Success Criteria for Customer-Centric Report

Project Name: Customer Insights Dashboard

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Requirement	Expected Outcome	Expected KPI/Metric	Visual Representation	Success Criteria
1. Average Age of Customers	Understand the typical age of customers to tailor marketing strategies	Average Customer Age	KPI Card	Displays the correct average age based on customer data (Done)
2. Total Count of Customers	Gain insights into the total customer base	Total Customers	KPI Card	Accurately counts all unique customers (Done)
3. Customer Segmentation	Identify and categorize customers to personalize promotions and retention strategies	Count of VIP, Loyal, and Periodic Buyers	Pie Chart / Bar Chart	Correct classification of customers based on given rules (Done)
4. Revenue by Children Status	Assess whether having children influences purchasing power and revenue	Revenue from customers with/without children	Stacked Column Chart	Clear revenue comparison between groups (Done)
5. Top Performing Customers	Recognize high-value customers for loyalty programs and special offers	Dynamic Ranking by Revenue/Orders	Table with Ranks	Correctly ranks customers dynamically (Done)
6. Revenue by Gender	Determine gender-based purchasing trends to optimize marketing efforts	Revenue Breakdown by Gender	Donut Chart / Bar Chart	Accurate revenue distribution by gender (Done)

Final Deliverables:

- **Fully Interactive Power BI Dashboard (Done)**
- **Documentation (Done)**

Approval Section:

Business Manager: Mahmoud Elhelaly

Project Lead: Mahmoud Elhelaly

Date of Approval: 3-29-2025