Business Problem Statement & Project Scope

As part of my data analyst portfolio project, I set out to **investigate** how customer shopping behaviour influences sales performance, satisfaction, and long-term loyalty. The challenge was to help a retail business better understand how different customer groups interact with products, pricing, and **purchasing channels**.

The company had observed noticeable changes in **buying patterns** across demographics, product categories, and sales channels. They needed clarity on which factors — such as discounts, product reviews, seasonal trends, or payment methods — drive purchasing decisions and repeat transactions.

To address this, I defined the central business question guiding the project:

"How can consumer shopping data be leveraged to uncover behavioural trends, improve customer engagement, and optimize marketing and product strategies?"

Deliverables

the final outputs or items I intend to produce and submit at the end of a project.

1. Data Source (**CSV**)
   Such data is retrieved from point of sales platform (Gaap)
2. ETL / ELT (**SQL** Server Management Studio and **Power Query**)
   To SQL queries to explore customer behaviour, buying patterns, and key trends and creating measures to present more of data.
3. Dava Visualisation (**Power BI**)
   I built a clear and interactive dashboard that shows customer insights, revenue trends, product performance, and demographics.
4. Insights report and presentation
   To write a report that explains my findings and gives recommendations to relevant stake holders.