



Customer Sales & Revenue Analysis

Data-driven insights to optimize revenue, retention, and marketing strategy

Project Overview



Mission

Analyze customer behavior to drive strategic decisions



Goals

Increase revenue, improve retention, optimize marketing



Approach

Complete analytics workflow from data to insights



Tools & Technologies



Python

Pandas, NumPy for data processing



PostgreSQL

SQL queries & aggregations



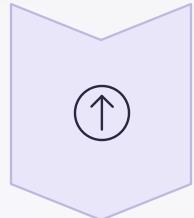
Power BI

Interactive dashboards & KPIs





Project Workflow



Data Loading

Import datasets, review schema, identify issues



Data Cleaning

Handle missing values, remove duplicates, standardize



SQL Analysis

Complex queries, joins, aggregations



Visualization

Interactive Power BI dashboards

Key Insights: Gender & Revenue

Male customers generate higher revenue

Recommendation

- Target promotions for female customers
- Personalize product offerings
- Tailor messaging by segment



Shipping & Subscription Insights

Express Shipping Dominates

Customers prefer faster delivery

- Invest in express logistics
- Promote as premium experience
- Optimize delivery partnerships

Non-Subscribers Lead Revenue

Subscription value needs improvement

- Offer 10% subscriber discounts
- Highlight exclusive benefits
- Free express shipping for members



Customer Acquisition Challenge



Low new customer numbers

01

Increase Advertising

Boost brand awareness campaigns

02

Digital Marketing

Invest in referral programs

03

Partnerships

Collaborate with influencers

Repeat Customer Opportunity

70%

Repeat Customers

Not subscribed to membership

3X

Revenue Potential

With subscription conversion

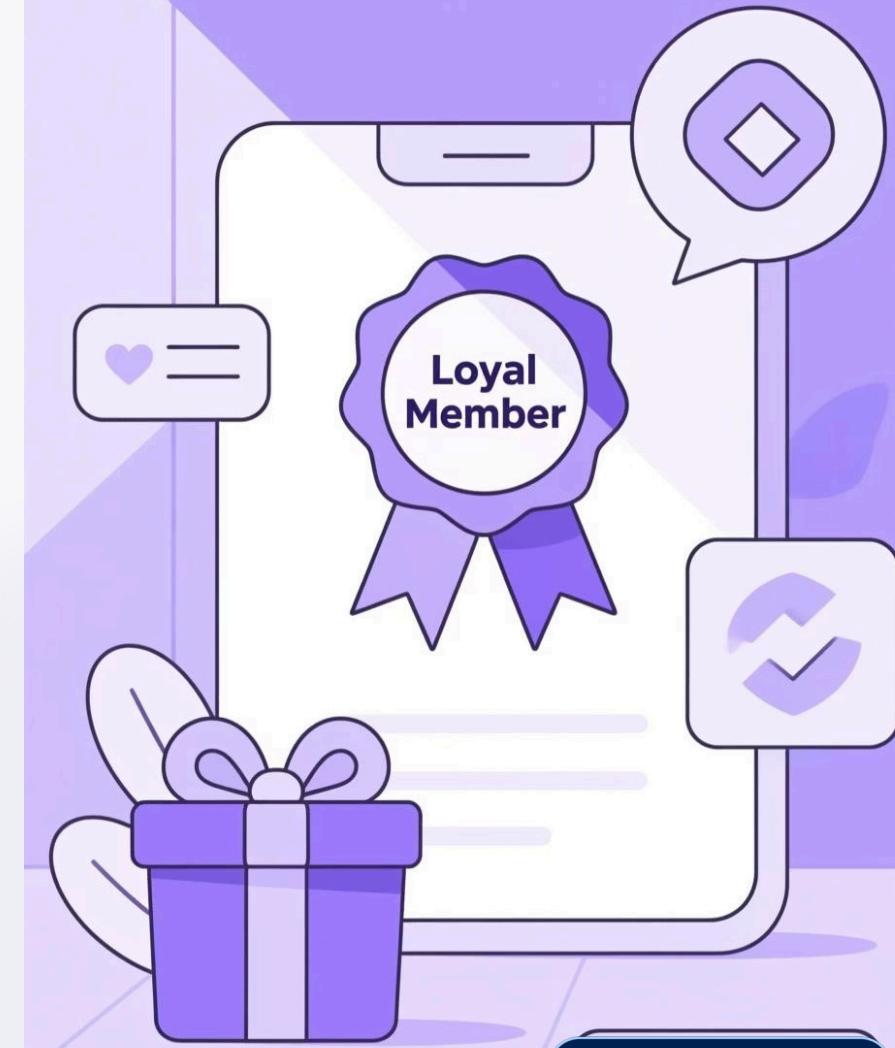
Action Plan

Offer loyalty-based subscription incentives and exclusive rewards for repeat customers

Tiered Benefits

Introduce membership levels with increasing perks and value

Loyal Customer Rewards Program



Age Group Revenue Analysis

Young adults drive majority of revenue



Continue targeting young adults

Tailored campaigns and messaging



Develop senior offerings

Age-specific promotions



Simplify experiences

User-friendly for older demographics



Business Impact & Next Steps



Identify Segments

Segment customers by value, behavior, and demographics to prioritize high-impact groups



Improve Retention

Develop targeted retention programs, loyalty rewards, and personalized engagement strategies



Optimize Logistics

Streamline fulfillment, reduce delivery times, and enhance customer satisfaction through efficient operations



Boost Subscriptions

Create compelling subscription tiers, offer exclusive benefits, and convert repeat customers to members