



Customer Behavior Analysis Using Power BI

Understanding purchasing patterns to drive strategic business decisions

Project Objective



Analyze Behavior

Understand how age, gender, category, and shipping influence purchasing



Drive Revenue

Identify patterns in customer count and revenue generation



Strategic Insights

Improve marketing, product planning, and customer engagement



Key Performance Indicators

4k

Total Customers

Active customer base
analyzed

\$60....

Avg Purchase

Average transaction
value per customer

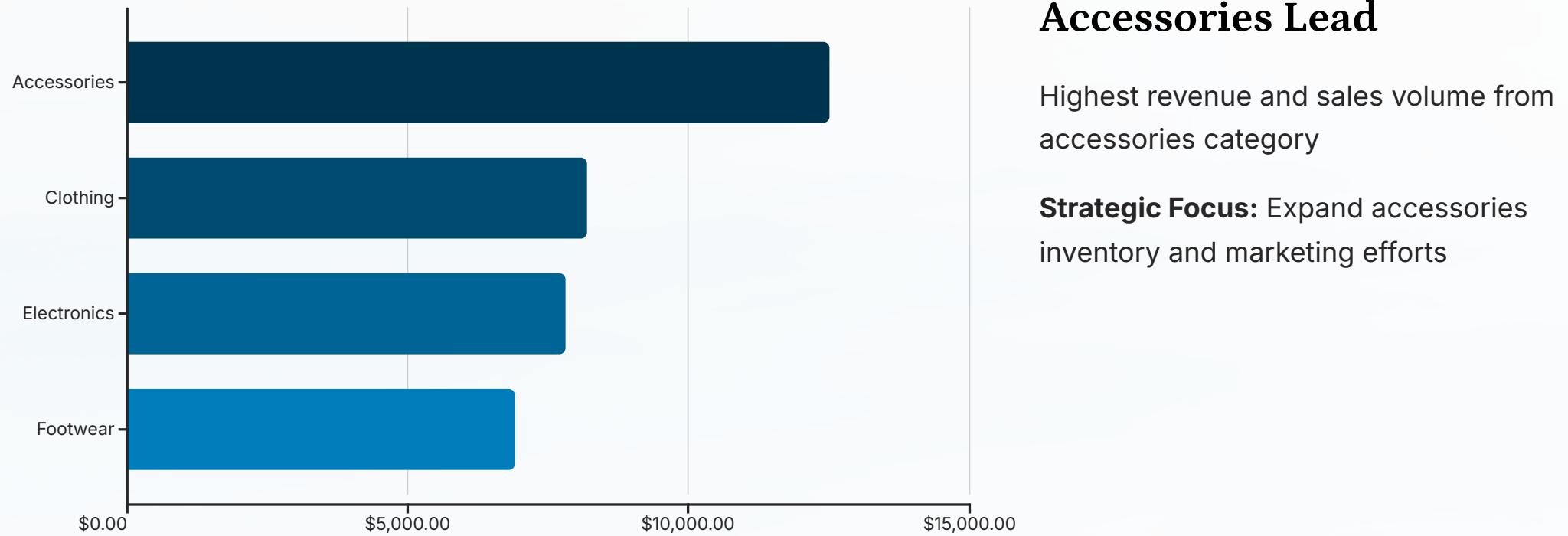
3.68

Review Rating

Average customer
satisfaction score



Revenue Performance by Category



Accessories Lead

Highest revenue and sales volume from accessories category

Strategic Focus: Expand accessories inventory and marketing efforts

Age Demographics & Revenue Impact



Young Adults

Lower revenue contribution



Middle Age

Highest customer count and revenue



Older Adults

Revenue increases with age

Revenue increases significantly with customer age - target marketing to middle-aged demographic



Critical Finding



Subscriptions

100% customers currently subscribed to membership programs

- ❑ **Opportunity Alert:** Launch subscription benefits and discount programs to drive recurring revenue

Dashboard Capabilities

Dynamic Filters

Subscription status, gender, category, shipping type

Real-Time Insights

Interactive slicers for instant data exploration

Comprehensive View

All metrics accessible in single interface



Strategic Business Recommendations

1

Focus on Accessories

Increase marketing budget and inventory for top-performing category

2

Launch Subscription Program

Introduce membership benefits and exclusive discounts to capture recurring revenue

3

Target Middle-Age Customers

Concentrate advertising and promotional offers on highest-value demographic

4

Promote Omni-Channel

Leverage store pickup availability for enhanced customer convenience

Future Enhancements



Churn Prediction

ML models to identify at-risk customers



RFM Segmentation

Analyze recency, frequency, and monetary patterns



Personalization

AI-driven product recommendation system



Trend Analysis

Monthly and yearly performance tracking



Project Impact

Clear Understanding

Comprehensive view of customer buying patterns and preferences

Actionable Insights

Data-driven decisions for retention, sales growth, and targeted marketing

Business Growth

Foundation for enhanced customer engagement and revenue optimization