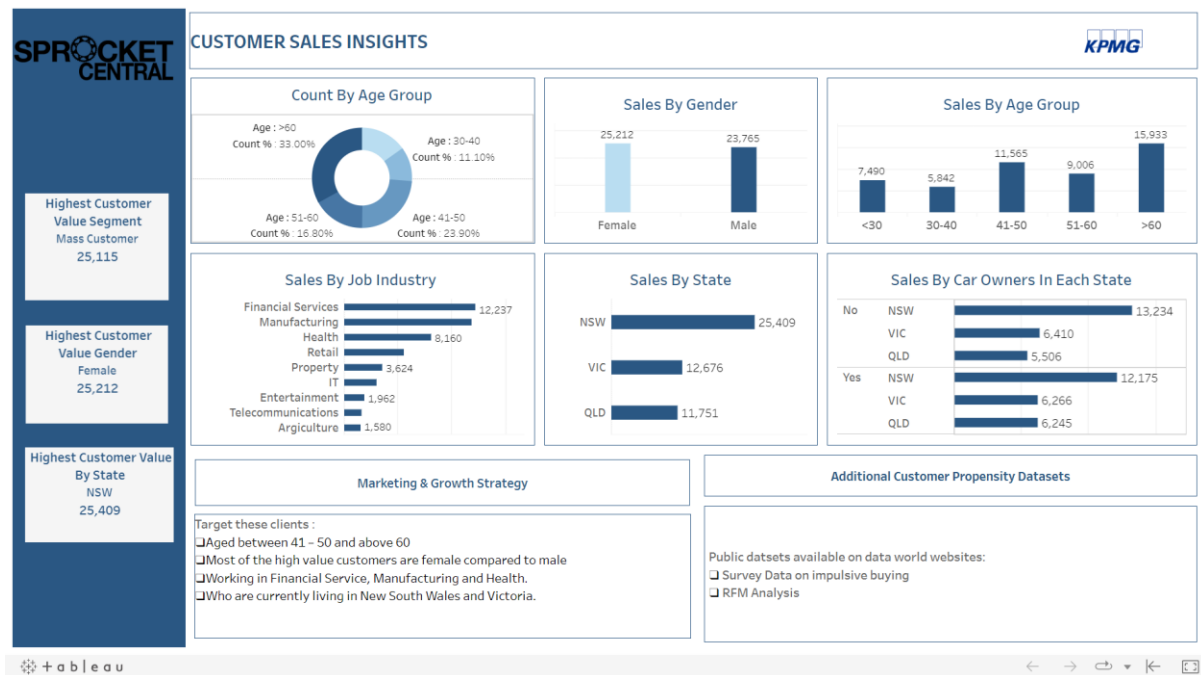


# CUSTOMER SALES ANALYTICS

## Link To Dashboard:

[https://public.tableau.com/app/profile/gaurav.patil7479/viz/KPMGVirtualInternship\\_16763599355010/Dashboard1](https://public.tableau.com/app/profile/gaurav.patil7479/viz/KPMGVirtualInternship_16763599355010/Dashboard1)

This dashboard was developed as part of KPMG Virtual Internship



Customer purchase data is a valuable source of information for businesses to gain insights into their customers and make data-driven decisions. By analysing customer purchase data, businesses can understand *customer behaviour*, *segment customers*, *improve product offerings*, *identify cross-selling and upselling opportunities*, and *forecast demand*.

## Data Attributes:

Transaction Tables with the following attributes:

transaction_id	product_id	customer_id	transaction_date
online_order	order_status	brand	product_line
product_class	product_size	list_price	standard_cost
product_first_sold_date			

### Customer Demographic Tables with the following attributes:

customer_id	first_name	last_name
gender	past_3_years_bike_related_purchases	DOB
job_title	job_industry_category	wealth_segment
deceased_indicator	default	owns_car
tenure		

### Customer Address Tables with the following attributes:

customer_id	address	postcode
state	country	property_valuation

### **Data Preparation and Data Transformation:**

To prepare the data for analysis, data cleaning and transformation was performed.

This included identifying data quality issues, such as –

- Additional customer ids are present in the 'Transactions table' and the 'Customer Address table,' but not in the 'Customer Demographic table.'
- Empty values
- Inconsistent values in address
- Data type inconsistency

### **Objective:**

Prepare a marketing and growth strategy for Sprocket Central that identifies which customers to target based on age, gender, job industry, and location.

### **Analysis Results & Insights:**

Sprocket Central should target customers that are:

- Between the age group of 41-50 and above 60 years
- Preferably females
- Working in Financial Services, Manufacturing and Health
- Currently residing in New South Wales and Victoria

