

Problem Statement

The business has access to detailed customer transaction data but lacks a clear understanding of customer purchasing behaviour. There is limited visibility into spending patterns, order frequency, and customer engagement, making it difficult to identify high-value customers and key revenue drivers. The objective of this project is to analyse historical transaction data and generate actionable insights that support better business and strategic decision-making.

Project Deliverables

- 1 Data Preparation & Modeling (Python): Cleaned and transformed raw transactional data for analysis.
- 2 Data Analysis (SQL): Structured data and executed queries to extract insights on customer segments, loyalty, and purchase drivers.
- 3 Visualization & Insights (Power BI): Built an interactive dashboard highlighting key patterns, trends, and business KPIs.
- 4 Report & Presentation: Summarised findings and business recommendations in a clear, structured format.
- 5 GitHub Repository: Maintained a well-structured repository containing Python scripts, SQL queries, and dashboard files.