Customer Purchase Behavior Analysis & Targeted Marketing Strategy

Project Description

A complete data analytics project aimed at understanding customer purchasing trends and optimizing marketing strategies based on data-driven insights.

Project Workflow

Dashboard Creation

Developed an interactive dashboard using Excel (PivotTables, Charts, Filters) to monitor key performance indicators like customer demographics, top regions, and sales channels.

Solving Business Problem

Objective was to identify high-value customer segments and preferred platforms to enhance targeting and improve conversion rates.

Data Cleaning

Removed duplicates, handled missing values, and standardized inconsistent data using Excel functions (TRIM, IFERROR, PROPER).

Data Processing

Grouped age categories, mapped channels, and created calculated fields to prepare the data for deeper analysis.

Data Analysis

Conducted exploratory analysis to uncover trends across gender, state, age, and platforms using COUNTIFS, SUMIFS, and pivot summaries.

Data Visualization

Created visual insights through bar charts, pie charts, and heat maps to represent key metrics and highlight high-performing segments.

Report Generation

Compiled insights into a professional report summarizing key findings and strategic recommendations.

Client Communication

Presented findings in clear business language with visual support to help stakeholders make informed

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marketing decisions.

Key Insights

- 65% of buyers are women, indicating higher purchase intent.

- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 contributing states (35%).

- Adults (30-49 years) represent the largest consumer group (80%).

- Amazon, Flipkart, and Myntra are the leading platforms (80% of sales).

Final Conclusion & Recommendation

Target Segment

Women aged 30-49 years from Maharashtra, Karnataka, and Uttar Pradesh.

Marketing Strategy

Run targeted advertisements, offers, and coupon-based campaigns on Amazon, Flipkart, and Myntra to maximize ROI and customer engagement.