Step 1 – Ask: Business Task & Stakeholders

🧩 **Business Problem**:

A European wholesale distributor wants to improve its targeted marketing strategy by understanding how different customer types behave.

🎯 **Business Task:**

Identify customer segments using demographic and purchasing behavior to support better marketing and retention strategies.

📊 **Key Metrics:**

- Spending per category (Wine, Meat, Fruits, etc.)

- Age, Income, Marital Status

- Sales Channel (web, store, catalog)

👥 **Stakeholders**:

 Marketing Manager

- Business Strategy Team

🎯 **Success Criteria:**

Provide clear customer segmentation and actionable insights to drive personalized marketing campaigns.

Name: Eram Shaikh   Date: 6th July

Step 2 – Prepare: Data Source

📁 Dataset: Customer Personality Analysis

📍 Source: Kaggle

https://www.kaggle.com/datasets/imakash3011/customer-personality-analysis

📊 Format: CSV file

Contains ~2,200 rows and 29 columns

📋 Key Columns:

- Demographics: Age, Marital Status, Education, Income

- Spending: Wines, Fruits, Meat, Gold, Fish, Sweet Products

- Channel: Web, Catalog, Store

🛠️ Tool Selected: Google Sheets

Step 3 – Process: Data Cleaning & Preparation

🧫 Removed rows with missing values in Income and Year_Birth

📅 Created new column: Age = Current Year – Year_Birth
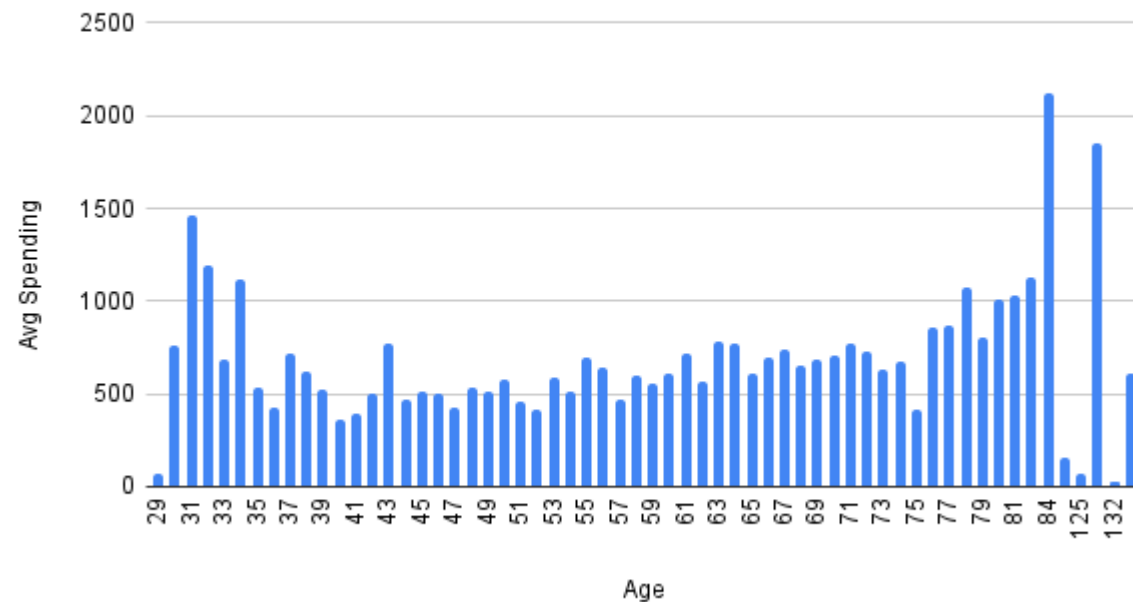
💰 Created 'Total_Spending' column (sum of all product categories)
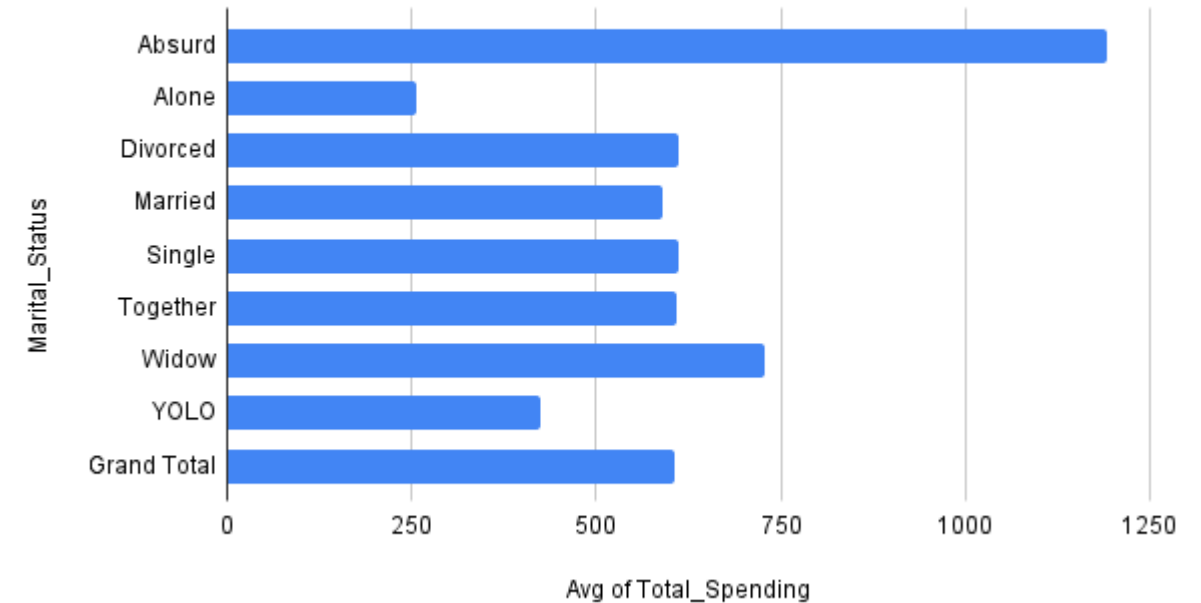
✅ Verified data types and ensured numeric consistency

