

# CUSTOMER SEGMENTATION ANALYSIS

A LECTURE PRESENTATION

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# WHAT WILL YOU LEARN OR GET AFTER COMPLETING THIS VIDEO ?

1. Resume and LinkedIn building.
2. Data Cleaning.
3. Dax Language.
4. Data modelling .
5. Data Visualization.



# STEPS IN THIS PROJECT

1. Business Requirements / Understand Dataset
2. Prepare Dataset for Project
3. Load Data into Power Bi
4. Data processing & DAX
5. Dashboard & insights
6. Export & share project



# BUSINESS REQUIREMENT

1. The aim of this data analytics project is to perform customer segmentation analysis for an e-commerce company.
2. By analyzing customer behavior and purchase patterns, the goal is to group customers into distinct segments. This segmentation can inform targeted marketing strategies, improve customer satisfaction, and enhance overall business strategies.



# DAX LANGUAGE

1. Column\_Name = count(Table\_Name[Column\_name] )
2. Column\_Name = sum(Table\_Name[Column\_name] )
3. Column\_Name = average(Table\_Name[Column\_name] )
4. Column\_Name= CALENDAR( , )
5. Column\_Name = SWITCH( expression, value1, result1, value2, result2, ... [default\_result] )



# KPI REQUIREMENTS

1. TOTAL SALES –The Overall Revenue Generated by all items sold.
2. TOTAL CUSTOMERS –The Total Count of Customers.
3. AVERAGE SALES –Average Revenues Per Sales.
4. AVERAGE RATING –The average Customers Rating for items Sold.



# CHART'S REQUIREMENTS

## SALES REPORT

### 1. TOTAL SALES BY TIMES

OBJECTIVE – Identify Total Sales Over the Time Periods.

LEGEND - Gender Graph Types – Scatter Chart

### 2. TOTAL SALES BY LANGUAGES

OBJECTIVE – Identify Total Sales in the Term of Languages.

Graph Types – Donut Chart

### 3. CREATE TABLE

Columns – States, Total Sales, Customers and Avg Sales

Graph Types – Table

# CHART'S REQUIREMENTS

## SALES REPORT

### 4. TOTAL SALES BY PARAMETERS

Parameter – Education , Age Group , Segmentation Group , Income level and Marital Status. Graph Types – Bar Graph ( Legend – Gender) , Table

### 5. FILTERS

Filters – Occupation , State and Gender

### 6. CREATE NAVIGATOR

Sales Report and Customer Report

# CHART'S REQUIREMENTS

## CUSTOMERS REPORT

### 1. TOTAL CUSTOMERS BY TIMES

OBJECTIVE –Identify Total Customers Over the Time Periods.

LEGEND - Gender Graph Types – Scatter Chart

### 2. TOTAL CUSTOMERS BY LANGUAGES

OBJECTIVE – Identify Total Customers in the Term of Languages. Graph Types – Donut Chart

### 3. CREATE TABLE

Columns – States, Customer Income , Customers and Avg Ratings Graph Types – Table

# CHART'S REQUIREMENTS

## CUSTOMERS REPORT

### 4. TOTAL COUNT CUSTOMERS BY PARAMETERS

Parameter – Education , Age Group , Segmentation Group, Income level and Marital Status. Graph Types – Bar Graph ( Legend – Gender) , Table

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Filters – Occupation , State and Gender

### 6. CREATE NAVIGATOR

Sales Report and Customer Report