



Black Friday Sales

INSIGHTS



Problem Statement :

XYZ Limited has customer data including demographics, product details, and purchase amounts. They want to understand how customers' shopping habits (especially purchase amounts) connect to their characteristics. This analysis aims to personalize customer service and offers based on these insights. By tailoring experiences to buying patterns, XYZ hopes to boost customer satisfaction, loyalty, and ultimately, profits.



Data Overview:

The dataset comprises a rich array of information, including:

- Customer Demographics: Age, gender, marital status, city category, occupation, duration of stay in the current city.
- Product Details: Product ID, product category.
- Purchase Information: Total purchase amounts.



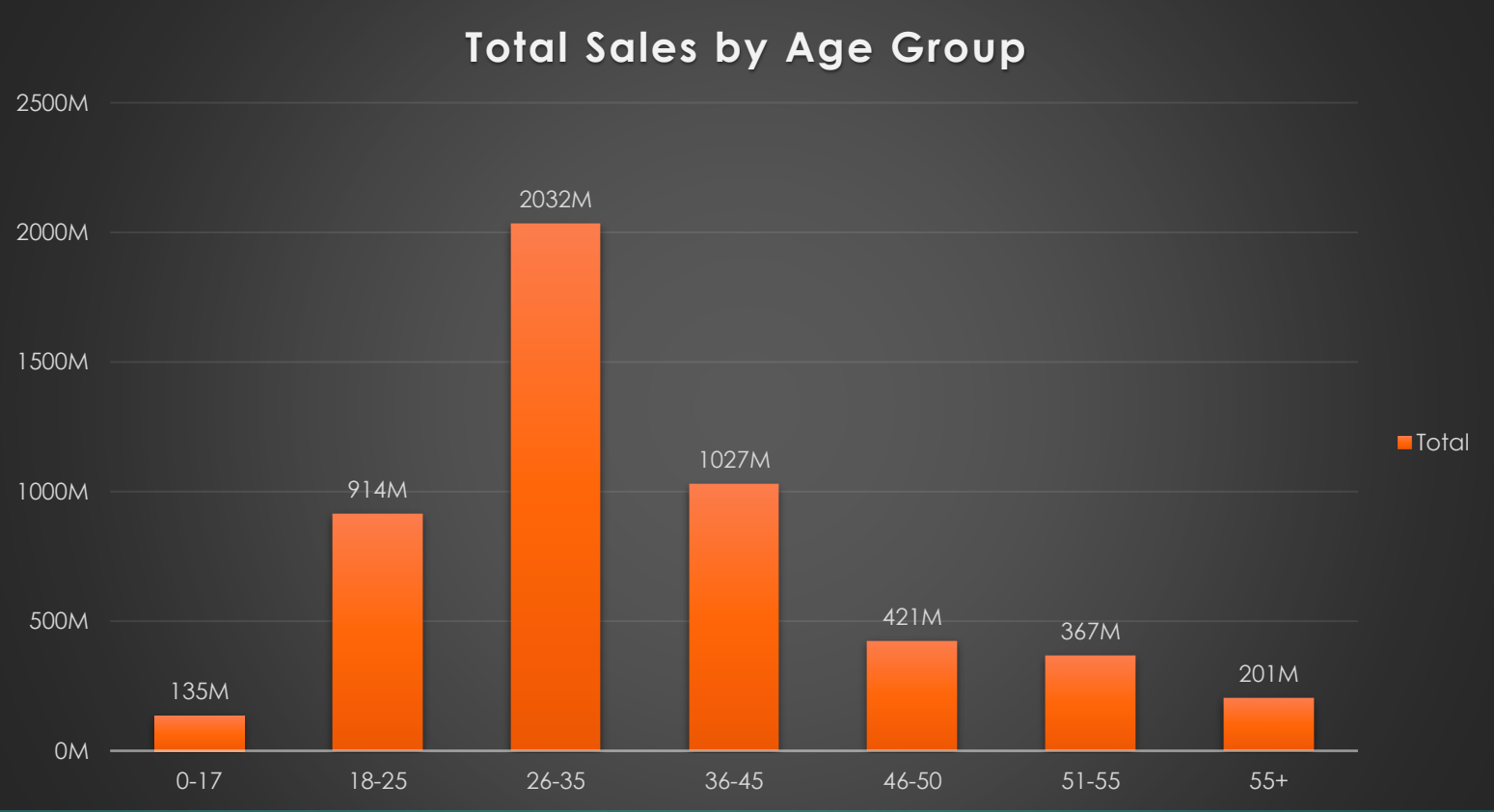
Key Challenges:

