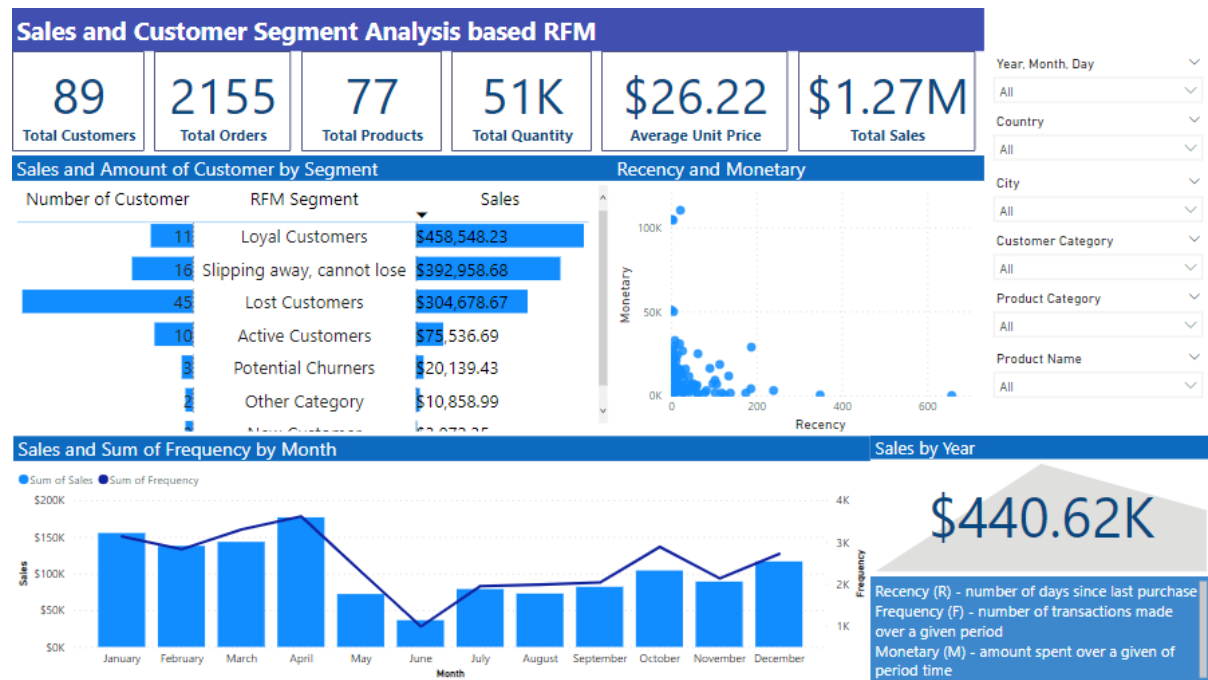


Data Analysis Mini Project Report

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Dashboar Overview



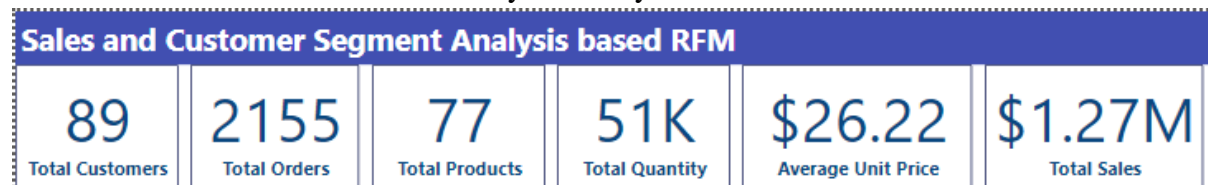
Business Goals

The objective of the dashboard is to show sales performance and customer segmentation based on RFM analysis in Northwind Marketplace. The RFM analysis itself stand for Recency, Frequency, and Monetary analysis. This analysis aim to know the customer behavior and segmented into some cluster. For that analysis, we can know how the sales performance and customer segmentation to build a next plan in the marketplace. The data used for this dashboard including customer data, order data, and product data record. The tools used for this project including SQL Server, and Power BI. This dashboard typically made by Sales team for annual meeting to the sales manager other department.

Dashboar Features

- **Dashboard title and key summary**

This feature show the title of the dashboard that tells the objective of the visualization for and some of cards that tell the overview/key summary within over the visualization.



- **Dashboar slicer**

The slicer tools help us to select spesific event will be display on the dashboard based on some qualitatitice paramaters.

