

A Report
on
Customer Behaviour Analysis

Dashboard Overview

The Power BI dashboard provides an interactive view of customer shopping behaviour across multiple dimensions such as demographics, product categories, shopping channels, payment methods, and purchasing patterns. Filters and visuals enable stakeholders to explore trends and compare customer segments easily.

Customer Segmentation Insights

The dashboard segments customers based on demographic attributes and purchasing behaviour.

- Different customer groups show varied buying frequency and preferences
- Certain segments contribute more consistently to overall purchases
- Repeat customers form a significant portion of sales, indicating loyalty patterns
- This segmentation helps the business identify high-value customers and target them more effectively.

Product Category Analysis

Visuals in the dashboard highlight performance across product categories.

- Some categories show consistently higher purchase activity
- Other categories perform better during specific periods or seasons
- Category-wise comparison helps identify best-selling and underperforming products
- This insight supports inventory planning and product promotion strategies.

Sales Channel Comparison (Online vs Offline)

The dashboard compares customer behaviour across online and offline channels.

- Customer preferences vary between channels
- Certain customer segments prefer online shopping due to convenience
- Offline purchases remain relevant for specific product types
- This analysis helps optimize channel-specific marketing and resource allocation.

Discount and Purchase Behaviour

Discount-related visuals indicate how pricing strategies impact customer decisions.

- Discounts influence purchase frequency and customer engagement
- Customers are more responsive to offers during promotional periods
- Repeat purchases increase when discounts are strategically applied
- These insights support better promotional planning and pricing decisions.

Payment Method Preferences

The dashboard shows customer preferences for different payment methods.

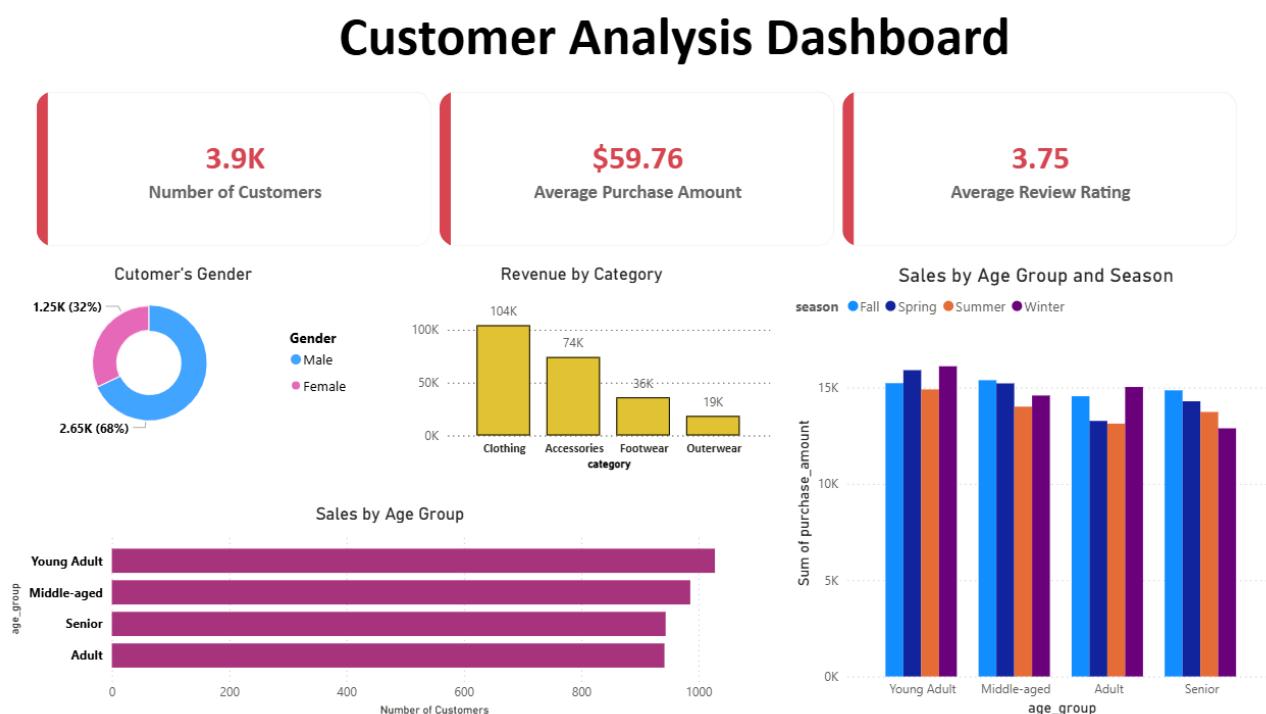
- Customers exhibit clear preferences toward certain payment options
- Payment flexibility improves the overall shopping experience
- Understanding payment trends helps reduce checkout friction
- This information can guide improvements in payment infrastructure.

Business Impact & Recommendations

Based on the dashboard insights:

- Focus marketing efforts on high-performing customer segments
- Promote top-performing product categories more aggressively
- Use targeted discounts instead of uniform offers
- Strengthen preferred sales channels and payment options

Dashboard:



Conclusion

The Power BI dashboard effectively transforms raw customer data into actionable insights. By visually analyzing customer behavior, the business can improve customer engagement, optimize marketing strategies, and make informed decisions to drive long-term growth.