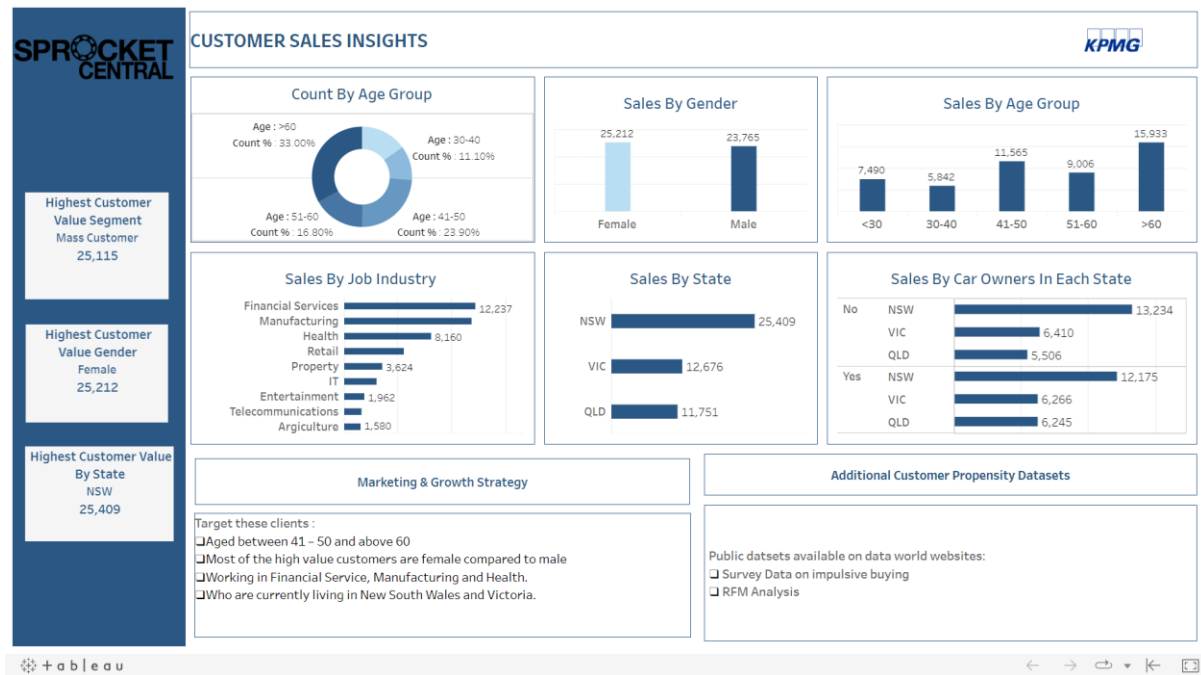# CUSTOMER SALES ANALYTICS

Link To Dashboard:

https://public.tableau.com/app/profile/gaurav.patil7479/viz/KPMGVirtualInternship_167635993550 10/Dashboard1

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