**Customer & Marketing Analytics Report – Task 2**

**Data Science & Analytics Internship – Future Interns**

# Project Overview

This project analyzes customer demographics, purchasing patterns, and revenue distribution using Power BI. The focus is on exploring customer trends to provide actionable insights that support business and marketing decisions.

# Dataset Used

**File:** marketing\_data.csv

The dataset includes:

* Customer demographics: education, marital status, year of birth, family size.
* Purchase behavior: store purchases, web purchases, deal purchases.
* Interaction metrics: web visits, web purchases.
* Revenue by country and product categories (Wine, Meat, Fish, etc.).

# Dashboard Insights

* Top-performing product: Wine generates the highest revenue.
* Revenue by country: Spain, South Africa, and others lead in contributions.
* Customer segmentation: Graduation-level customers form the largest group.
* Purchasing behavior: Store and web purchases are significant channels.
* Household patterns: Family size and age distribution reveal customer preferences.

# Visualizations Included

* Count of ID by Education
* Marital Status and Education Comparison
* Store, Web, and Deals Purchases Breakdown
* Revenue by Country
* Purchases by Web Visits
* Year of Birth by Kidhome
* Product Category Revenue

Interactive filters for education and marital status enable deeper data exploration.

# Tools Used

* Power BI for visualization
* Excel / Google Sheets for data cleaning

# Learning Outcomes

* Data preparation and cleaning
* Customer segmentation analysis
* Revenue distribution analysis
* Interactive dashboard creation
* Insight-driven storytelling

# Conclusion

The dashboard provides a comprehensive view of customer behavior and revenue trends. It serves as a practical tool for data-driven decision-making in marketing without relying on specific campaign metrics.