

Proposal: Customer Demographics and Purchasing Patterns

Introduction

The objective of this project is to analyze customer demographics to understand their purchasing patterns. By examining demographic data and sales transactions, we aim to identify trends and preferences among different customer segments. This analysis will provide valuable insights for tailoring marketing strategies and improving customer engagement.

Data Sources

Customers: Contains customer demographic information including customer key, gender, name, city, state, zip code, country, continent, and birthday.

Sales: Includes sales transactions with fields such as order number, line item, order date, delivery date, customer key, store key, product key, quantity, and currency code.

Products: Provides details about products including product key, product name, brand, color, unit cost, unit price, subcategory, and category.

Methodology

1. Data Preparation:

- Import and clean the customers, sales, and products datasets.
- Merge the datasets to create a comprehensive view of customer purchases with relevant demographic information and product details.

2. Customer Segmentation:

- Segment customers based on demographic data such as gender, location, and age groups.
- Analyze the distribution and characteristics of each segment.

3. Purchasing Patterns Analysis:

- Analyze purchasing patterns within each customer segment, including average order value, frequency of purchases, and product preferences.
- Identify top-selling products and categories for each demographic segment.

4. Trend Analysis:

- Examine trends over time to identify any seasonal or temporal patterns in purchasing behavior.
- Compare purchasing patterns between different demographic segments.

5. Insights and Recommendations:

- Provide insights into the purchasing behavior of different customer segments.
- Offer recommendations for targeted marketing campaigns and personalized customer engagement strategies.

Expected Outcomes

- Comprehensive Report: A detailed report summarizing the demographic analysis, purchasing patterns, and trends for different customer segments.
- Actionable Insights: Insights into the preferences and behaviors of various customer segments, highlighting opportunities for targeted marketing.
- Strategic Recommendations: Recommendations for optimizing marketing strategies to improve customer engagement and drive sales.

Conclusion

This proposal outlines a structured approach to analyze customer demographics and purchasing patterns. By leveraging the provided datasets, we aim to gain valuable insights that can enhance marketing strategies and improve customer engagement. The project will provide actionable recommendations for targeting different customer segments and optimizing overall business performance.