- Understanding Customer Purchase Behavior: The relationship between demographics and purchasing patterns needs to be discerned.
- Personalization: Tailoring services and offers requires precise insights into individual preferences and behaviors.
- Maximizing Effectiveness: Identifying the most effective strategies for enhancing customer satisfaction and driving sales.

Insights:

Sales by Age Group:

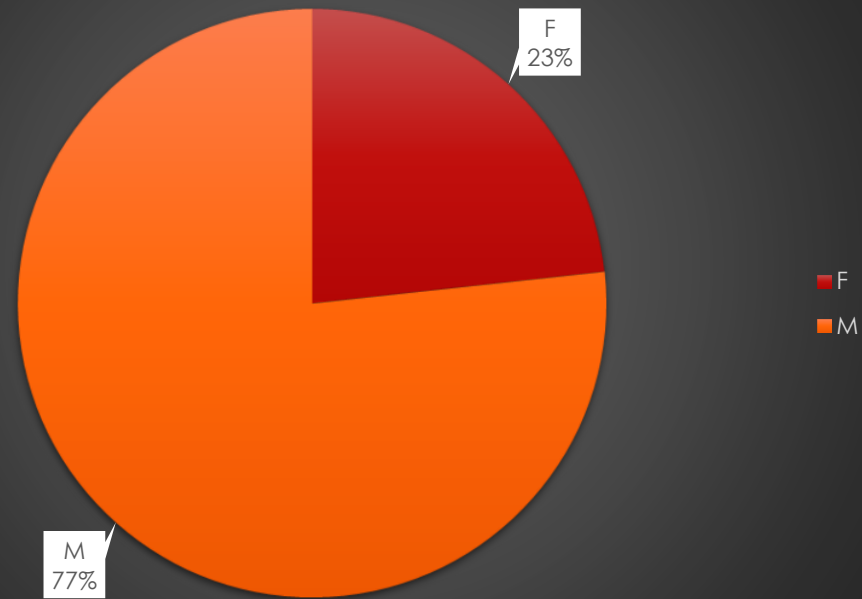
With the 26-35 age group driving the most sales (2,032 million), followed by 36-45 (1,027 million) and 18-25 (914 million), XYZ Limited can develop targeted offers and personalized experiences to maximize customer engagement and sales growth within these key demographics.



Sales by Gender:

