



Global Mart Inc.

CUSTOMER PURCHASE BEHAVIOUR DASHBOARD

James Ehiabhi

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Case Study Overview

Global Mart Inc. is a renowned retail giant known for its diverse product offerings, ranging from electronics and home goods to fashion apparel and beauty products. With a widespread presence across various regions, Global Mart Inc. has established itself as a one-stop destination for customers seeking quality products at competitive prices.

Our retail company understands the significance of data-driven decision-making and is committed to leveraging advanced analytics to drive growth and enhance customer satisfaction. To achieve this goal, we have developed a comprehensive business dashboard that provides actionable insights into **customer purchasing patterns** and **satisfaction levels**.

You have been employed as a Data Scientist to explore the data and provide some insights and recommendations



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DATA DICTIONARY

1. **age:** Age of the customer.
2. **gender:** Gender of the customer (0 for Male, 1 for Female).
3. **income:** Annual income of the customer.
4. **education:** Education level of the customer.
5. **region:** Region where the customer resides.
6. **loyalty_status:** Loyalty status of the customer.
7. **purchase_frequency:** Frequency of purchases made by the customer.
8. **purchase_amount:** Amount spent by the customer in each purchase.
9. **product_category:** Category of the purchased product.
10. **promotion_usage:** Indicates whether the customer used promotional offers (0 for No, 1 for Yes).
11. **satisfaction_score:** Satisfaction score of the customer.

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FINAL DASHBOARD

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CUSTOMER PURCHASE BEHAVIOUR DASHBOARD



\$963.48 M

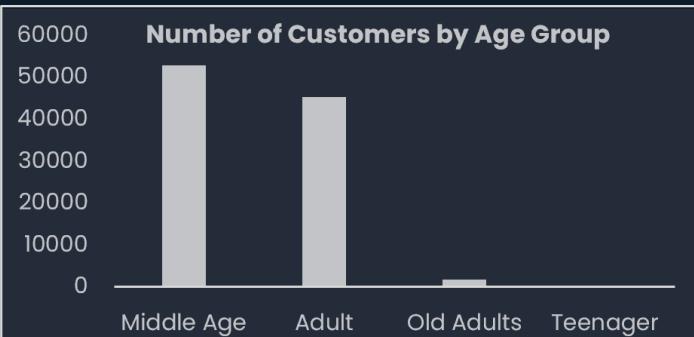
Total Purchase Amount



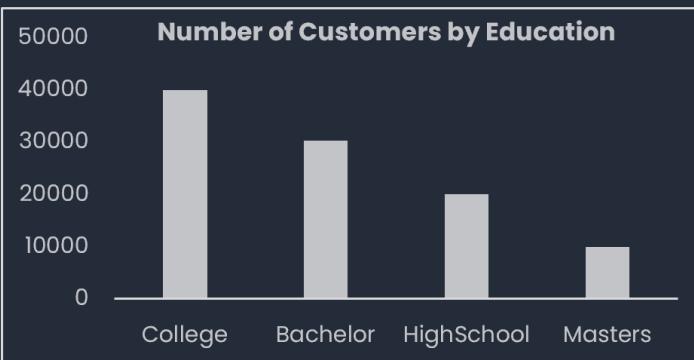
30.08%

Promotion Acceptance Rate

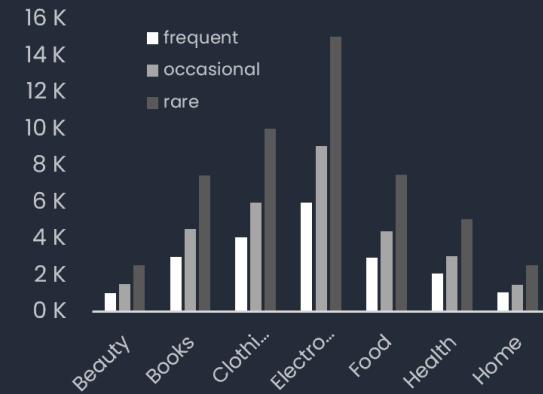
Average Purchase Amount by Age Group



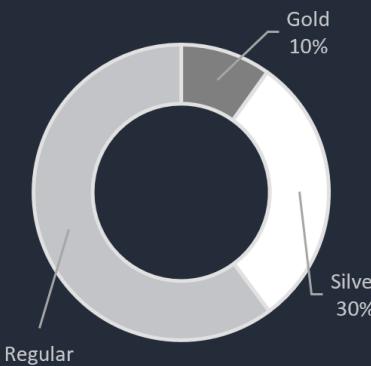
Average Purchase Amount by Education



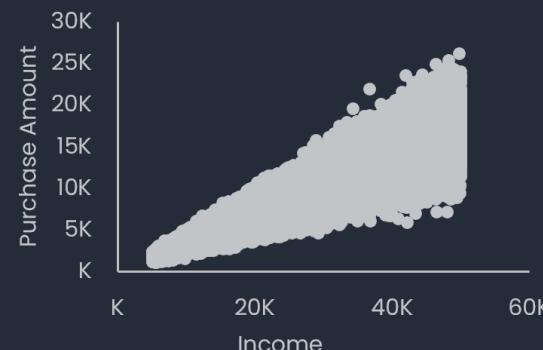
Purchase Frequency by Product Category



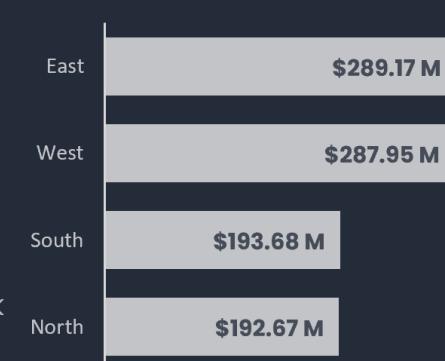
Population by Loyalty Status



Purchase Amount against Income



Total Purchases by Region



**VISUALIZATION IS GREAT, BUT
COMMUNICATION IS KEY.**



**DON'T BE TOO FOCUSED ON THE VISUALS,
ASK WHAT AM I COMMUNICATING?**



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