

## Customer Personality Analysis

### Overview

This project analyzes customer demographics, purchasing habits, and campaign responses using Power BI. The insights generated are used to recommend strategies for enhancing customer engagement and driving sales across various channels.

#### Key Features

- Total Customers: 2,000
  - Total Spending: 1M across catalog, store, and web purchases
  - Product Preferences: Wines, meat, and gold products are the most popular categories
  - Campaign Analysis: Campaign responses vary significantly by marital status, income level, and education
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#### Insights & Recommendations

1. Customer Demographics
  - Marital Status: Most customers are married (857), followed by those living together (573).
  - Income: The majority are in the medium (1,143) and low-income (1,060) brackets.
  - Education: Graduates form the largest group (1,116), with PhD (481) and Master's holders (365) following.
2. Purchasing Analysis
  - Graduates and PhD holders have the highest spending power, particularly in wines, meat, and gold products.
  - In-store purchases lead overall, but web purchases also make a significant contribution.
3. Campaign Effectiveness
  - Married customers and medium-income earners respond best to campaigns.
  - Graduates and medium-income earners also show high recency in purchases, making them prime targets for personalized offers.

### Final Recommendations

- Focus on Medium-Income, Married Customers: Target family-centric promotions to tap into their spending power.
- Omnichannel Strategy: Enhance both in-store and online shopping experiences with cross-promotions and personalized offers.
- Target Educated Consumers: Offer premium, sustainable products to graduates and PhDs. Loyalty programs for this segment can drive customer retention
- Complaint Management: Address complaints swiftly, especially among graduates and medium-income earners, to improve customer satisfaction and loyalty.