

CUSTOMER PERSONALITY ANALYSIS

Hello All,

Thrilled to unveil my Task 3 of internship at CognoRise InfoTech

Analysis

Grasping the customer personality is crucial for businesses to tailor their products, services, and marketing strategies effectively. This project aimed to develop an extensive analysis of customer personality data, encompassing various parameters such as preferences, behavior, demographics, and psychographics. The analysis offers insights into the diverse personalities of different customer segments, identifies key factors influencing purchasing decisions, and conducts trend analysis to uncover patterns in consumer behavior.



Tools : Microsoft Excel, Microsoft Power BI



Insights & Impact :

Key insights from the project highlighted:



Middle-aged people comprise the core segment of the customer base.



Customer spending is largely influenced by their educational background and family institutions. People with a **married status and high educational qualifications** tend to spend more.



People prefer the **physical outlet** of the store over web or catalog-based purchases.



DatasetLink : [Customer Personality Analysis \(kaggle.com\)](https://www.kaggle.com/datasets/ashishpatel26/customer-personality-analysis)