

Business Report

Market Classification Analysis

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Introduction

In the context of data analytics, a Market Classification Analysis project typically involves analyzing market data to classify and segment markets, helping businesses understand their competitive landscape, target customer groups, and potential growth opportunities.

A Market Classification Analysis project in data analytics helps businesses segment markets, predict trends, and make data-driven decisions to target customers effectively. By leveraging clustering, classification, trend analysis, and predictive modeling, businesses can understand their market better, improve customer targeting, and optimize strategies for growth and profitability.



GOAL OF THIS PROJECT

The goal of a Market Classification Analysis project in data analytics is to segment and categorize markets or customer groups based on specific characteristics, behaviors, or patterns in data.

Resume and Linkedin building

Data Cleaning

Data Visualization

Dax Language

Data modelling



STEPS IN THIS PROJECT

The Market Classification Analysis project typically follows a structured approach to ensure that businesses effectively segment the market and derive meaningful insights. Below are the key steps involved in this project

Business Requirements / Understand Dataset

Prepare Dataset for Project

Load Data into Power Bi

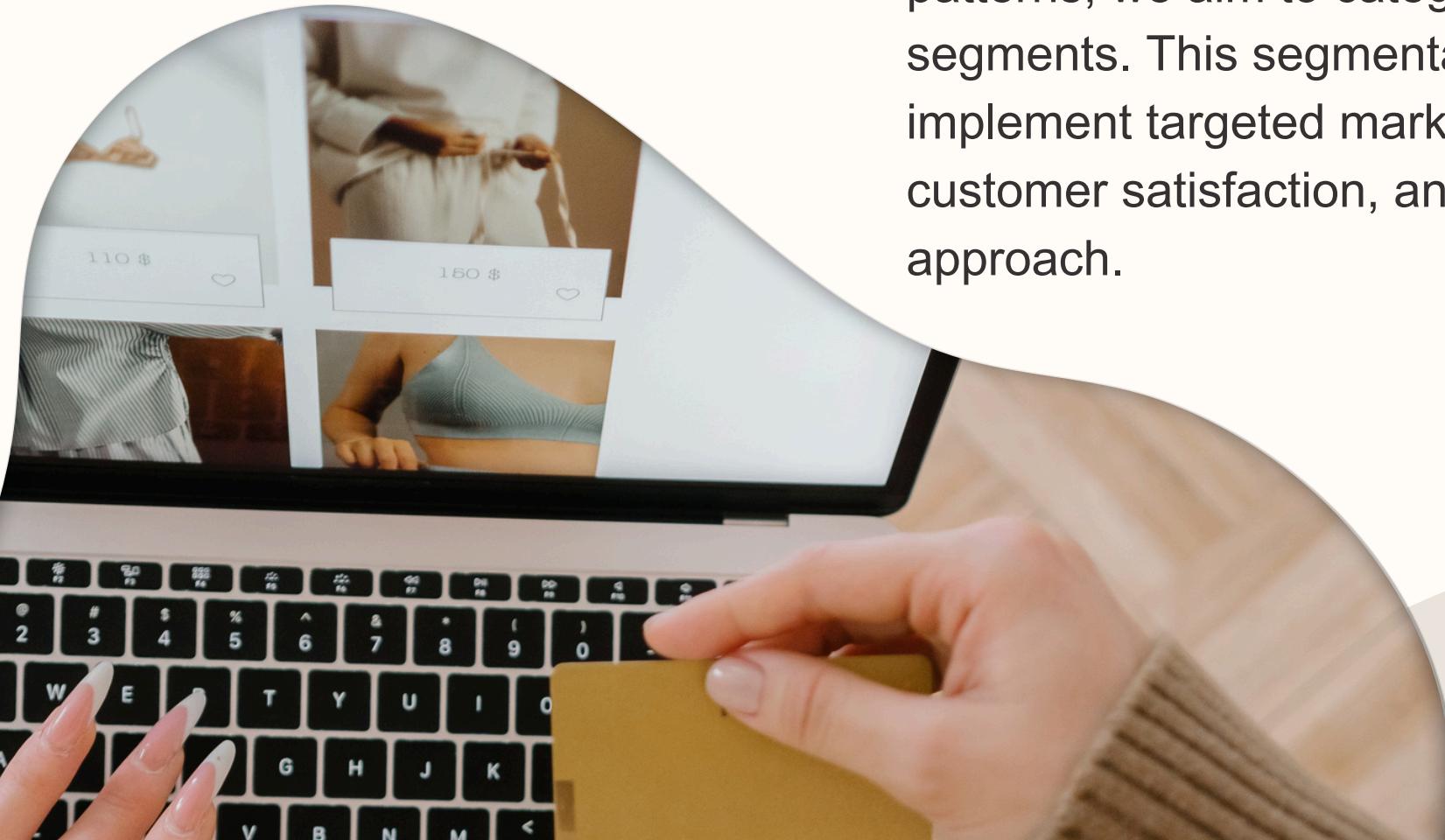
Data processing & DAX

Dashboard & insights

BUSINESS REQUIREMENT

The objective of this data analytics project is to conduct a thorough customer segmentation analysis for an e-commerce company.

By examining customer behavior and purchasing patterns, we aim to categorize customers into distinct segments. This segmentation will enable us to implement targeted marketing strategies, enhance customer satisfaction, and improve our overall business approach.





Dax Language



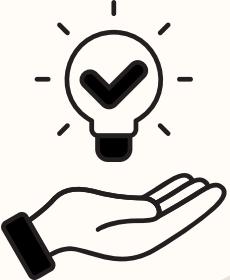
Column_Name =
count(Table_Name[Column_name])

