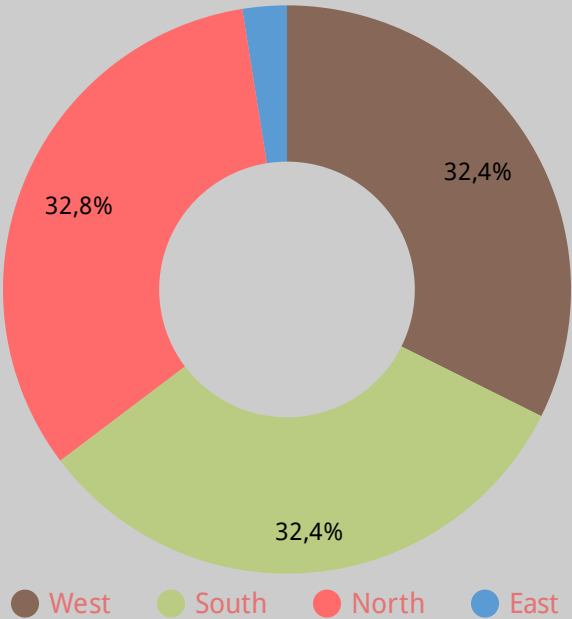# BIGQUERY DATASET ANALYSIS

Number of Customers by Region

In this report, we analyzed the distribution of total customer numbers by region in the dataset.

Result: We can differentiate marketing strategies according to the density of the customer base.
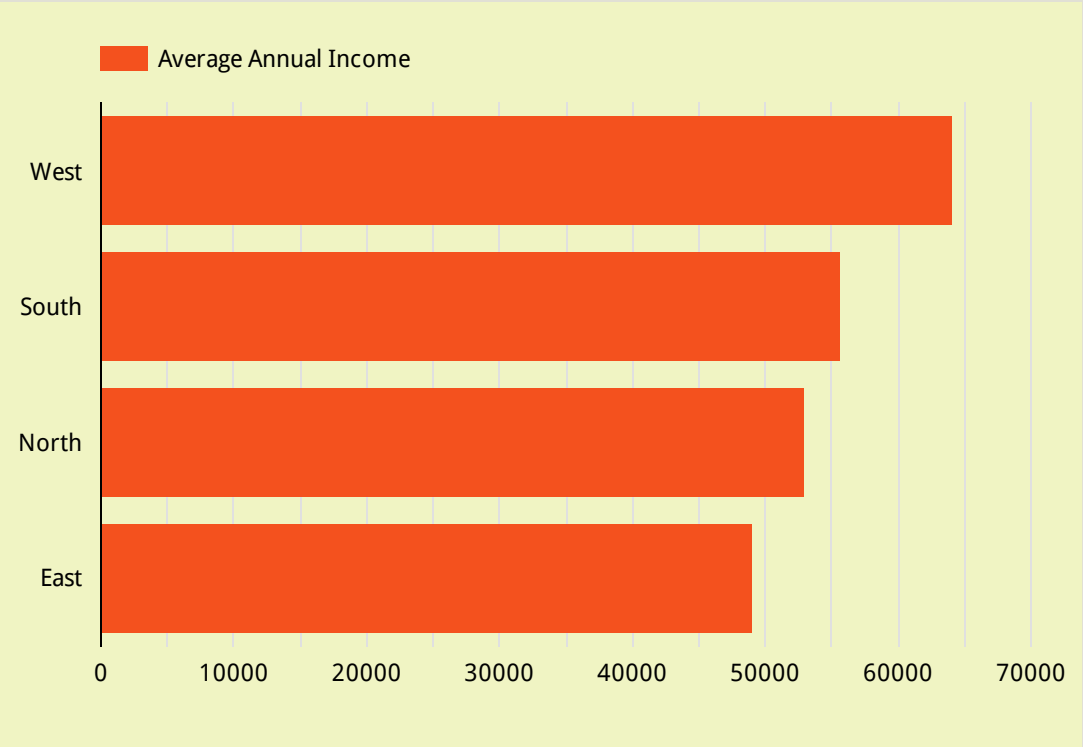

Region	Count of Customer ▼
North	78
West	77
South	77
East	6
	1 - 4 / 4 ‹ ›

Average Annual Income by Region

| Region	Average Annual Income
North	53.038,46
West	64.129,87
South	55.766,23
East	49.000,00

1 - 4 / 4 〈 〉

These tables show the average annual income of customers in the region.

Result: By paying attention to income differences between regions, we can develop pricing and campaign strategies.

