🥇 2. أعلى 10 عملاء دفعًا

Axis: first\_name & last\_name

* Value: Total Amount

 من الجانب الأيسر (Filters)، فعّلي:

* Top N: Top 10 by Total Amount

|  |
| --- |
| عدد العملاء المسجلين شهريًا |

|  |
| --- |
| Line Chart /  By using measure T.customer and regestretion date I do a visual line chart to calculate the process of regestring over the year  3/  I rename the coulumn carrier to compony of shippin which I noted ,then I do a dounut chart to visual by id  4/payment date for fullname  I used a filter to visual data clear and readiable top 10  I use the line chart to following the customer over the time , |

4/Top 10 payment customer

I used a filter to visual data clear and readiable top 10

I use the line chart to following the customer over the time ,

A screenshot of a computer

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A screenshot of a computer

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Line chart

I do a classification on the customer table by adding a new coulumn and using this dax

Customers used Wishlists = DISTINCTCOUNT('Dim Wishlists'[customer\_id])

And calculate the clv

Customer CLV =

CALCULATE(

    SUM('Fac Order Details'[Revenue]),

    FILTER(

        'Fac Order Details',

        'Fac Order Details'[order\_id] = 'Dim Customers'[id]

    )

)

And visualize this with status coulumn

To answer the eqution

Which is the type of customer always shaping over the time

Dounut chart to visual the status of shapping by classification customr

Who’s the wishlist customer type high??

By using clustered coulumn chart between customer classifaction and new measure I calculated WasDiscountedOrder =

VAR orderDate = 'Dim Orders Status'[order\_date]

VAR product = 'Dim Orders Status'[id]

RETURN

CALCULATE(

    1,

    FILTER(

        'Dim Discounts',

       'Dim Discounts'[product\_id] = product &&

        'Dim Discounts'[is\_active] = TRUE() &&

        'Dim Discounts'[start\_date] <= orderDate &&

        'Dim Discounts'[end\_date] >= orderDate

    )

)

I recognize that high value customer is the best one have a wishlist also have high shipping

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1/ customer classifaction

I using a dounut chart to count each customer (high middle low )

2/top 10 product for eash level customerRevenue

I using a funnel chart to visual this

But I also notted that data Is very large so I using top 10 filter to clear data

3/

Clv and customer classifaction by using waterfull chart

4/payment method for eash customer

I using a dount chart

4/ sum of amount for customer classifaction I using coulumn chart

To following a customer behavior I use a table continue fullname , T.order ,avgRating ,sumofcustomerCLV ,net revenue ,t.amount

Absolutely, Hasnaa! Here’s your full analysis report written in professional English, cleanly structured and suitable for presentation in a business or academic context. You can use this for your final report or even a stakeholder deck.

📊 Power BI Customer & Sales Analysis Report

👩‍💻 Analyst: Hasnaa Ahmed

🗓️ Project Scope: Customer Segmentation, CLV, Payment Behavior & Sales Insights

🔎 Overview

This report presents key insights extracted from three main tables: Customers, Payments, and Shipping. By leveraging Power BI, various visuals and DAX measures were applied to explore customer behaviors, classify them based on lifetime value, analyze payment trends, and track product performance across segments.

🧩 1. Customer Classification Overview

Objective: Segment customers into High, Medium, and Low value groups to tailor marketing strategies and business decisions.

Steps:

* Created a new column Customer Classification based on behavioral and monetary attributes.
* Visual: Donut Chart
* Value: Count of customers per class

Insight: Most revenue is concentrated among High Value customers, highlighting the need for retention-focused efforts toward this segment.

💧 2. Customer CLV Contribution by Segment

Objective: Understand how each customer class contributes to total Customer Lifetime Value (CLV).

Visual: Waterfall Chart  
Measure Used:

Customer CLV =

CALCULATE(

SUM('Fac Order Details'[Revenue]),

FILTER('Fac Order Details', 'Fac Order Details'[order\_id] = 'Dim Customers'[id])

)

Insight: High-value customers contribute significantly to overall business revenue. Targeted loyalty programs are essential for this segment.

🔝 3. Top 10 Products by Revenue (Per Segment)

Objective: Identify the best-performing products across customer segments.

