Customer Analyst Dashboard

7 graphics, 1 information card and 3 filters are used in the Dashboard.

Power BI link:

https://app.powerbi.com/links/L7auFRXUfl?ctid=755de9ae-86f9-4909-b1a5-f092c48533f1&pbi_source=linkShare

Graphics:

- **Travel Distance Rate:** Shows the distance between home and work of current registered customers. Data are shown both numerically and as a percentage. Here, the ratios in the number of customers according to the distance can be seen.
- **Customer Segment by Annual Revenue:** Shows the annual income of customers who purchase products, grouped. Here, the number of customers according to the annual revenue rate can be seen.
- **Number of Customers per Month:** The number of new customers on a monthly basis is indicated in this chart.
- **Number of Customers by Country:** The distribution of customers by country is shown.
- **Educational Status:** Distribution is shown according to the education level of the customers.

- **Marital Status Rate:** Distribution is shown according to the marital status of the customers.
- **Female / Male Rate:** The gender (female/male) ratio of customers is shown.

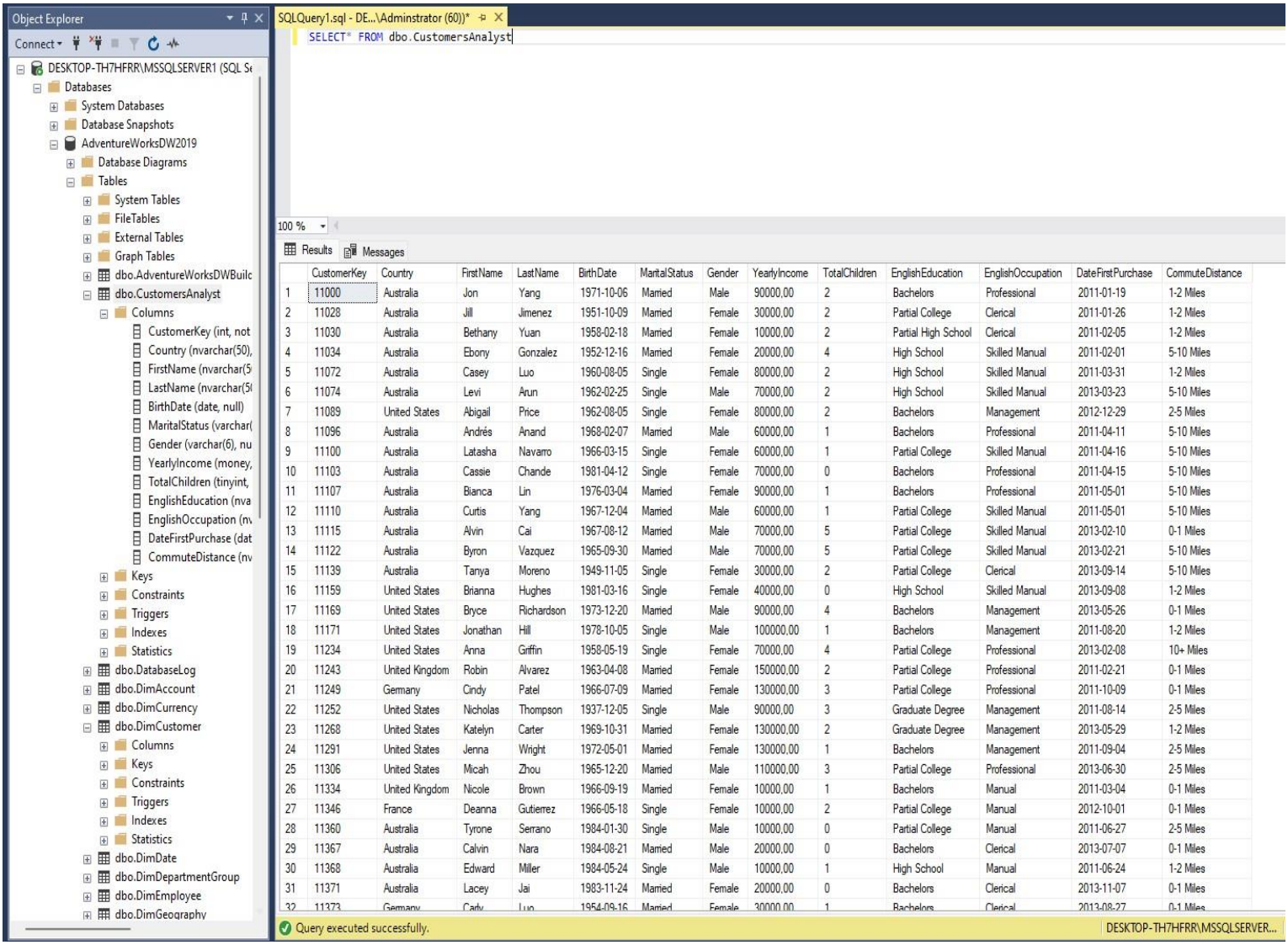
Filters:

- **Country Filter:** By selecting the country, only the statistics of that country can be examined.
- **Annual Income Filter:** By selecting the Annual Income group, only the statistics of that income group can be examined.
- **Year Filter:** By selecting the year, only the statistics of that year can be examined.

Information Cards:

- **Number of Customers:** Indicates the Number of Customers.

