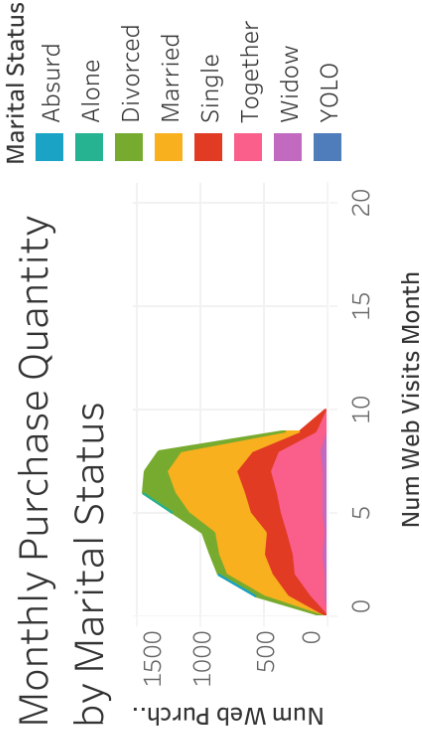


WMCA Data Analytics Project by
Henrietta Peart (Tableau)

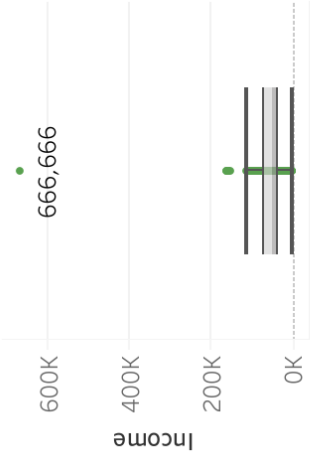
Marketing Data Analytics Project -
SQL



Monthly Purchase Quantity
by Marital Status



MIN & MAX Salary of
Customer (2012 - 2014)



A detailed analysis of a company’s customer profile and monthly purchases. The following data helps to better understand the target customer and provides an ease to modify products according to the specific needs, behaviours and concerns of different types of customers.

Customer personality analysis helps a business to modify its product based on its target customers from different types of customer segments.

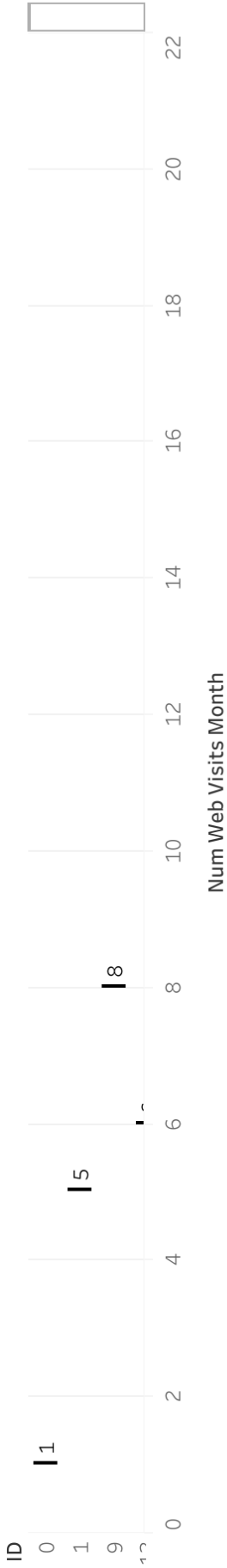
The following information states The lowest quantity of website visitation is 0 per month. The highest quantity is 20 visits per month. if shopping, this could highly average to visiting once a week minimum. The salary of customers ranges between £1730 and £666,666.

The customer that made the most purchases within the month is 245 Divorcees with an average of 6 Web Purchases per month.

The data visualisation here shows the marital status of single customers to locate who visit the website including income and education from the marketing campaign. 480 rows were returned out of 2401 results. Additionally, showcasing how education status and grouping customers by educational achievements. Most web purchaser is Graduate, followed by PHD then Masters.

Analysing the data provided it can be shown the rise of divorcees using the web purc..

Monthly Number of Web Visits by Customer ID



Monthly Purchase Amount by Education Status

