Customer Analysis Project

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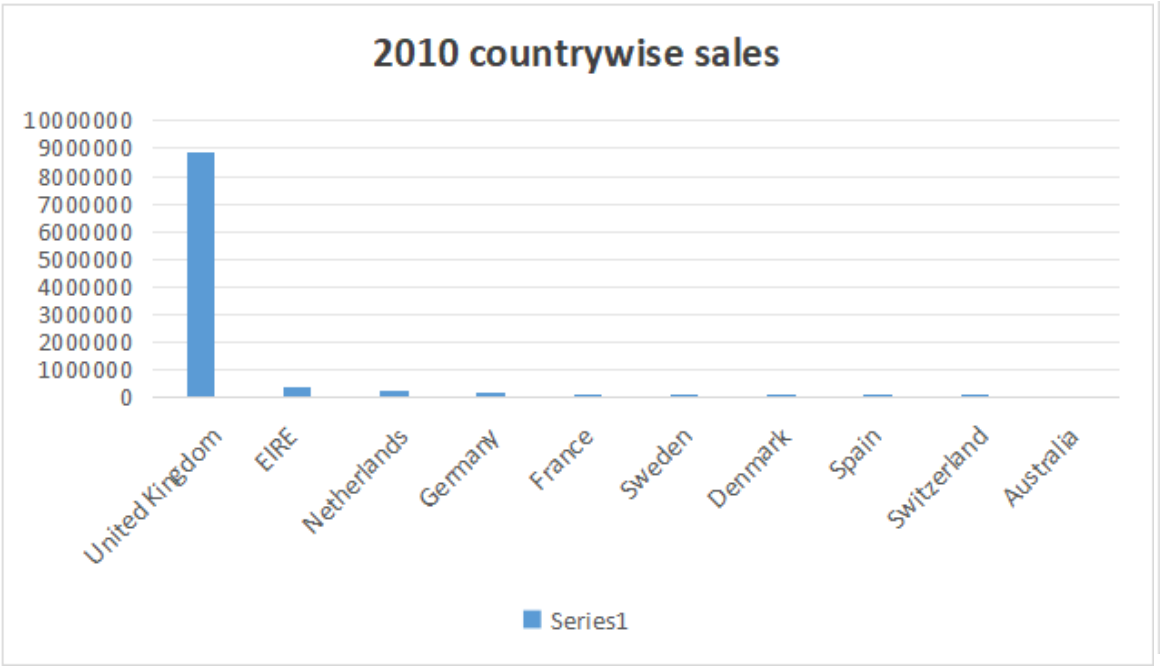
Introduction

In this project we have analyze the customer insight dataset for period of two year to perform research and collect data regarding sales trends and customer satisfaction and their behavior