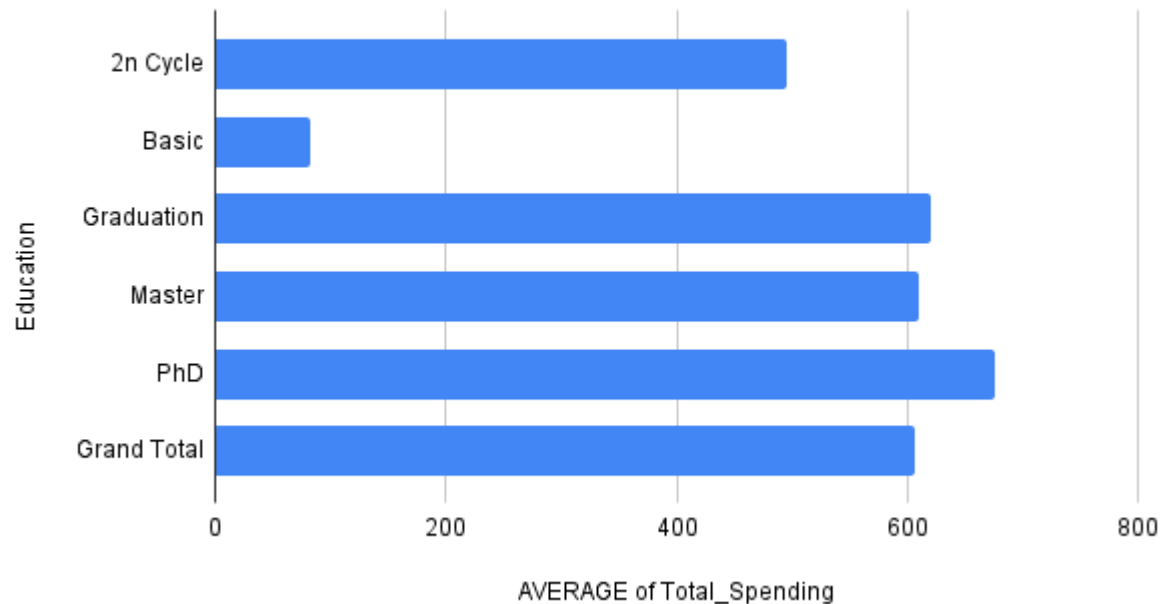# Step 4 – Analyze: Key Insights (Part 1)

Average Spending by Age

Avg Spending by Marital Status

📈 Ages 65–76 show the highest average spending

📉 Mid-aged customers (35–55) spend the least

🧪 Lifestyle groups like "Absurd" and "YOLO" outspend Married and Single customers

Step 4 – Analyze: Key Insights (Part 2)

Avg Spending by Education

🎓 PhD holders show the highest average total spending

📚 Basic education customers spend the least

🎯 Spending rises steadily with education level

Step 5 – Share: Summary of Findings

📈 Older customers (ages 65–76) show the highest average total spending

💍 Lifestyle groups like "Absurd" and "YOLO" spend more than married or single individuals

🎓 Spending increases with higher education, peaking at PhD level

📉 Middle-aged customers (35–55) and those with basic education spend the least

🛍️ Clear opportunity to segment marketing based on age, education, and lifestyle

Step 6 – Act: Business Recommendations

🎯 Launch targeted loyalty campaigns for older (65+) customers, who show highest spending

🎁 Create premium bundles for PhD and graduate-level customers

📣 Design edgy, lifestyle-based marketing (for "YOLO" & "Absurd" segments) rather than traditional marital targeting

📉 Consider retention or reactivation offers for mid-aged, low-spending segments

Reflection & Case Study Note

This project was completed as part of the Google Data Analytics Professional Certificate – Capstone (Track B).

Tools used:

- Google Sheets (for analysis and pivot tables)

- Microsoft PowerPoint (for presentation)

- Kaggle Dataset: Customer Personality Analysis

Analyst: Eram Shaikh