

# Análisis de Datos de Conductas de Compras

Rafael Salinas – 12.09.2025

Power BI

# Carga de Datos

Sin título - Power BI Desktop

Inicio Ayuda Herramientas de tablas

Nombre shopping\_behavior...

Administrador relaciones Estructura Relaciones Cálculos Calendarios

Nueva Medida Nueva medida rápida Nueva columna Nueva tabla Marcar como tabla de fechas

Datos

Customer ID	Age	Gender	Item Purchased	Category	Purchase Amount (USD)	Location	Size	Color	Season	Review Rating
2658	52	Female	Dress	Clothing	81	Texas	M	Pink	Summer	2.7
2663	25	Female	Skirt	Clothing	98	Nebraska	M	Cyan	Summer	2.8
2674	67	Female	Hoodie	Clothing	27	Nevada	M	Olive	Summer	2.6
2676	24	Female	Shorts	Clothing	38	Virginia	M	Peach	Winter	3.4
2685	46	Female	Dress	Clothing	45	Washington	M	Gray	Summer	4.7
2687	40	Female	Socks	Clothing	72	Georgia	M	Black	Winter	3.8
2688	61	Female	Dress	Clothing	75	Delaware	M	White	Fall	3.6
2690	29	Female	Blouse	Clothing	35	Wyoming	M	Orange	Fall	3.9
2699	55	Female	Hoodie	Clothing	57	Virginia	M	Magenta	Summer	3.6
2709	57	Female	Dress	Clothing	94	Alabama	M	Teal	Summer	3.3
2719	22	Female	Shorts	Clothing	90	Virginia	M	Peach	Winter	4.9
2729	26	Female	Skirt	Clothing	28	Florida	M	Pink	Winter	4
2736	46	Female	Skirt	Clothing	29	California	M	Yellow	Spring	3
2737	44	Female	Hoodie	Clothing	25	Montana	M	Pink	Spring	4.8
2745	38	Female	Shirt	Clothing	66	Wyoming	M	Silver	Winter	3.3
2747	39	Female	Hoodie	Clothing	25	Ohio	M	Orange	Fall	3.7
2748	18	Female	Jeans	Clothing	62	West Virginia	M	Teal	Winter	3.1
2759	32	Female	Blouse	Clothing	98	Illinois	M	Purple	Summer	3.2
2763	58	Female	T-shirt	Clothing	47	Georgia	M	Charcoal	Fall	3.8
2767	66	Female	Dress	Clothing	91	Tennessee	M	Cyan	Winter	2.8

Tabla: shopping\_behavior\_updated (3,900 filas)

12:51 p. m. 11/09/2025

# Revisión y Limpieza de Datos

Sin título - Editor de Power Query

Archivo Inicio Transformar Agregar columna Vista Herramientas Ayuda

Consultas [1] < X ✓ fx = Table.TransformColumnTypes("#Encabezados promovidos",{"Customer ID", Int64.Type}, {"Age",

shopping\_behavior\_upd...

	Amount Applied	Promo Code Used	Previous Purchases	Payment Method	Frequency of Purchases
1		Yes		14 Venmo	Fortnightly
2		Yes		2 Cash	Fortnightly
3		Yes		23 Credit Card	Weekly
4		Yes		49 PayPal	Weekly
5		Yes		31 PayPal	Annually
6		Yes		14 Venmo	Weekly
7		Yes		49 Cash	Quarterly
8		Yes		19 Credit Card	Weekly
9		Yes		8 Venmo	Annually
10		Yes		4 Cash	Quarterly
11		Yes		26 Bank Transfer	Bi-Weekly
12		Yes		10 Bank Transfer	Fortnightly
13		Yes		37 Venmo	Fortnightly
14		Yes		31 PayPal	Weekly
15		Yes		34 Debit Card	Weekly
16		Yes		8 PayPal	Monthly
17		Yes		44 Debit Card	Bi-Weekly
18		Yes		36 Venmo	Quarterly
19		Yes		17 Cash	Weekly
20		Yes		46 Debit Card	Bi-Weekly
21		Yes		50 Cash	Every 3 Months
22		Yes		22 Debit Card	Quarterly
23		Yes		32 Debit Card	Annually
24		Yes		40 Credit Card	Weekly
25		Yes		16 Debit Card	Weekly
26					

18 COLUMNAS, 999+ FILAS Generación de perfiles de columnas basada en las 1000 primeras filas

VISTA PREVIA DESCARGADA A LAS 12:47 P. M.