Database table created as an example:



	CustomerKey	Country	FirstName	LastName	BirthDate	MaritalStatus	Gender	YearlyIncome	TotalChildren	EnglishEducation	EnglishOccupation	DateFirstPurchase	CommuteDistance
1	11000	Australia	Jon	Yang	1971-10-06	Married	Male	90000,00	2	Bachelors	Professional	2011-01-19	1-2 Miles
2	11028	Australia	Jill	Jimenez	1951-10-09	Married	Female	30000,00	2	Partial College	Clerical	2011-01-26	1-2 Miles
3	11030	Australia	Bethany	Yuan	1958-02-18	Married	Female	10000,00	2	Partial High School	Clerical	2011-02-05	1-2 Miles
4	11034	Australia	Ebony	Gonzalez	1952-12-16	Married	Female	20000,00	4	High School	Skilled Manual	2011-02-01	5-10 Miles
5	11072	Australia	Casey	Luo	1960-08-05	Single	Female	80000,00	2	High School	Skilled Manual	2011-03-31	1-2 Miles
6	11074	Australia	Levi	Arun	1962-02-25	Single	Male	70000,00	2	High School	Skilled Manual	2013-03-23	5-10 Miles
7	11089	United States	Abigail	Price	1962-08-05	Single	Female	80000,00	2	Bachelors	Management	2012-12-29	2-5 Miles
8	11096	Australia	Andrés	Anand	1968-02-07	Married	Male	60000,00	1	Bachelors	Professional	2011-04-11	5-10 Miles
9	11100	Australia	Latasha	Navarro	1966-03-15	Single	Female	60000,00	1	Partial College	Skilled Manual	2011-04-16	5-10 Miles
10	11103	Australia	Cassie	Chande	1981-04-12	Single	Female	70000,00	0	Bachelors	Professional	2011-04-15	5-10 Miles
11	11107	Australia	Bianca	Lin	1976-03-04	Married	Female	90000,00	1	Bachelors	Professional	2011-05-01	5-10 Miles
12	11110	Australia	Curtis	Yang	1967-12-04	Married	Male	60000,00	1	Partial College	Skilled Manual	2011-05-01	5-10 Miles
13	11115	Australia	Alvin	Cai	1967-08-12	Married	Male	70000,00	5	Partial College	Skilled Manual	2013-02-10	0-1 Miles
14	11122	Australia	Byron	Vazquez	1965-09-30	Married	Male	70000,00	5	Partial College	Skilled Manual	2013-02-21	5-10 Miles
15	11139	Australia	Tanya	Moreno	1949-11-05	Single	Female	30000,00	2	Partial College	Clerical	2013-09-14	5-10 Miles
16	11159	United States	Brianna	Hughes	1981-03-16	Single	Female	40000,00	0	High School	Skilled Manual	2013-09-08	1-2 Miles
17	11169	United States	Bryce	Richardson	1973-12-20	Married	Male	90000,00	4	Bachelors	Management	2013-05-26	0-1 Miles
18	11171	United States	Jonathan	Hill	1978-10-05	Single	Male	100000,00	1	Bachelors	Management	2011-08-20	1-2 Miles
19	11234	United States	Anna	Griffin	1958-05-19	Single	Female	70000,00	4	Partial College	Professional	2013-02-08	10+ Miles
20	11243	United Kingdom	Robin	Alvarez	1963-04-08	Married	Female	150000,00	2	Partial College	Professional	2011-02-21	0-1 Miles
21	11249	Germany	Cindy	Patel	1966-07-09	Married	Female	130000,00	3	Partial College	Professional	2011-10-09	0-1 Miles
22	11252	United States	Nicholas	Thompson	1937-12-05	Single	Male	90000,00	3	Graduate Degree	Management	2011-08-14	2-5 Miles
23	11268	United States	Katelyn	Carter	1969-10-31	Married	Female	130000,00	2	Graduate Degree	Management	2013-05-29	1-2 Miles
24	11291	United States	Jenna	Wright	1972-05-01	Married	Female	130000,00	1	Bachelors	Management	2011-09-04	2-5 Miles
25	11306	United States	Micah	Zhou	1965-12-20	Married	Male	110000,00	3	Partial College	Professional	2013-06-30	2-5 Miles
26	11334	United Kingdom	Nicole	Brown	1966-09-19	Married	Female	10000,00	1	Bachelors	Manual	2011-03-04	0-1 Miles
27	11346	France	Deanna	Gutierrez	1966-05-18	Single	Female	10000,00	2	Partial College	Manual	2012-10-01	0-1 Miles
28	11360	Australia	Tyrone	Serrano	1984-01-30	Single	Male	10000,00	0	Partial College	Manual	2011-06-27	2-5 Miles
29	11367	Australia	Calvin	Nara	1984-08-21	Married	Male	20000,00	0	Bachelors	Clerical	2013-07-07	0-1 Miles
30	11368	Australia	Edward	Miller	1984-05-24	Single	Male	10000,00	1	High School	Manual	2011-06-24	1-2 Miles
31	11371	Australia	Lacey	Jai	1983-11-24	Married	Female	20000,00	0	Bachelors	Clerical	2013-11-07	0-1 Miles
32	11373	Germany	Carly	Luo	1954-09-16	Married	Female	30000,00	1	Bachelors	Clerical	2013-08-27	0-1 Miles