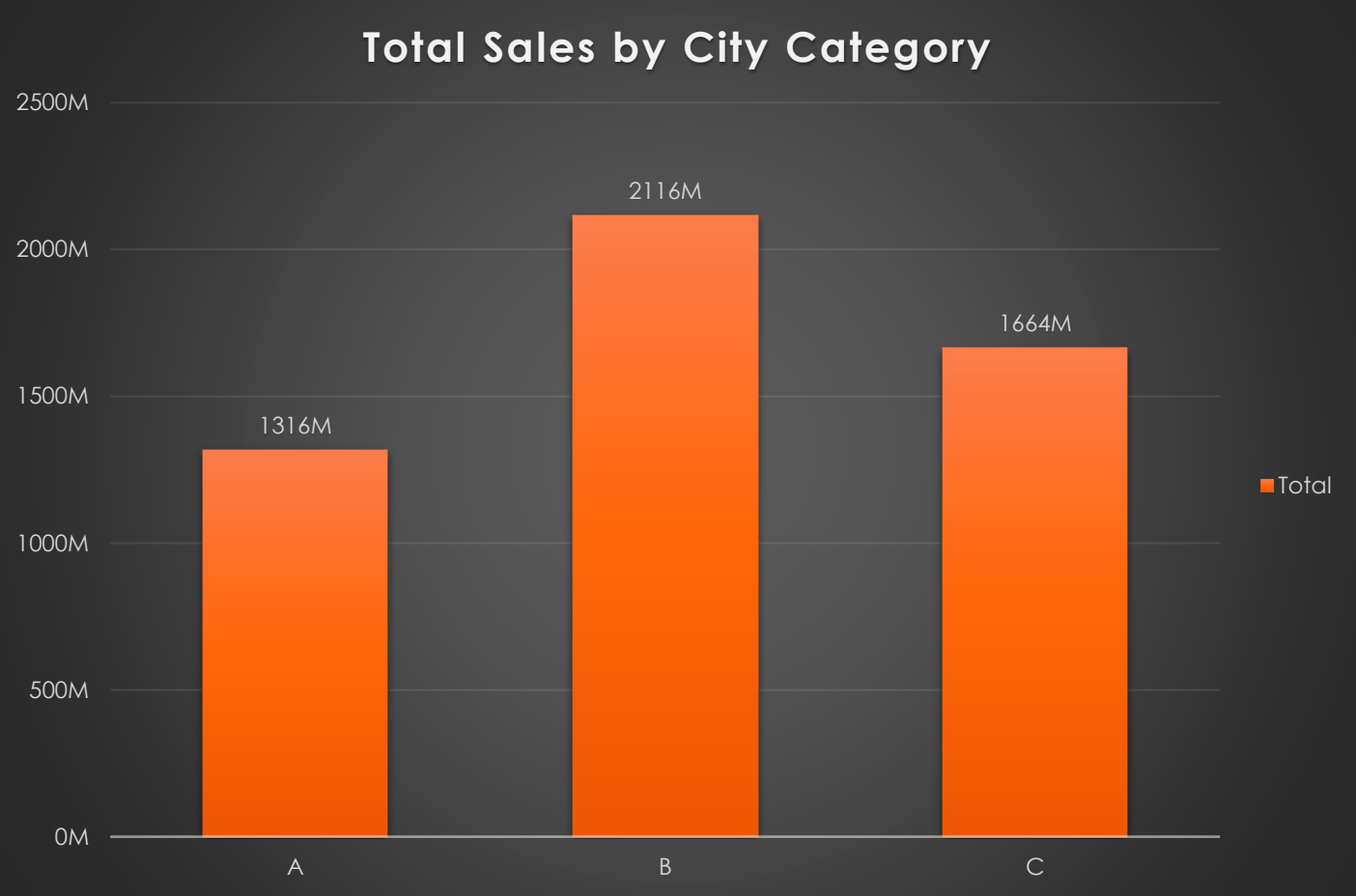
According to the sales analysis, males significantly dominate sales contributions, accounting for 77% of the total sales amount, which amounts to \$3,909,580,100. Conversely, females contribute to 23% of the sales, totaling \$1,186,232,642. To effectively target this customer base, XYZ Limited could consider implementing tailored marketing campaigns, product offerings, and promotions that resonate with the preferences and shopping behaviors of both male and female customers. Conducting further market research and employing customer segmentation techniques based on gender-specific preferences can also aid in crafting personalized strategies to enhance engagement and drive sales within each demographic segment.

Sales by Gender



Sales by City Category:

