500,364	£544,870	£361,945		
Tuesday	£56,409	£174,238	£144,521	£232,347	£200,826	£96,247	£113,375	£145,734	£194,179	£333,629	£524,830	£420,798	£369,507		
Wednesday	£54,835	£161,095	£137,836	£250,586	£200,165	£119,251	£91,515	£117,792	£187,824	£322,881	£494,724	£425,619	£491,007		
Thursday	£44,646	£142,146	£176,855	£220,026	£191,810	£128,652	£128,437	£185,490	£230,334	£319,473	£448,131	£505,961	£387,091		
Friday	£36,134	£133,081	£173,773	£260,170	£249,838	£134,211	£123,718	£175,766	£191,514	£308,778	£500,659	£471,686	£373,861		
Saturday	£59,295	£128,101	£150,306	£236,011	£210,231	£139,404	£159,941	£146,049	£233,076	£314,748	£455,561	£442,972	£344,931		

Conclusion

This insight provides valuable information about revenue generation based on customer value, marital status, age band, gender, the year of the highest order activity. From the analysis conducted, customers that were convinced about the quality and value of the product had and a higher percentage compared to others. Customers that purchased the products were mostly the elderly ones which are married and most of them were males.

Recommendation

To the Countries which had the lowest sales, it seems most people are not aware of the products. In order to get more customers, there need to be a form of advertisement there by letting the public aware of the products.

Reference

- You Tube