Customer Demographics & Spending Analysis

Final Internship Project Report

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Tools Used: Microsoft SQL Server, Power BI, Excel

1. Introduction

This project analyzes customer demographics and spending behavior based on a structured dataset. The goal is to uncover key trends across gender, country, and age that influence spending scores. Insights were visualized through interactive Power BI dashboards after preparing and loading the data using Excel and SQL Server.

2. Dataset Overview

The dataset includes customer details such as Customer ID, Name, Age, Gender, Country, Join Date, and Spending Score. Initial data was received in Excel format with ~100+ records, and later cleaned and imported into SQL Server for querying.

3. Data Cleaning & Preparation

Unwanted columns were removed, gender values were standardized, date formats were converted, and numerical fields cleaned. SQL INSERT statements were generated using Excel to move data into SQL Server manually without using BULK INSERT.

4. Visualizations Created

- Pie Chart: Gender-wise customer distribution

- Bar Chart: Country-wise customer count

- Column Chart: Average spending score by gender

- Line Chart: Spending score trend over Join Date

- Table: Complete customer records

- Slicers: Gender and Country filters for interactivity

5. Key Insights

- Male and Female customers are nearly equally distributed.
- Certain countries show higher average spending scores.
- Spending behavior varies by age group and gender.
- Join date analysis indicates spending peaks in certain periods.

6. Conclusion

This project demonstrates how simple SQL-based import, along with Power BI visualization, can produce strong business insights from demographic data. It satisfies internship requirements and showcases the ability to handle data across multiple tools.

7. GitHub Repository

Link: https://github.com/jr-mukilan/Customer-Analysis-Project