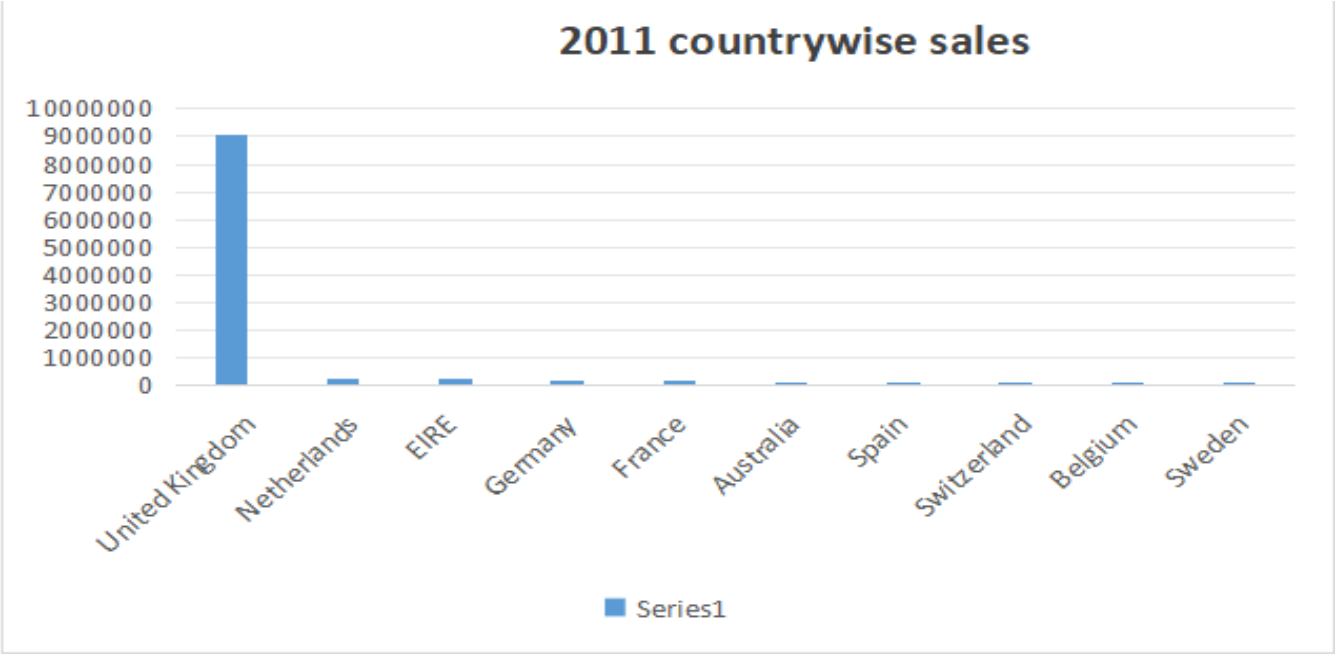
Total Sales 2009-2010 (approx)

10341504.204



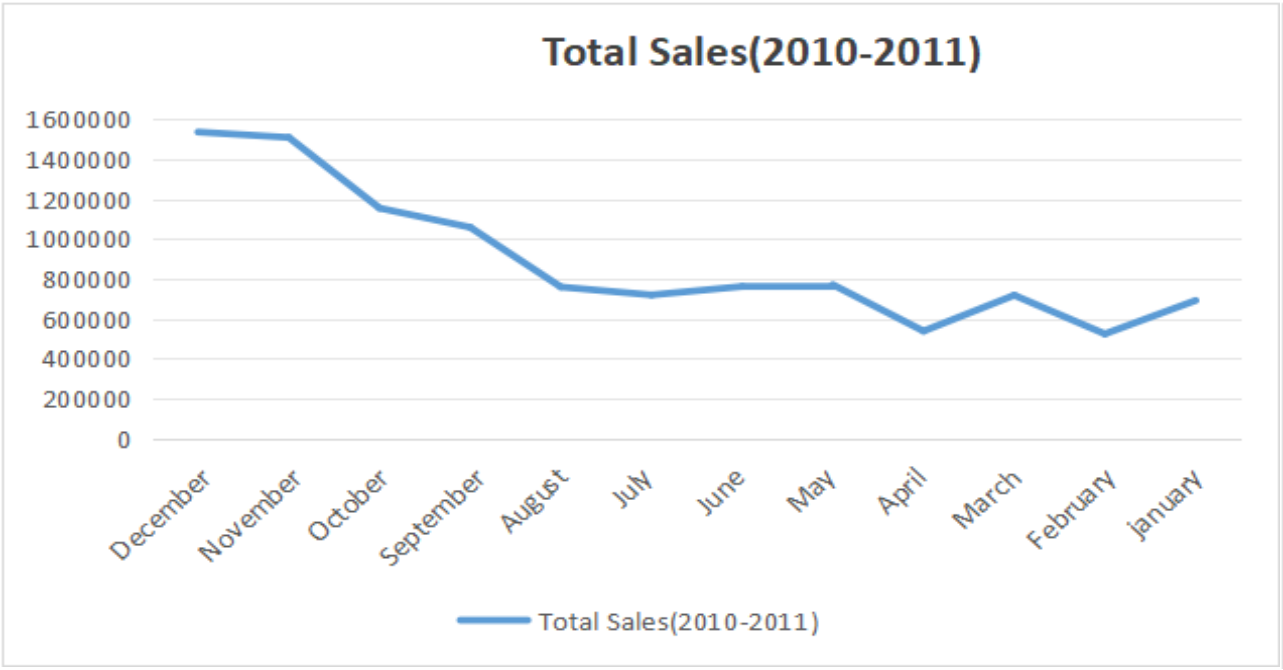
Total Sales 2010-2011 (approx)

