



Customer Personality Analysis

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CognoRise InfoTech Internship program
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Overview

The dashboard presents an analysis of customer demographics, behaviors, and purchasing patterns, providing insights into total revenue, sales by product categories, customer characteristics, and complaint trends.



Key Metrics

1. Total Revenue and Cost

- Total Revenue: 25K
- Total Cost: 7K
- Profit Channels:
 - Store: 13K
 - Web: 9K
 - Catalog: 6K
 - Deals: 5K

2. Product Sales

- Top Products:
 - Wines: 681K
 - Meat Products: 374K
 - Gold Products: 99K
- Other Products:
 - Fish: 84K
 - Sweet Products: 61K
 - Fruits: 59K

3. Web Visits

- Total visits: 12K

Sales Breakdown

1. By Income Ranges

- 0–20K Income: Minimal contribution
- 20K–60K Income: Moderate sales (539K)
- Above 60K Income: High contribution (751K)

2. By Year of Birth

- Customers born between 1960 and 1980 show the highest purchasing activity.

3. By Education Level

- Graduates contribute the highest sales (320K), followed by customers with a PhD (197K) and a Master's degree (123K).

4. By Marital Status

- Married customers lead in sales (259K), followed by those "Together" (178K) and "Single" (138K).

5. By Household Type

- Kidhome (with children):
 - Higher sales for Wines and Meat Products.
- Teenhome (with teenagers):
 - Significant contributors to Gold and Fish Products sales.

Customer Complaints

1. By Education:

- Complaints are highest among graduates (14 cases).

2. By Marital Status:

- Married customers report the most complaints (8 cases).

Insights and Recommendations

1. Product Performance:

- Wines and Meat Products are key drivers of revenue. Focus marketing efforts on these categories.
- Investigate strategies to increase sales of lower-performing products like Sweet Products and Fruits.

2. Customer Segmentation:

- Target campaigns for customers with mid to high incomes and those with higher education levels, as they represent the largest sales segments.
- Develop retention strategies for married customers and those with children.

3. Complaint Management:

- Address the root causes of complaints, especially among highly educated and married customers, to improve customer satisfaction.

4. Channel Strategy:

- Expand the presence of top-selling products in stores and web channels, as they generate the highest profit margins.