Customer Profitability and Segmentation Analysis

Business Question:

Which customer segments contribute most to overall profit, and how do their purchase behaviors differ by region and product category?

SQL Task:

• Join Orders, Customers, and Products tables.

• Compute Total\_Sales, Profit, and Order\_Count per customer.

• Rank customers by profitability.

• Classify customers into tiers: Platinum, Gold, Silver (using window functions).

Power BI Visualization:

• Customer Profitability Dashboard

o KPI cards: Total Profit, Avg Profit/Customer

o TreeMap by Customer Segment and Region

o Clustered bar for top 10 customers

o Slicer for time and region