# Customer Analysis :

* 22 unique customers made purchase during Q1 2025.

|  |  |
| --- | --- |
| * *Address* | * COUNTA of Address |
|  | * 0 |
| * Ahmedabad | * 4 |
| * Bangalore | * 6 |
| * Banglore | * 1 |
| * Chennai | * 5 |
| * Delhi | * 3 |
| * Delhii | * 1 |
| * Hyderabad | * 6 |
| * Jaipur | * 9 |
| * Kolkata | * 8 |
| * Mumbai | * 5 |
| * Mumbay | * 1 |
| * Pune | * 1 |
| * Surat | * 5 |

* The average spend per customers is 569.25.

# Sales Analysis :

* The total sale revenue generated during this period is 22770.
* No, there are not any clear trends across different product categories.

# Campaign Analysis :

* 29 customers who received discount coupons actually made purchase.
* Yes, customers who received discounts spend more than who did not.
* 15% discount offers were the most effective in driving sales.