Year, Month, Day

All

Country

All

City

All

Customer Category

All

Product Category

All

Product Name

All

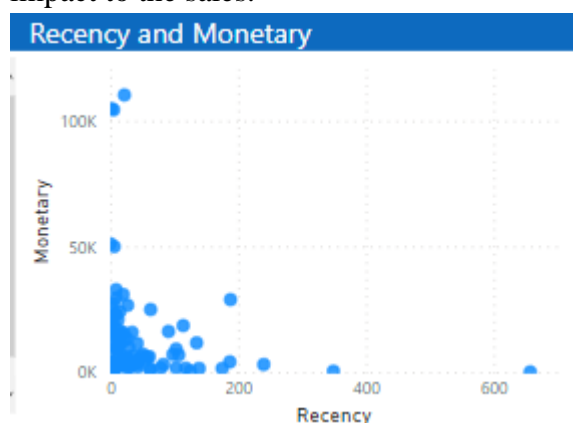
- **Sales and Amount of customer by segment feature**

This feature built using table visualization. Aimed to show how the sales performance corresponding with number of customer each segment.

Sales and Amount of Customer by Segment		
Number of Customer	RFM Segment	Sales
11	Loyal Customers	\$458,548.23
16	Slipping away, cannot lose	\$392,958.68
45	Lost Customers	\$304,678.67
10	Active Customers	\$75,536.69
3	Potential Churners	\$20,139.43
2	Other Category	\$10,858.99
	New Customers	\$2,072.35

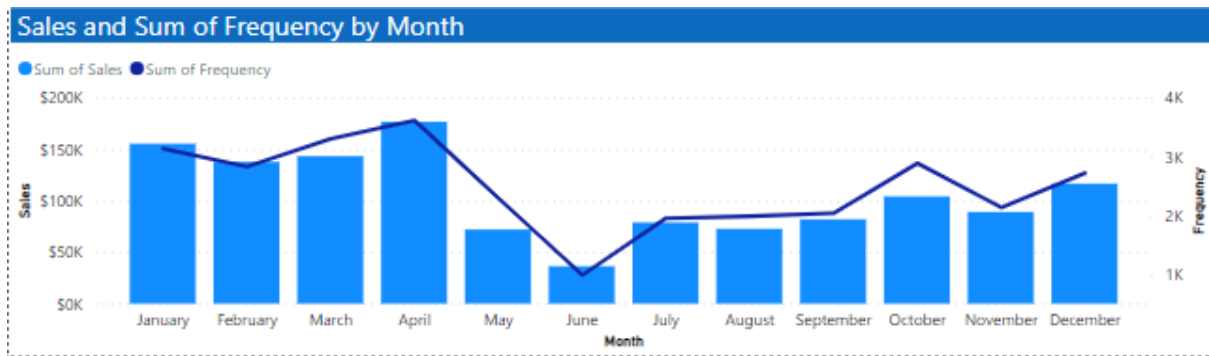
- **Recency vs Monetary Feature**

This feature built using scatter plot visualization for plotting two numeric variable. It aimed to know relationship between monetary and recency for spesifict customer segment and how the impact to the sales.



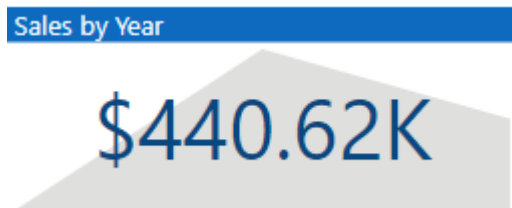
- **Sales and sum frequency by month feature**

This feature built using line and clustered column chart visualization to show the timeseries data. It chart explained how the sales performance for each month and how the frequency of order.



- **Sales by year feature**

This feature built using KPI card visualization. It show the number of sales for each year.



- **Other information**

Recency (R) - number of days since last purchase
 Frequency (F) - number of transactions made over a given period
 Monetary (M) - amount spent over a given of period time

Analysis

- **Insight**

- Loyal customer contribute highest sales with less number of customer than the lost customer which has highest number of customer. It means the lost customer only order for a while with low money spent.
- Even though there are some active customer, they only contribute less sales than slipping away and lost customer
- Overall, high sales occurred in the early year and decreased relatively in the middle of the year then start increase at the end of the year.
- Beverage has the highest order and contribute more sales than the other product category

- **Recommendation**

- Increasing the loyal customer will also increase the sales. So, the marketplace need have the best strategy for increasing the number of loyal customer.
- The marketplace also need to decrease the number of lost customer
- The marketplace should be able to take advantage of the early and end of year by given some attractive offering to the customer such as first and end year discount, etc.