📊 Black Friday Sales Dashboard – Power BI Project

🔍 Objective

To analyze customer purchasing behavior from the Black Friday Sales dataset based on **age**, **gender**, **marital status**, **occupation**, and **product categories**. The goal is to derive actionable insights that help improve marketing strategies, customer targeting, and sales growth.

📈 Key Visualizations

- **KPI Cards:**

    - **Product Category 1 Purchases:** 307K

    - **Product Category 2 Purchases:** 415K

    - **Product Category 3 Purchases:** 306K

- **Average Purchased Items by Age (Pie Chart):**

    - Highest in **0–17** age group (15.78%)

    - Balanced distribution across other age groups (13%–15%)

- **User Count by Age (Bar Chart):**

    - Most users in **26–35** and **36–45** age groups

    - Least users in **0–17**

- **Purchased Items by Age Group (Bar Chart):**

    - **26–35** age group made the highest number of purchases (>200M)

    - Gradual decline in purchase volume with increasing age

- **Average Purchased Items by Gender (Pie Chart):**

    - Slightly more purchases by **Females (51.02%)** than Males (48.98%)

- **Marital Status by Gender (Bar Chart):**

    - **Married males** have the highest purchase volume

    - Lower participation from females in both categories

- **Filters:**

    - Dynamic **City** and **Occupation** slicers for deeper analysis

---

🔍 Key Insights

- **Product Category 2** generated the highest number of purchases, suggesting strong customer interest or relevance.

- The **26–35** age group is the most active in terms of both count and total purchases, making them a key demographic for future targeting.

- **Teenagers (0–17)** show a surprisingly high average purchase per individual, indicating a potentially overlooked segment.

- **Females** have a marginally higher purchase rate than males, emphasizing the importance of gender-inclusive marketing.

- **Married males** are the top buyers, suggesting family-oriented or settled individuals may have higher purchasing power.

- Product marketing campaigns can be optimized by focusing on the **26–35 age group**, especially in **Category 2** items.

- Occupation and city filters allow further segmentation to identify high-performing customer segments based on location and job profile.