Configuración de la consulta X

**PROPIEDADES**

Nombre  
shopping\_behavior\_updated

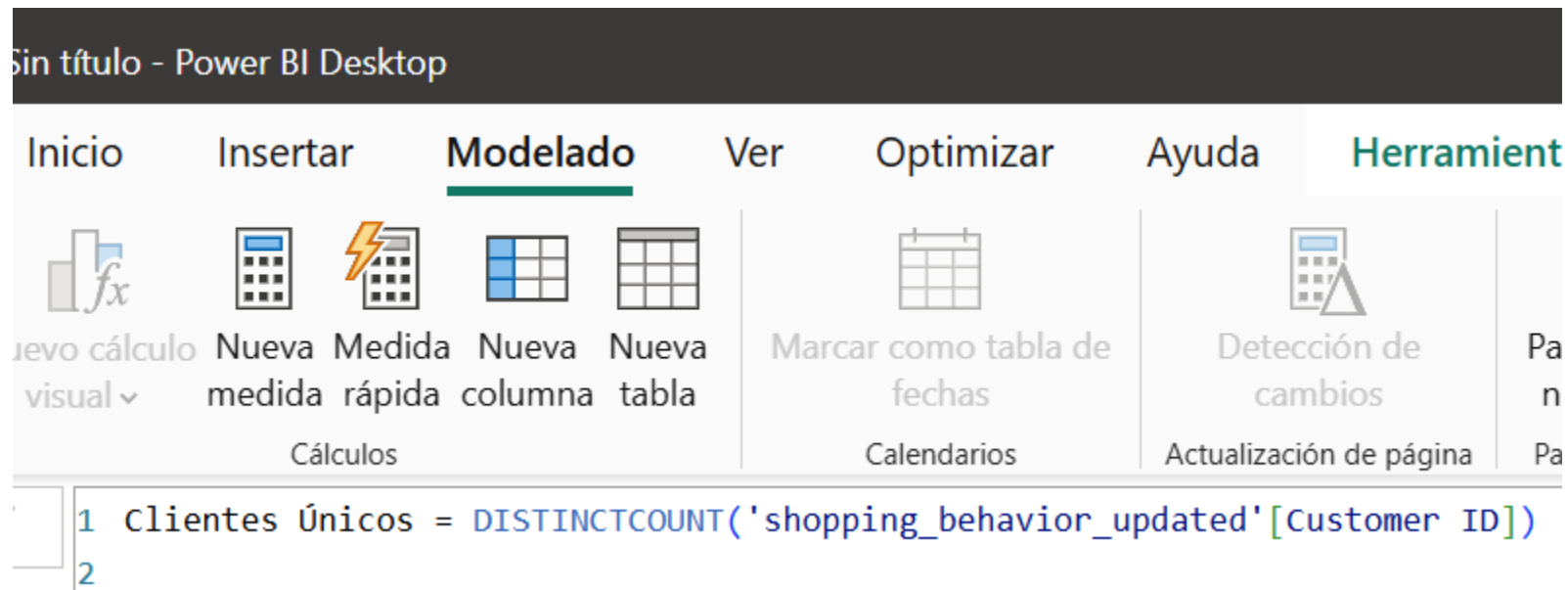
Todas las propiedades

**PASOS APLICADOS**

- Origen
- Encabezados promovidos
- X Tipo cambiado

12:56 p. m.  
11/09/2025

# Modelado de Medidas para el Analisis



# Visualización de Datos (Dashboard)