10740865.364

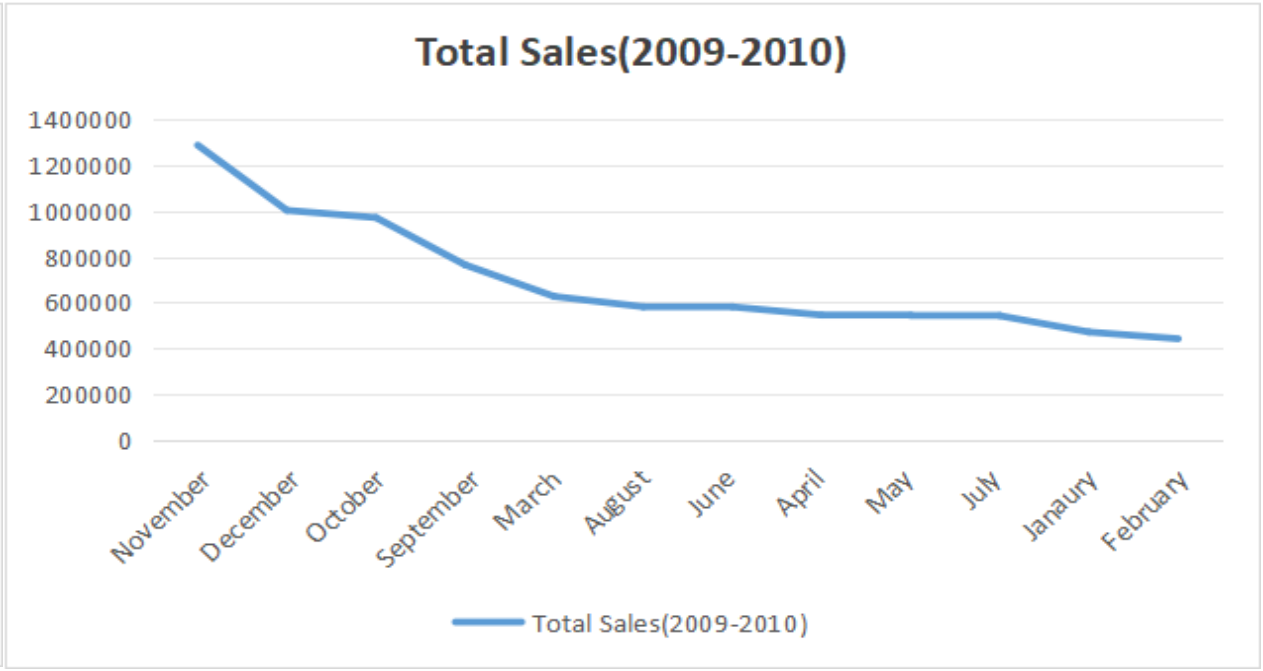


From this we can analyze that our revenue has increased from the last year which shows that customer is satisfied by our product and we can anlayse that total sales is most in united kingdom

Total Sales for each Month for (2010-2011)