Count of Customer by Loyalty Score

In this section, tables and graphs of customer numbers according to loyalty_score were created.
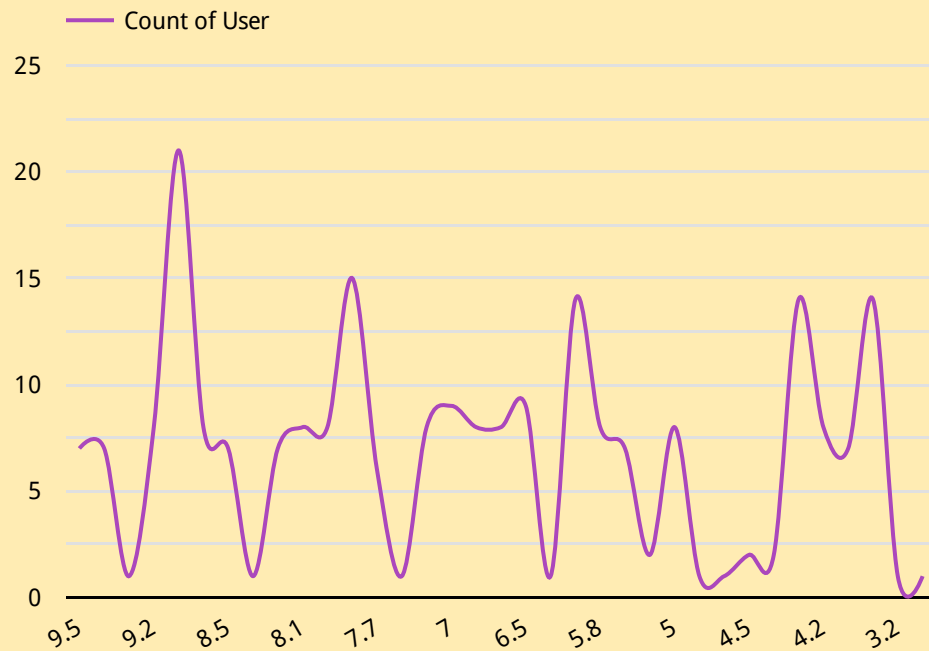
Loyalty Score	Count of Customer ▾
9	21
7.8	15
3.3	14
6	14
4.3	14
7	9
6.5	9

1 - 35 / 35   ‹   ›

Result: It may be important to organize special campaigns for the customer group with high loyalty scores or to develop strategies to retain this group.

Result: Customers with low loyalty scores can be encouraged to shop again by offering special discounts, coupons or promotions, or low loyalty score customers who make their first purchases over a certain amount can be offered gifts or special opportunities to be used in their next purchases.
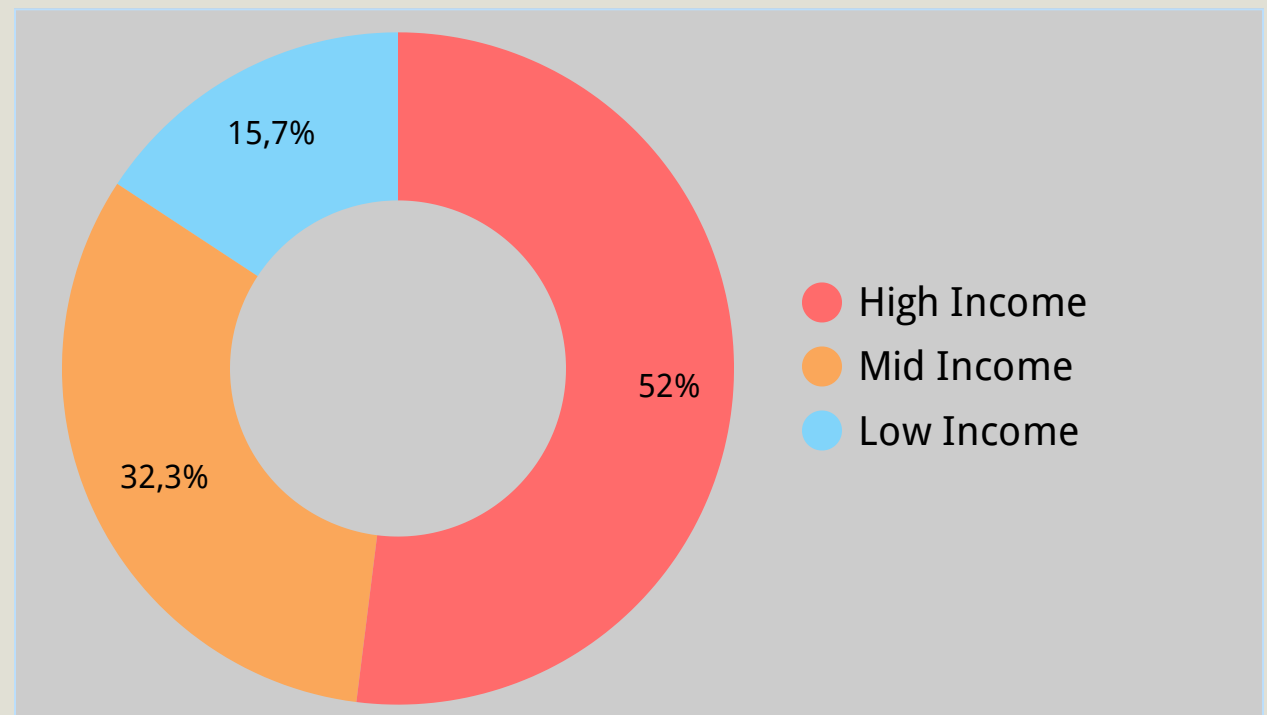
Average Purchase Amount by Income Level

This section shows the average purchase amount of customers according to their income levels. Income groups are divided into low, medium and high.

Income Level	Average Purchase Amount ▲
Low Income	168,13
Mid Income	344,7
High Income	555,05

1 - 3 / 3 ‹ ›

Result: Special, more economical product options and frequent discount campaigns can be offered to low-income customers. Package offers can be offered to middle-income customers. Premium products and services can be offered to high-income customers.

Average Purchase by Age Group and Annual Income

Age Group	Average Annual Income ▲	Average Purchase Amount
20-29	40.803,92	219,41
30-39	54.013,51	381,49
40+	67.123,89	547,61

1 - 3 / 3 ‹ ›

This section shows the average purchase amount of customers according to their age groups and average annual income.

Result: By targeting based on age, more effective campaign and advertising strategies can be developed according to budget and product categories of age groups.