**Customer Personality Analysis Project**

**Program Code: CAI1\_DAT2\_G6d**

**Engineer: Marwan Mokhtar**

**Group Number: 4**

**Team Members**

* Rana Shaaban Muhammed Hamed
* Safaa Adel Fathy Metwally
* Yousra Mohamed Ali Ahmed
* Mai Salah Abdelaziz Elwakil

**Objective:**

Customer analysisusing PowerBI and SQL. Revolves around understanding customer behavior based on demographic, product, promotion, and purchasing attributes to better target marketing strategies. The goal is to identify distinct customer segments to enable personalized engagement, improve customer satisfaction, and increase sales.

**Attached:**

In this folder, there’s a couple of files attached:

* Dashboard (PowerBI).
* Excel Sheet for the dataset used.
* Data description file that describes and identifies the data used.
* Documentation file for the whole project (The Story, Business questions, Visualization Plan, Findings and Recommendations, Data Cleansing and Calculations)
* SQL file for the runned SQL queries.