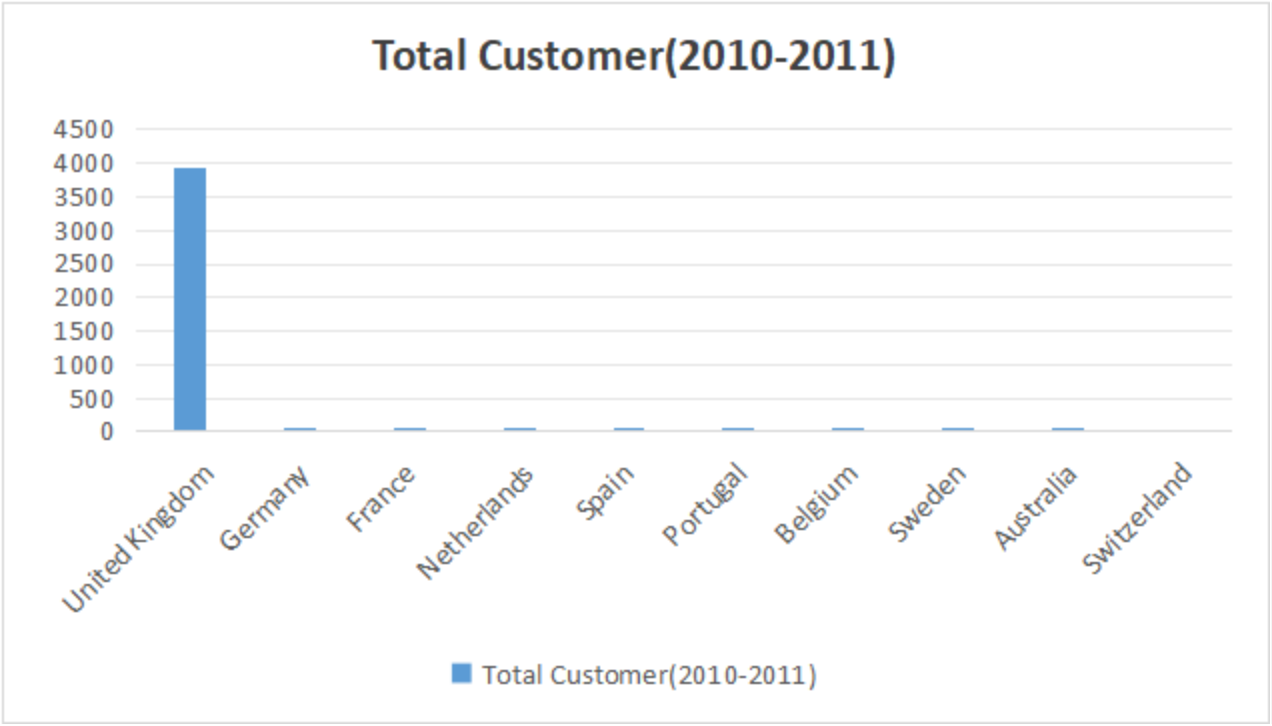


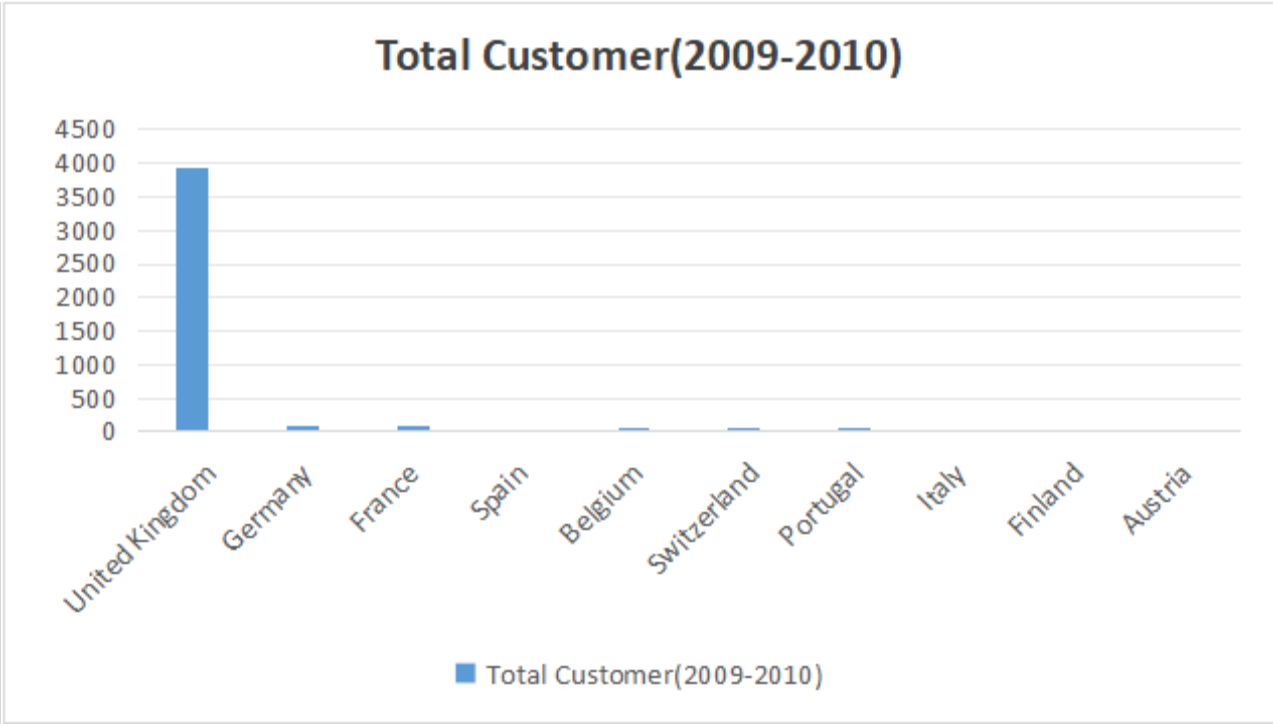
Total Sales for each month (2009- 2010)



