



Market Trend Analysis



March 24, 2023

Overview

Qualitative & quantitative analysis of customer buying trend and behavior of the Company products. Finding the Marketing strategy and target customers.

Understanding the problem

Item 1

Invalid data which need to be excluded from dataset.
Example : the DOB which is far more than 100 years.
And Some of the unrecorded data points.

Item 2

- Data collected which are not recorded in a proper file i.e. spread out to different sheets or files.

Item 3

Need of External data for modelling and findings.

Project objective:

Analyzing the Customer trend and buying behavior to create a Marketing Strategy.

Understanding the customer Trend

Target audience

- Individuals who are at the age group of **31-50 Years Old**.
 - Whose wealth segment are in the category of **Mass Customer**.
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Customer trends

Trend 1

Customers who are at the age group of 41-50 years are the highest buyers of the company's product.

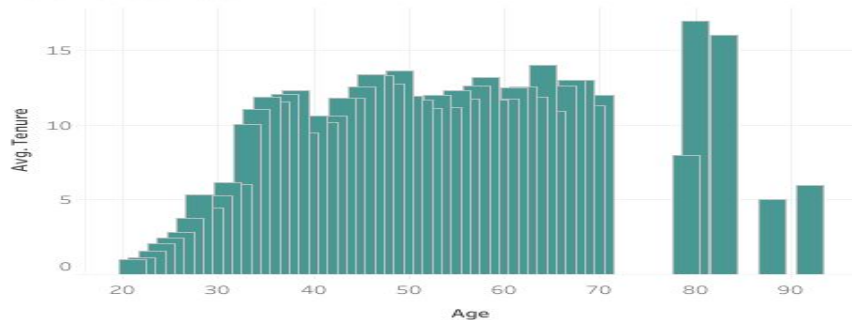
- But, at an average 30-70 years old are buying the products at an average high range than others.

Trend 2

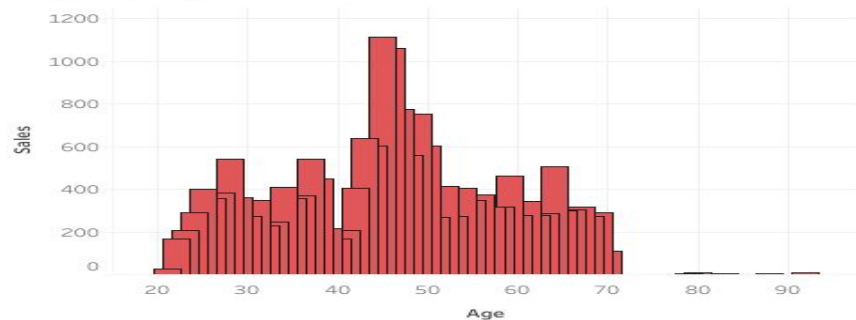
Maximum of the buyers are from the segment of Mass Customer comparing to other two segments.

Trend analysis

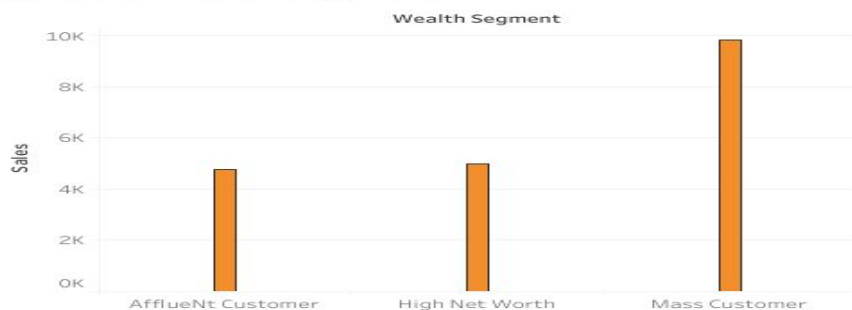
Tenure Vs. Age



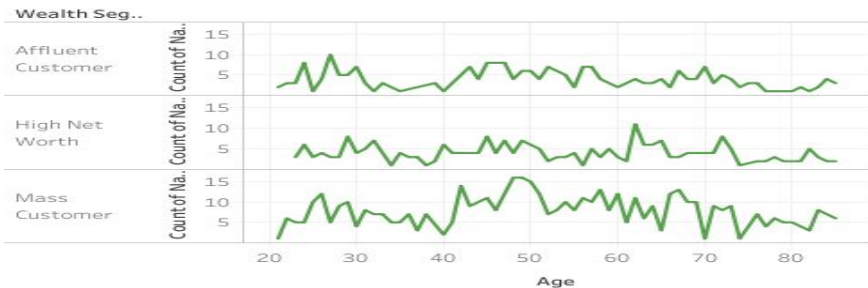
Sales Vs. Age



Sales Vs. Wealth Segment



New 1000 Customer Age Vs. Wealth_seg & No. of Individuals



Trend analysis

Item 1 

Item 2 

Findings

From the trend analysis, age group of 31-50 years old are the largest buyer group.

- Number of sales are highest at these age group levels.
- And the wealth Segment of Mass Customer.

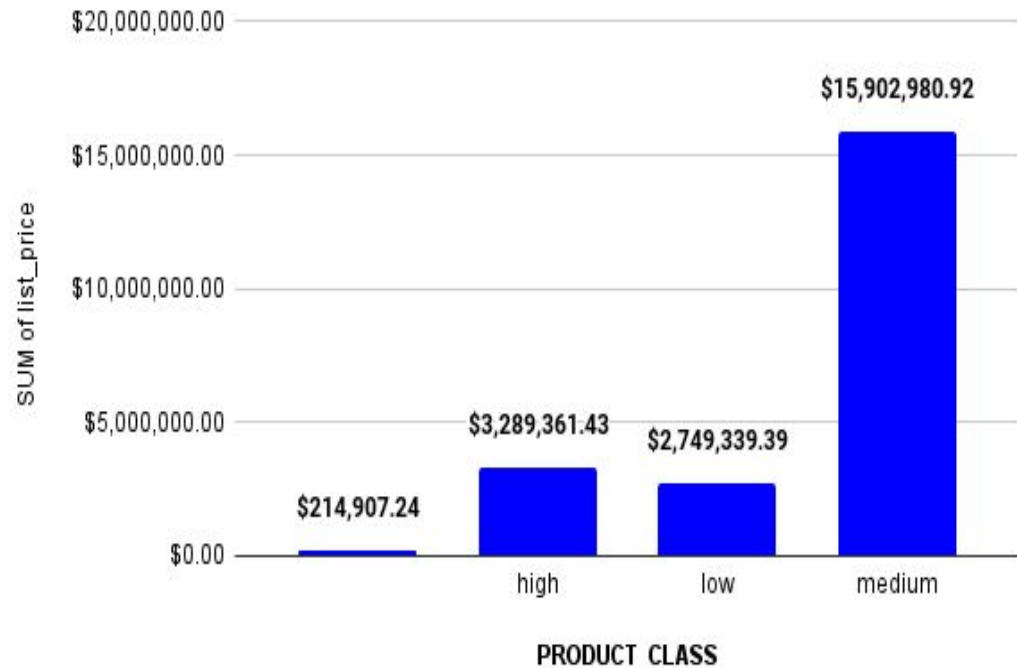
Comparison of Age & No. of sales



Findings

- The Highest revenue earning Product class is **Medium**.

SUM of list_price vs. product_class



Timeline

