Customer Segmentation

Customer Segmentation is a typical strategy used by organizations to categorize clients based on their demographics, shopping patterns, or other traits. This practice is essential for understanding the diverse needs and preferences of the customer base, allowing businesses to tailor their products, services, and marketing efforts more effectively.

By adopting this approach, businesses can;

- Have a deeper understanding of their target audience.
- Develop targeted solutions that meet the unique needs of each segment.
- Enhance customer satisfaction and loyalty by understanding their specific requirements.
- Identify new business opportunities and untapped markets.
- Optimize resource allocation and improve operational efficiency.
- Improve customer retention and reduce churn by tailoring experiences to each segment leading to long-term success and growth.

Project Objective:

By conducting this project, you'll be able to leverage SQL's querying capabilities to segment customers effectively. This will not only enhance your technical skills in data analysis but also provide actionable insights that can drive business decisions. Whether you're aiming to personalize marketing efforts, improve customer service, or optimize inventory management, this project offers a solid foundation for understanding and applying customer segmentation in a real-world retail context.

Dataset:

The [Retail Dataset](#) provides a view of customers' transactions, allowing for in-depth analysis and segmentatioin. This dataset contains the following variables:

InvoiceNo: The invoice number for each transaction

StockCode: The unique code for each product sold

Description: The description of each product sold

Quantity: The quantity of each product sold in each transaction

InvoiceDate: The date and time of each transaction

UnitPrice: The price of each product sold

CustomerID: The unique identifier for each customer

Country: The country where each transaction occurred

SQL Project Idea:

Use SQL queries to answer the following questions:

- What is the distribution of order values across all customers in the dataset?
- How many unique products has each customer purchased?
- Which customers have only made a single purchase from the company?
- Which products are most commonly purchased together by customers in the dataset?

Submission Deadline

Please ensure that your project is completed and submitted on or before midnight, **29th of July, 2024**.