

Customer Segmentation Dashboard

Analyzing customer demographics, income, and loyalty patterns to drive strategic business decisions through data-driven insights.



Project Objective & Challenge

Our Goal

Analyze and segment customers based on demographics, income, tenure, loyalty, profession, and region to support data-driven business decisions.

The Problem

Businesses struggle to identify valuable customer segments, understand loyalty patterns, and optimize engagement strategies effectively.



Key Business Questions



Most Valuable Customers

Who are our highest-value segments?



Loyalty Patterns

How loyal are customers across different segments?



Demographics

Which generations and professions dominate?



Growth Trends

How has customer growth evolved over time?

Dataset Overview

Comprehensive customer data including age, income, tenure, loyalty level, wealth category, profession, region, and customer type.



Demographics

Age and generation data



Financial

Income and wealth categories



Professional

Profession and customer type



Geographic

Regional distribution



Behavioral

Tenure and loyalty metrics

Key Performance Indicators

500

Total Customers

Active customer base analyzed

46

Average Age

Years across all segments

\$114K

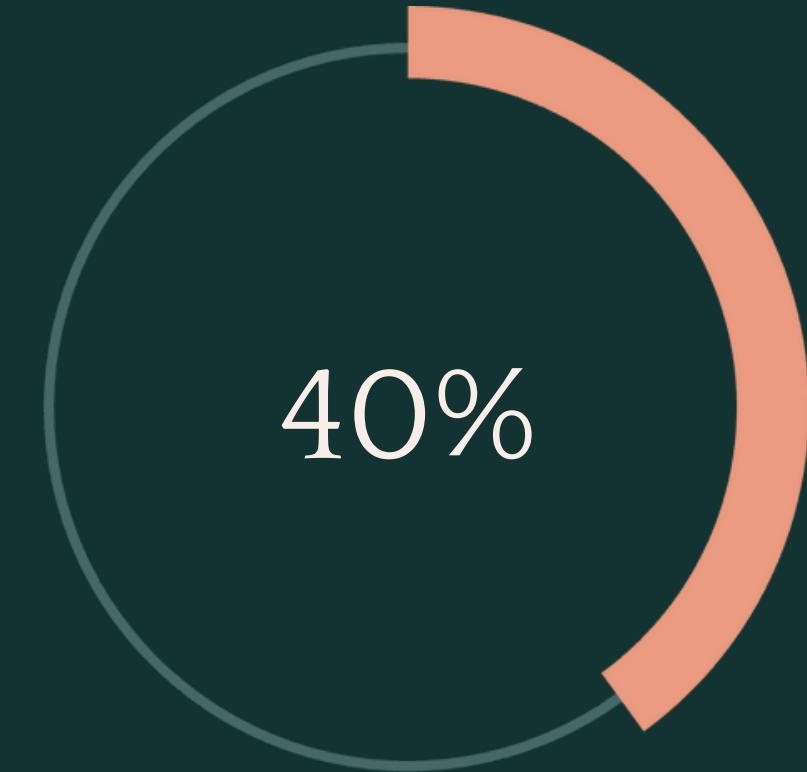
Average Income

Annual customer earnings

5

Average Tenure

Years of customer relationship



Loyal Customers

Strong retention foundation

Customer Demographics

Generational Breakdown

Millennials and Gen X dominate the customer base, representing the largest and most engaged segments.



Millennials

Largest segment with high digital engagement

Gen X

Strong purchasing power and loyalty

Wealth Distribution Insights



Medium and High wealth customers contribute the most to revenue and engagement. These segments show higher loyalty rates and longer tenure.

Professional Segments & Growth Trends



Doctors

High-income segment with strong loyalty



Engineers

Tech-savvy with consistent engagement



Teachers

Stable segment with moderate income

- ▢ **Growth Peak:** Customer acquisition peaked between 2016–2018, indicating successful marketing campaigns during this period.

Strategic Recommendations



Enhance Loyalty Programs

Focus on the 40% loyal customer base with exclusive rewards and personalized experiences to increase retention.

Target High-Income Segments

Develop premium offerings for doctors, engineers, and high-wealth customers to maximize revenue potential.

Revitalize Declining Regions

Implement targeted campaigns to improve engagement in underperforming geographic areas.

Conclusion

Actionable Insights Delivered

The dashboard provides comprehensive customer segmentation analysis, enabling strategic planning and enhanced engagement across all segments.

Tools Used: Microsoft Excel – Pivot Tables, Charts, Slicers, Dashboard Design

