

CUSTOMER SALES BEHAVIOR ANALYSIS



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OVERVIEW

This presentation presents an in-depth analysis of customer sales behavior based on data from the Adventure Works database. The analysis covers various aspects including customer count, order frequency, customer categorization, top-selling products, revenue by product category, territory sales, total sales by customer, ordering patterns by years and months, and insights into customer segments generating the most revenue.

CUSTOMER COUNT & CATEGORIZATION

Customer Count The AdventureWorks database contains a total of [19820] customers.

Order Frequency and Customer Categorization Customers are categorized based on their order frequency:

- Active Customers: Customers who have made more than 10 orders.
- Middle-Active: Customers with 2-10 orders.
- Inactive: Customers with only 1 order.

TOP 10 PRODUCTS

Top 10 Ordered Products

The top 10 products by order count are:

- Water Bottle – 30 oz.
- AWC Logo Cap
- Patch Kit/8 Patches
- Mountain Tire Tube
- Sport-100 Helmet, Blue
- Sport-100 Helmet, Red
- Sport-100 Helmet, Black
- Road Tire Tube
- Fender Set – Mountain
- Mountain Bottle Cage

REVENUE BY PRODUCT CATEGORY

Revenue by Product Category

The product categories and their respective top revenue-generating customers are:

- Kevin Liu: Accessories - \$9,869.92
- Roger Harui: Bikes - \$783,100.61
- Kevin Liu: Clothing - \$29,609.84
- Reuben D'sa: Components - \$206,637.61

TERRITORY SALES

Territory Sales

The top territories by sales revenue are:

- Southwest: \$27,150,594.5
- Canada: \$18,398,929.19

DISCOVERING PATTERNS

Total Sales by Customer

The total sales by each customer are calculated, providing insights into individual customer value.

Ordering Analysis by Years and Months

I noticed a variation in customer performance, with some customers ordering once a month, some ordering once a year, and others placing multiple orders within a month or year.

ORDERING VS CANCELLATION

Most Ordering Customer **Morgan P Jackson** has placed the most orders (68), indicating high engagement with the brand.

Cancellation Orders **No canceled orders** were found in the dataset, suggesting good order fulfillment and customer satisfaction.

TARGET SEGMENT

Revenue by Customer Segments The '**Young**' customer segment generates the most revenue (**\$123,216,786.12**), indicating that targeting this demographic could be beneficial for future sales strategies

CONCLUSION

The analysis reveals several key insights into customer sales behavior. The 'Active' customers, top-selling products, and 'Young' customer segment are significant revenue generators. Territory-wise, the Southwest and Canada regions are high-performing areas. These findings can guide targeted marketing efforts, inventory management, and regional sales strategies to enhance customer engagement and increase revenue.



RECOMMENDATIONS

- Engage Active Customers: Develop loyalty programs and personalized offers for active customers to retain their business.
- Promote Top Products: Focus on marketing and bundling the top-selling products to boost sales.
- Target Young Customers: Implement marketing campaigns tailored to the young demographic to capitalize on their high revenue contribution.
- Optimize Territory Sales: Allocate more resources and tailored marketing strategies to the Southwest and Canada territories to further increase sales.
- Engage More Inactive Customers: Develop strategies to re-engage and convert inactive customers into active buyers.

**ARE THERE ANY
QUESTIONS?**

THANK YOU