From this graph we can analysis that peak period for total sales is during December and November and during January and February the product sales go down , so for better sell of the product during that period we can give certain voucher or discount which can attract new customer when the demand of product is less

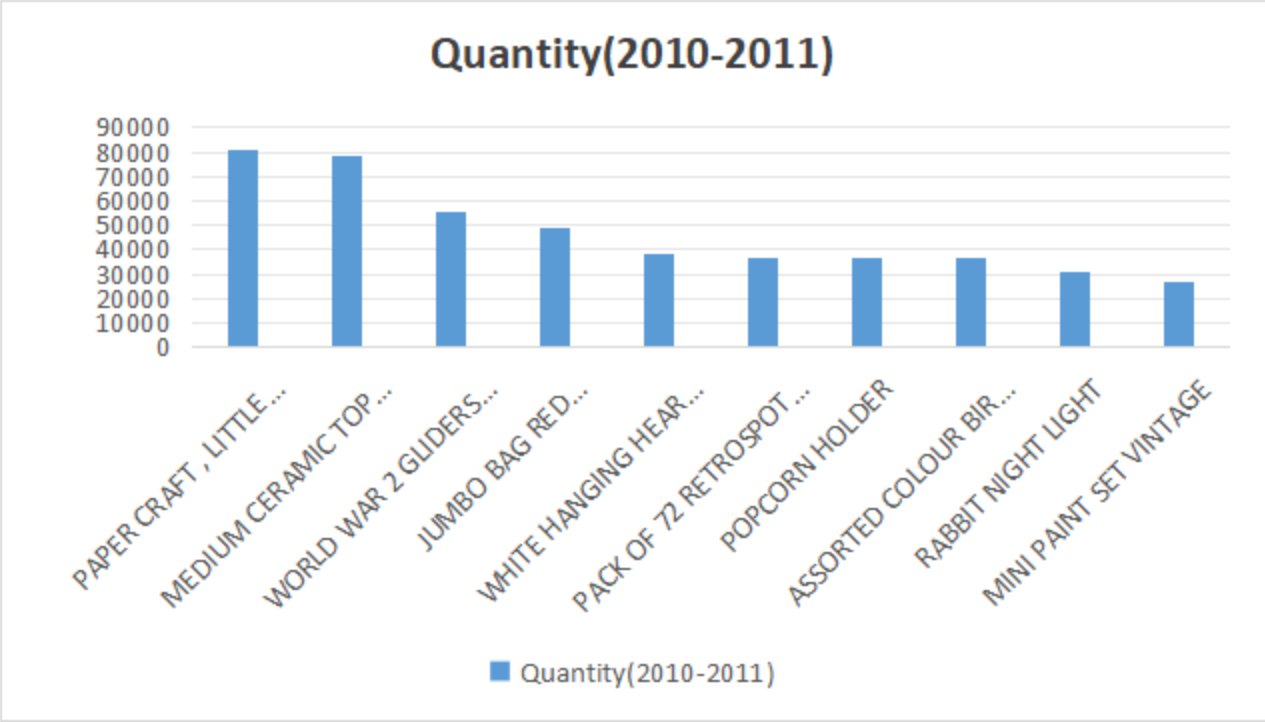
Top 10 Total Customer by Country (2010-2011)&& (2009-2010)