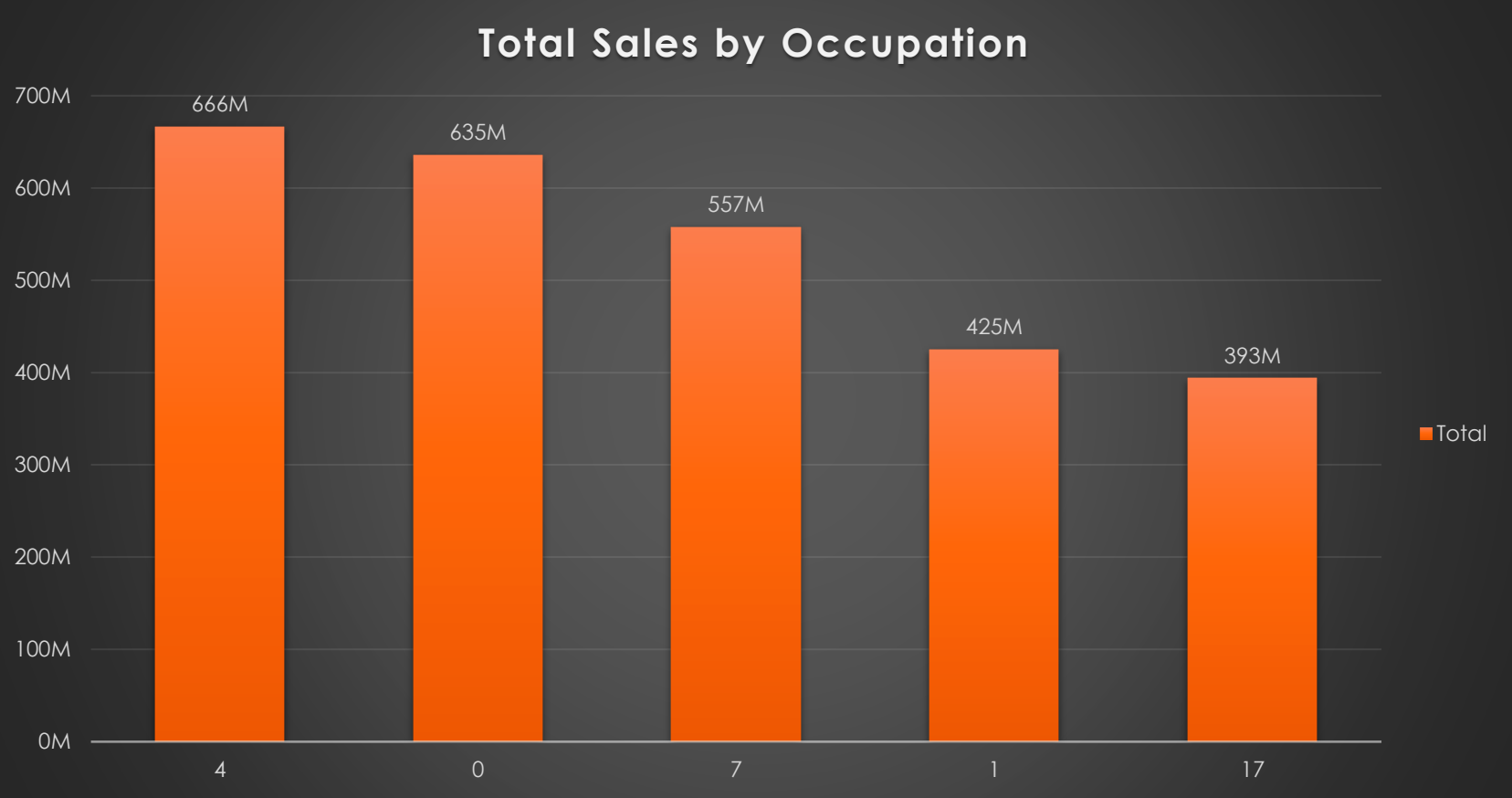
To enhance customer satisfaction and increase sales, XYZ Limited can target city category B, which contributes the highest sales amount at 2116 million, followed by city category C at 1664 million, and city category A at 1316 million. Tailored marketing strategies, localized promotions, and dedicated customer service initiatives can be implemented specifically for customers in city category B to further capitalize on their purchasing potential. Additionally, conducting market research to understand the unique preferences and needs of customers in each city category can inform the development of targeted offerings and improve overall customer satisfaction and sales performance.





Sales by Occupation:

