

Excel Live Class 3

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Company Overview

Case Overview



Action Plan

Mekko Customer Demographics & Shopping preferences

Total No. of Customers

1000

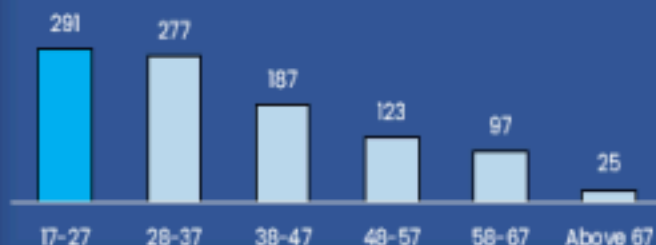
Avg age of customers

37

No. of Job titles

177

Most of the Customers are in the age group "17-27"



Customers with vehicles **other** than Toyota & Ford are very minimal



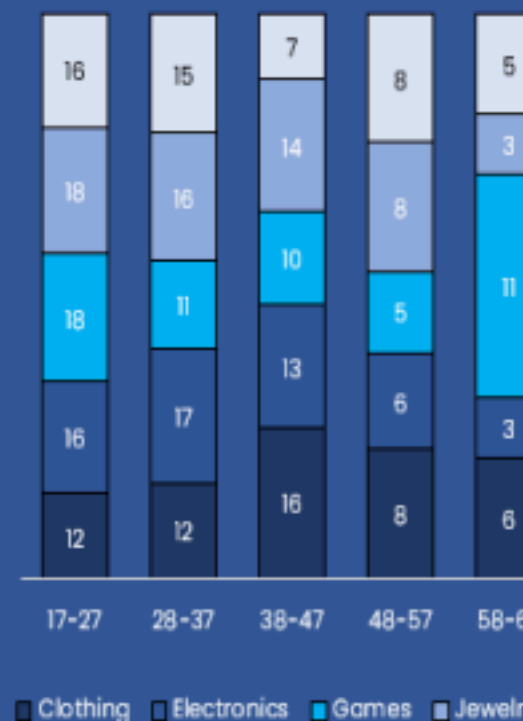
customer in selected jobs across top 5 dept



No. of visits across the top 5 departments



Top 5 dept comparison across the age



car_make

Acura	Audi	BMW	Buick	Cadillac	Chevrolet	Dodge	Eagle	Fiat	Ford	GMC	Honda	Hyundai	Isuzu
LandR...	Lexus	Lincoln	Mazda	Mercury	Mitsubishi	Nissan	Pontiac	Ram	Saab	Saturn	Suzuki	Toyota	

gender

Agender	Bigender	Female	Genderqueer	Male	Non-binary	Pol...
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here

Important Notes

WhatsApp group

@Adebiyi Oladayo

@10Alytics.