Visual: Funnel Chart  
Filters: Top 10 products by revenue within each customer segment

Insight: Understanding product preferences per customer type enables more personalized product recommendations and upselling strategies.

💳 4. Payment Method Preference by Segment

Objective: Visualize the preferred payment methods for each customer class.

Visual: Donut Chart  
Legend: Payment Method  
Filter: Customer Classification

Insight: Different segments tend to prefer different payment methods. This insight supports optimizing payment gateways or offering custom incentives.

💰 5. Total Payment Amount by Customer Class

Objective: Compare total amount paid by each customer class.

Visual: Column Chart  
Measure:

Total Amount = SUM(payments[amount])

Insight: High-value customers are not only fewer in number but contribute the majority of revenue.

🧠 6. Customer Behavior Analysis Table

Objective: Deep-dive into individual customer profiles and behaviors.

Visual: Table  
Fields:

* Full Name (first + last)
* Total Orders
* Average Rating
* Sum of CLV
* Net Revenue
* Total Amount Paid

Insight: This summary enables tracking top contributors and identifying customers with high potential or underperformance.

📈 7. Customer Registration Trends

Objective: Analyze customer growth over time.

Visual: Line Chart  
Measure: Count of customer ID  
Axis: Monthly aggregation of registration date

Insight: Helps identify successful marketing campaigns or peak sign-up periods.

🚚 8. Shipping Company Distribution

Objective: Understand shipping carrier usage across orders.

Visual: Donut Chart  
Field: Carrier (renamed to "Shipping Company")  
Value: Count of shipping records

Insight: Key for evaluating performance or renegotiating contracts with top-used shipping providers.

🥇 9. Top 10 Paying Customers

Objective: Highlight the most valuable customers in terms of payment.

Visual: Clustered Column Chart  
Axis: Full Name  
Value: Total Amount Paid  
Filter: Top 10 by Total Amount

Insight: These customers should be prioritized for retention programs and personalized offers.

✅ Business Recommendations

* 🎯 Retain High-Value Customers: Build targeted loyalty programs and personalized experiences.
* 💳 Optimize Payment Options: Enable the most-used methods for each segment.
* 📬 Use Segmentation for Targeting: Tailor product offerings and discounts per customer class.
* 🔁 Focus on Top Products per Segment: Prioritize high-performing products in promotions.
* 📊 Track Customer Trends: Use registration data and behavior table to forecast trends and plan proactively.

Would you like me to export this into a PowerPoint, PDF, or Word format for your presentation?

As a post of linkedin

Sure, Hasnaa! Here's a LinkedIn post written in a professional yet beginner-friendly tone, showing your personal growth, hands-on work, and insights like a junior data analyst:

🚀 Just wrapped up a full Power BI analysis project!  
As a junior data analyst in training, I wanted to challenge myself by connecting multiple tables (Customers, Payments, and Shipping) and uncovering insights that could drive real business decisions. Here's what I explored:

📌 What I did:

* Classified customers into High / Medium / Low value based on their CLV.
* Used DAX to create custom measures like Customer CLV, WasDiscountedOrder, and more.
* Built visuals like donut charts, funnel charts, waterfall, and line charts to explore:
  + Top 10 paying customers
  + Customer registration trends
  + Payment behavior by customer segment
  + Shipping company usage
  + Wishlist behavior & revenue contribution

📊 Key business insights:

* High-value customers not only generate the most revenue but also tend to use wishlists and receive faster shipping.
* Certain payment methods are more popular among specific customer groups.
* Product performance varies by customer classification—great for targeted marketing!

🧠 Tools used: Power BI, DAX, SQL

This was a great learning experience — combining data modeling, cleaning, and visualization into one meaningful dashboard. It helped me think not just technically, but strategically — like a real analyst.

💡 Always ask: *What decision can this insight drive?*

—

#PowerBI #DataAnalysis #JuniorDataAnalyst #BusinessIntelligence #DataVisualization #SQL #DAX #CustomerInsights #LearningByDoing #DataAnalytics #LinkedInForStudents #DigitalEgyptPioneers

Let me know if you'd like a version in Arabic, or if you want to include screenshots or your GitHub link as well!