**ANALYSIS ON SAMUEL GIFT STORE**

**PROCEDURE OF THE ANALYSIS**

**DOCUMENTATION OF THE STRATEGIES AND CHANGES MADE IN THE DATA**

**DATA OBSERVATION**

The dataset stems from a Christmas-themed gift store, cataloging customer purchases during the holiday season. Upon initial review, it's noted that the dataset encompasses individuals who made purchases during the festive period, typically in December. Each column within the dataset denotes attributes such as the child's name, age, gender, country, purchased gift items, gift category, gift price, delivery date, delivery status, and feedback provided.

**PROJECT OBJECTIVE**

To analyze customer behavior and preferences during the Christmas season at a gift store. This aims to understand trends, preferences, and satisfaction levels, guiding strategic decisions to enhance the customer experience, product offerings, and service delivery for business growth.

**DATA SOURCES**

The primary dataset used for analysis is the "Samuel-Gift-Store-Data.xlsx," capturing sales transactions from Samuel Gift Store.

**TOOLS**

* Excel - Data Cleaning, Data Analysis, and Report Creation.
* PowerPoint – Presentation.

**DATA CLEANING/PREPARATION**

* The first thing I did was to download the dataset in a scattered format, which I turned into transposed data which means I moved the data from a row to a column and from a column to a row.
* Then I added headers to the columns with filter, which is in the sort & Filter tab then carefully looked through my data to identify and remove repeated data.
* I then used the filter in the “Delivery date” column to sort my data from the oldest to the newest to make it easy to track my data.
* I used duplicates in the data tools to remove duplicates in my data and 3 duplicates were found.
* I created a helper column and used the “Proper function” to correct all the irregularities in the text in the “Gift Item” Column.
* I noticed the were excess spaces in the “Gift items” column and resolved it by using the “TRIM” Function to remove the spaces and align my data correctly.
* I then created another table which is a helper table beside the child’s Name and Age Column and used the “Concat” Function to combine strings and ranges from the cells into a single cell.
* After all this process I went through my datasets again to ensure I didn’t have missing data for my Analysis.

**MY KEY FINDINGS AND IMPROVEMENT ACHIEVED THROUGH THE DATA CLEANING**

* The first thing I noticed about the dataset was that the data came in a scattered format, and the values needed to be aligned and corrected to the right columns and rows, with the help of the “Transposed” Function it was corrected.
* Then I noticed some repeated data in the columns, I then used the “remove duplicates” tool which Is located in the data tools to remove all duplicates in the dataset.
* After removing the duplicates, I noticed in the “Gift Item” column that there were irregularities in the text and I corrected it using the “Proper” Function.
* I also noticed excess spaces in the “Gift Item” column and corrected it by using the “TRIM” Function.

**CHALLENGES I ENCOUNTERED AND PROPOSED SOLUTIONS**

* My first challenge was the format the dataset came and I had to critically think about the best way to align the values correctly, I then corrected it by using the transposed function. Then created headers with my filter tool, and sorted my delivery dates column from oldest to newest dates to help me track my data.
* My next challenge was locating repeated data in the dataset, I noticed repeated data in the columns and looked through my data to be sure it was not a partial duplicate so I don’t lose important data, so I used the remove duplicate tool to remove duplicates.
* Then I noticed the Gift Item Column had some irregularities in the text, and excess spaces, it was challenging rectifying it but with the help of the “Proper” and “Trim” Functions, and helper columns working with these functions I was able to correct the errors.

**QUESTIONS BASED ON MY ANALYSIS**

After reviewing the dataset, these questions were considered for my analysis:   
Seasonal Trends:

1. Seasonal Trends:

* How do December sales compare to other months?

1. Popular Gift Items:

* What gifts are most commonly purchased?

1. Delivery Performance Analysis:

* How long does it take for gifts to be delivered?
* Are there any delivery issues?

1. Customer Feedback Analysis:

* What do customers say about their Christmas shopping experience?
* Are there areas where improvements are needed?

**RESULTS**

* There are 6 gift categories, which are Toys, sports, Electronics, Clothes, books, Art Craft.
* The Toys category is the most commonly purchased gift, which has a count of 40 purchases.
* Germany is the country that purchases the most gift items.
* The gender with the highest purchases is “Male” with a count of 53 purchases.
* The Age range of customers aged 3-11 years.
* The Age group with the highest purchases of gifts is age 8.
* December has the highest sales because it’s their peak period and also the festive period so customer will want to get gifts for the holidays for their loved ones.
* Some Items get delivered on time, while some are pending, and some are in transit on their way to the customer.
* There are no delivery issues except the ones that are pending and in transit.
* According to the data, 38 customers said they were happy with their packages, 37 were neutral, and 22 customers were unhappy.
* I use PIVOT Table to get my Insights and Created a report on excel to visualize it.

**RECOMMENDATION**

1. Seasonal Promotions: Capitalize on the peak sales period in December by offering special promotions and discounts to attract more customers during the festive season.
2. Product Focus: Since toys are the most commonly purchased gift category, consider expanding the toy selection or introducing new toy lines to cater to customer demand.
3. Targeted Marketing: Focus marketing efforts on Germany, the country with the highest number of gift purchases, by tailoring advertising campaigns and promotions to appeal to German customers.
4. Gender-Specific Offers: Develop targeted marketing strategies and product offerings tailored to male customers, who account for the highest number of purchases.
5. Age-Appropriate Products: Stock a wide range of gift items suitable for children aged 3-11 years, with a particular emphasis on products appealing to 8-year-olds, the age group with the highest purchases.
6. Delivery Efficiency: Ensure timely delivery of gift items to customers by optimizing delivery processes and monitoring pending and in-transit orders closely to minimize delays.
7. Customer Satisfaction: Address concerns raised by customers who expressed dissatisfaction with their packages by implementing measures to improve product quality, packaging, and delivery services.
8. Feedback Utilization: Leverage customer feedback to identify areas for improvement and implement changes aimed at enhancing overall customer satisfaction and loyalty.

Summary:

Implementing recommended strategies aims to boost sales performance, enhance customer satisfaction, and foster overall business success for Samuel Gift Store.