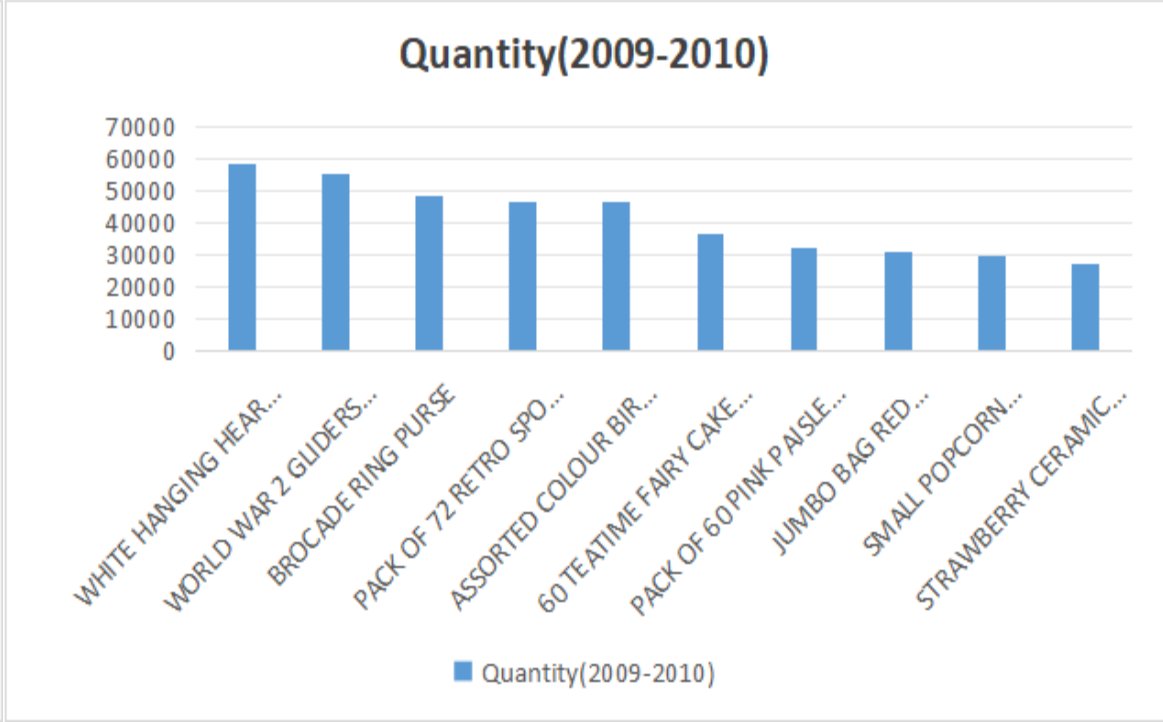




From the above graph we can see that our product is mostly targeting the Europe section section ie mostly in united kingdom where customer based is most and our product is mostly sell in this country so it is required to open more shops there because the demand is high in that region and invest our time, money and manpower in that region

