

Power BI Customer Shopping Behavior Analysis project:

Summary:

The **Customer Shopping Behavior Analysis** project focuses on understanding customer purchasing trends, sales performance, and product popularity through interactive Power BI dashboards. The analysis uses detailed data modeling and advanced visualizations to highlight key insights such as top-selling products, high-value customers, and seasonal buying patterns.

Key Insights:

1. **Customer Segmentation:** Identified customer groups based on spending habits and purchase frequency.
 2. **Product Trends:** Highlighted popular products and underperforming categories for targeted marketing.
 3. **Sales Performance:** Analyzed revenue trends, average order value, and regional performance to understand business growth.
 4. **Behavioral Insights:** Discovered seasonal trends and peak shopping times, aiding inventory and promotional strategies.
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Recommendations:

1. **Targeted Promotions:** Focus on high-value customer segments with personalized offers and loyalty programs to increase retention.
 2. **Product Optimization:** Discontinue or reevaluate underperforming products while increasing inventory for high-demand items.
 3. **Sales Strategy:** Leverage regional sales data to refine location-specific campaigns and resource allocation.
 4. **Seasonal Planning:** Use insights into peak shopping periods to plan inventory and promotional campaigns efficiently.
 5. **Dashboard Enhancements:** Include predictive analytics for future trends and what-if scenarios to guide decision-making.
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