



# 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

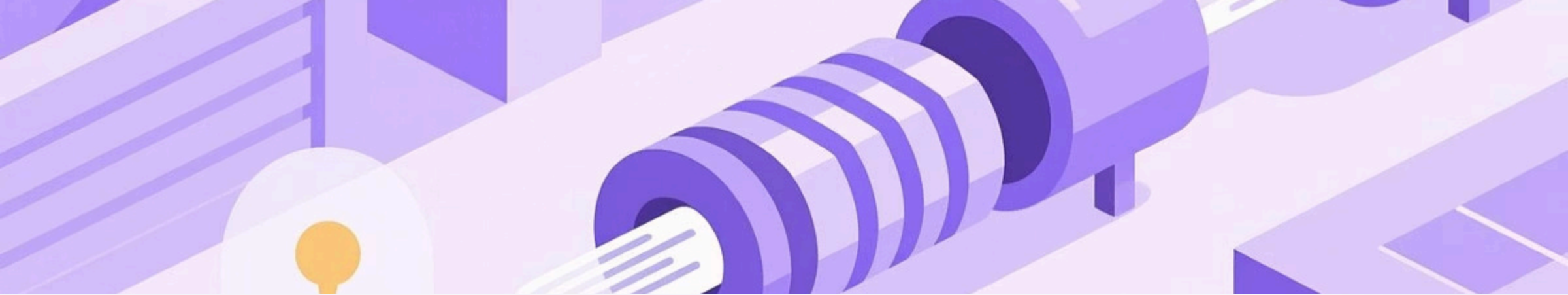
SQL queries & aggregations



## 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

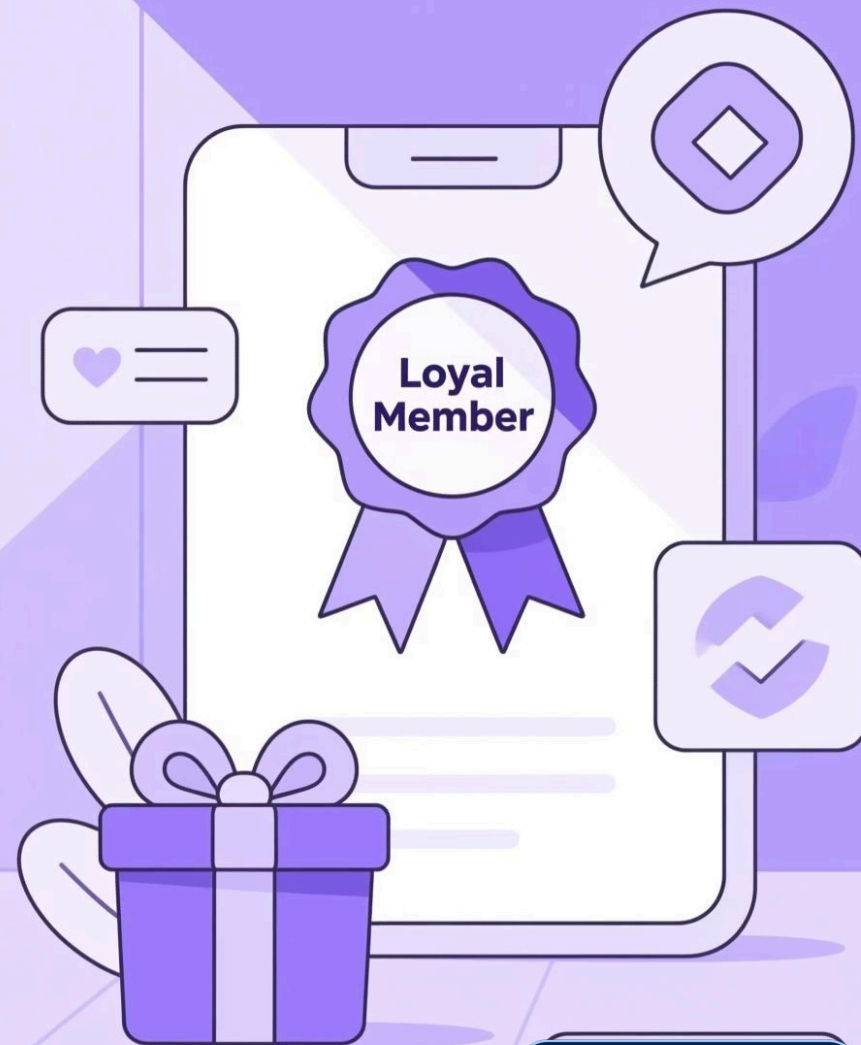
### Action Plan

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



Made with GAMMA



# 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