.Column_Name =
sum(Table_Name[Column_name])

Column_Name =
average(Table_Name[Column_name])



Column_Name =
CALENDAR(<start_date>,<end_date>)



TOTAL SALES

The Overall Revenue Generated by all items sold.

TOTAL CUSTOMERS

The Total Count of Customers.

AVERAGE SALES

Average Revenues Per Sales.

AVERAGE RATING

The average Customers Rating for items Sold.

KPI REQUIREMENTS

Key Performance Indicators (KPIs) are measurable values that demonstrate how effectively an individual, team, or organization is achieving specific objectives.



CHART'S REQUIREMENTS



SALES REPORT

TOTAL SALES BY TIME

OBJECTIVE – Identify Total Sales Over the Time Periods.

LEGEND - Gender

Graph Types – Scatter Chart

TOTAL SALES BY LANGUAGE

OBJECTIVE – Identify Total Sales in the Term of Languages.

Graph Types – Donut Chart

CREATE TABLE

Columns – States, Total Sales, Customers and Avg Sales.

Graph Types – Table



CHART'S REQUIREMENTS



SALES REPORT

TOTAL SALES BY PARAMETERS

Parameter – Education , Age Group , Segmentation Group , Income level and Marital Status.

Graph Types – Bar Graph (Legend – Gender) , Table

FILTERS

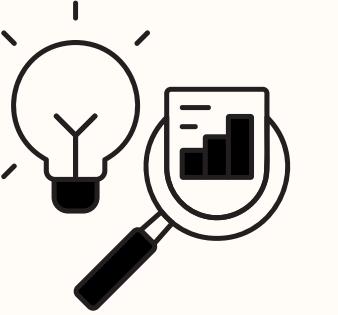
Filters – Occupation , State and Gender

CREATE NAVIGATOR

Sales Report and Customer Report



CHART'S REQUIREMENTS



CUSTOMER REPORT

TOTAL CUSTOMERS BY TIMES

OBJECTIVE – Identify Total Customers Over the Time Periods.

LEGEND - Gender

Graph Types – Scatter Chart

TOTAL CUSTOMERS BY LANGUAGES

OBJECTIVE – Identify Total Customers in the Term of Languages. Graph Types – Donut Chart

CREATE TABLE

Columns – States, Customer Income , Customers and Avg Ratings

Graph Types – Table



CHART'S REQUIREMENTS



CUSTOMER REPORT

TOTAL COUNT CUSTOMERS BY PARAMETERS

Parameter – Education , Age Group , Segmentation Group ,Income level and Marital Status.

Graph Types – Bar Graph (Legend – Gender) , Table

FILTERS

Filters – Occupation , State and Gender

CREATE NAVIGATOR

Sales Report and Customer Report





Thank You!



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