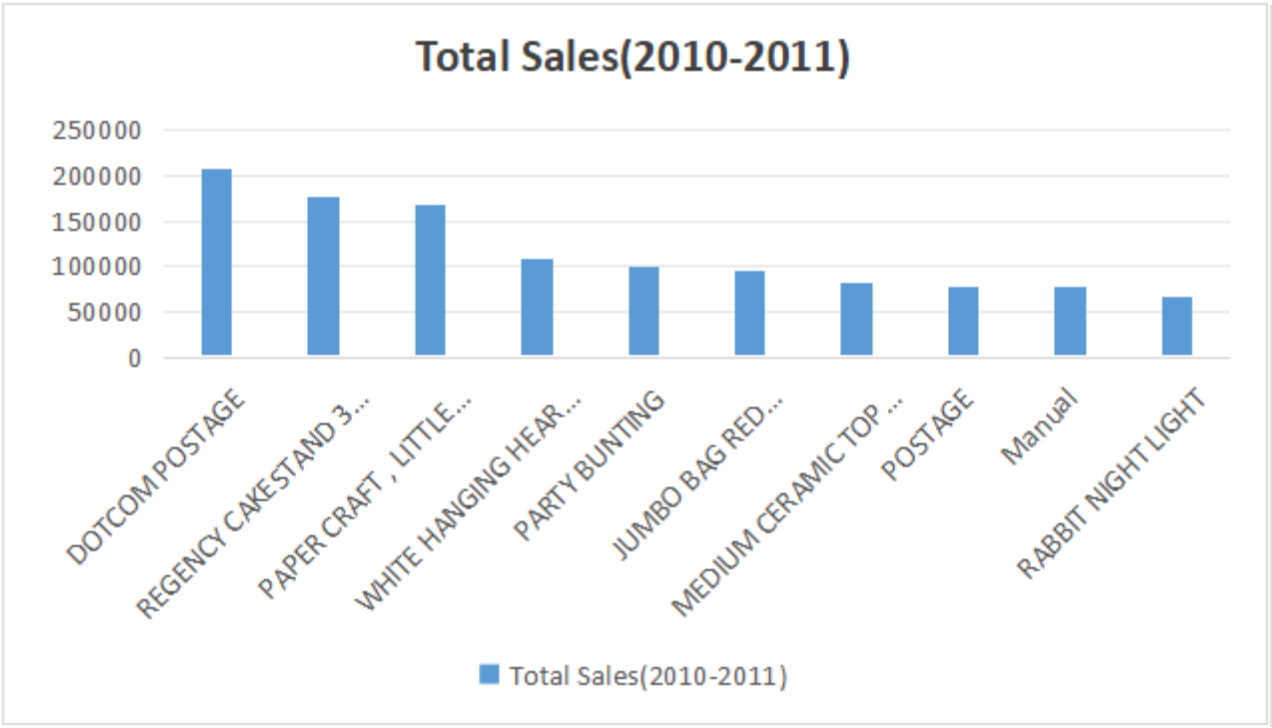
Top 10 product sold by Quantity for (2010-2011)&& (2009-2010)