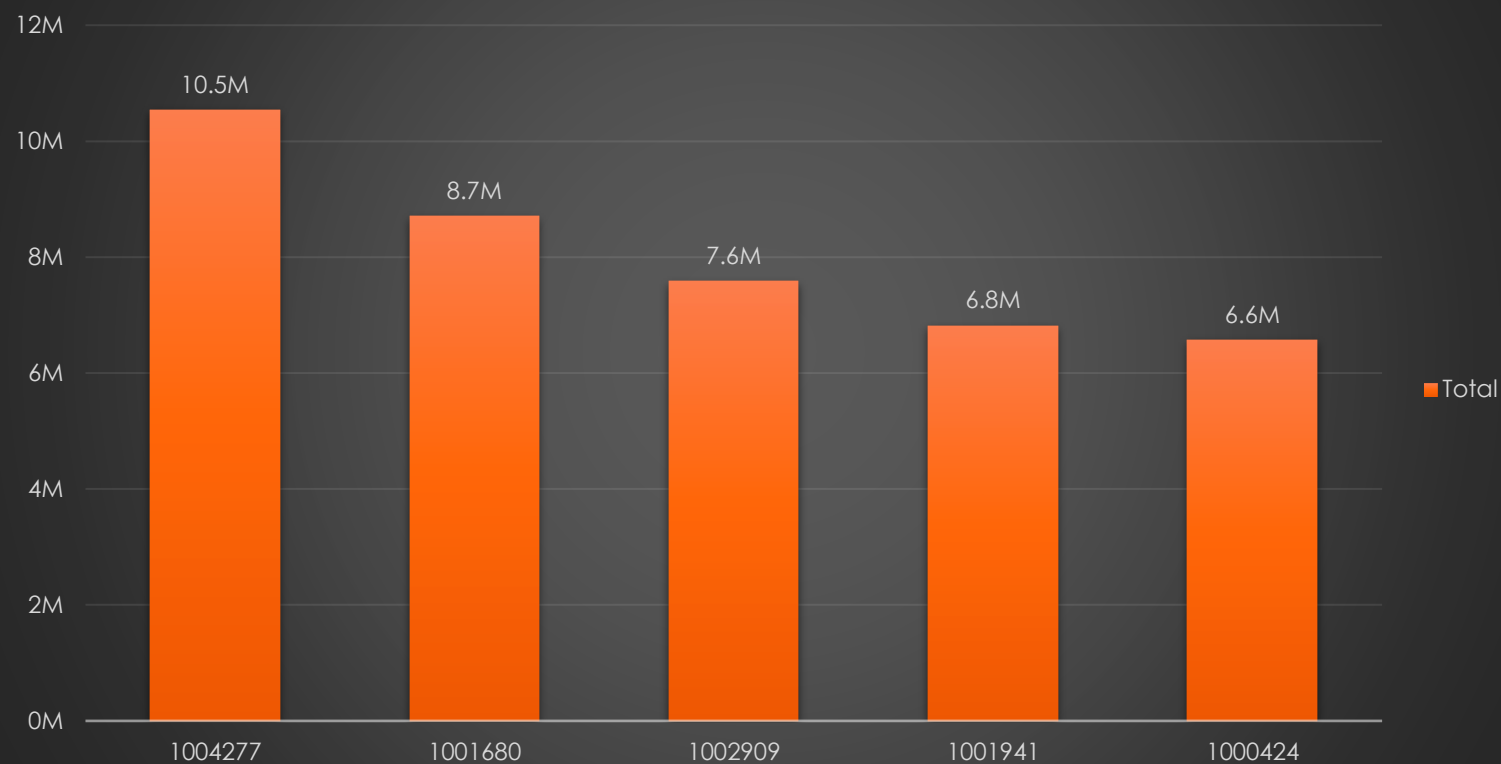
The analysis reveals that customers associated with occupation number 4 contribute the highest sales amount, totaling 666 million, followed closely by those with occupation number 0 at 635 million, and occupation number 7 at 557 million. To capitalize on these top-contributing occupations, XYZ Limited could tailor product offerings and promotions that cater specifically to the needs and preferences of individuals within these occupational groups. Moreover, implementing loyalty programs, targeted advertising campaigns, and personalized customer experiences tailored to these occupations can further enhance customer engagement and drive sales growth.



Top 5 Customers Contributing to Maximum Sales :

The top three customers contributing to maximum sales are identified as follows: Customer with user_id 1004277 leads with sales amounting to 10.5 million, followed by customer with user_id 1001680 at 8.7 million, and customer with user_id 1002909 at 7.6 million. To leverage the significant contributions of these top customers, XYZ Limited can implement personalized loyalty programs, exclusive VIP offers, and dedicated account management services to further nurture these relationships and encourage continued patronage. Additionally, conducting targeted market research to understand the unique preferences and needs of these high-value customers can inform tailored marketing strategies aimed at maximizing their lifetime value to the company.

Top Five Customers(User_ID)





THANK YOU