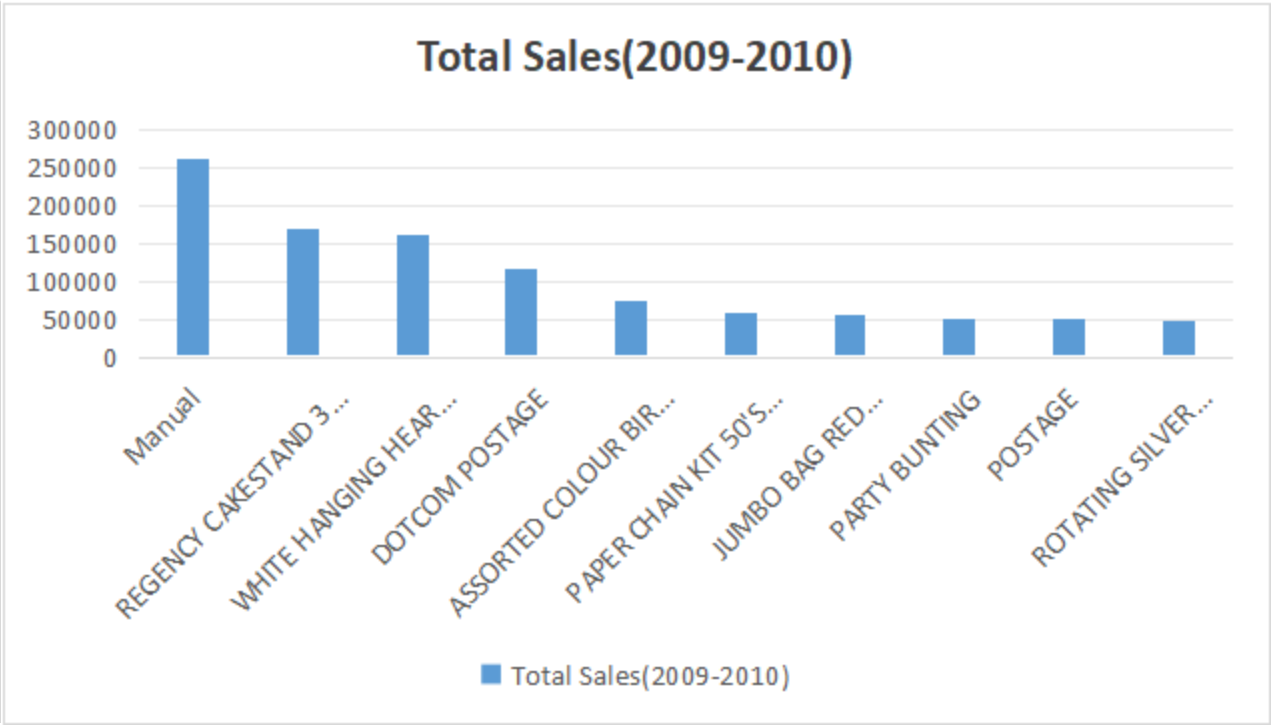




From this graph we can analyse that the product most in demand is World War 2 Gliders, Jumbo Bag Red and Pack of 72 RetroSpot which means as per taste of customer they are preferring this product

Top 10 Product by total Sales for(2009-2010) &&(2010-2011)





From this graph we can analyze that Regency Cakestnd 3 and Jumbo Bag Red is the product which give most profit to the company

Queries(2009-2010)

```
--countrywise customers(2009-2010)
select country, Count(distinct [Customer ID]) as TotalCustomers from [dbo].['1$']
where country is not null group by country order by TotalCustomers;

--monthwise sales(2009-2010)

select a.Month_wise,sum(a.Total_Sales) as TotalSales
from (select month(InvoiceDate) as Month_wise, sum(Quantity *Price) as Total_Sales from [dbo].['1$']
group by InvoiceDate) as a
where a.Month_wise is not null group by a.Month_wise order by Total_Sales desc
```

Queries(2009-2010)

-Countrywise sales(2009-2010)

```
select Country,  sum(Quantity *Price) as Total_Sales from [dbo].['1$']
where Country is not null group by Country order by Total_Sales desc;
```

----Productwise sales(2009-2010)

```
select Description,  sum(Quantity *Price) as Total_Sales from [dbo].['1$']
where Description is not null group by Description order by Total_Sales desc;
```

---Product wise Quantity(2009-2010)

```
select Description,  sum(Quantity) as Total_Quantity from [dbo].['1$']
where Description is not null group by Description order by Total_Quantity desc;
```

Queries (2010-2011)

-Countrywise sales(2010-2011)

```
select Country,  sum(Quantity *Price) as Total_Sales from [dbo].['2$']
where Country is not null group by Country order by Total_Sales desc;
```

----Productwise sales(2010-2011)

```
select Description,  sum(Quantity *Price) as Total_Sales from [dbo].['2$']
where Description is not null group by Description order by Total_Sales desc;
```

---Product wise Quantity(2010-2011)

```
select Description,  sum(Quantity) as Total_Quantity from [dbo].['2$']
where Description is not null group by Description order by Total_Quantity desc
```

Queries(2010-2011)

-countrywise customers(2010-2011)

```
select country, Count(distinct [Customer ID]) as Total_Customers from [dbo].[,'2$']
where country is not null group by country order by Total_Customers;
```

--monthwise sales(2010-2011)

```
select a.Month_wise, sum(a.Total_Sales) as Total_Sales
from (select month(InvoiceDate) as Month_wise, sum(Quantity *Price) as Total_Sales from [dbo].['2$']
group by InvoiceDate) as a
where a.Month_wise is not null group by a.Month_wise order by Total_Sales desc
```

Conclusion

- We can analyze that our product based is mainly based on united kingdom ie people from that area are buying most of our product so to meet demand of customers, it is required to open new shops there
- We can find out to during the main season for our product is Jan & Feb
- We can also analyze that there is increase is total sales during the two year period which show that customer is satisfied by our product