**Indira College Of Engineering and**

**Management, Pune**

**Department of MCA**

****

MODULE 1: Introduction to Business Intelligence and Power BI

Task 4. E-Commerce Customer Insights Dashboard: Design a Power BI mobile-friendly dashboard to visualize customer purchase behavior, abandoned carts, and personalized recommendations

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CustomerID** | **CustomerName** | **Age** | **Gender** | **Location** | **ProductCategory** | **ProductName** | **PurchaseAmount** | **PurchaseDate** | **AbandonedCartItems** | **PurchasedItems** | **PreferredChannel** | **PersonalizedRecommendation** | **PurchaseFrequency** | **TotalLifetimeValue** | **CustomerSegment** | **DeviceUsed** | **PaymentMethod** | **CustomerFeedbackScore** | **EmailOptIn** | **LoyaltyProgramMember** | **ReferralSource** |
| 1001 | Customer\_1 | 36 | Other | South | Grocery | Shirt | 4098 | ######## | 0 | 4 | Website | New Arrival | 6 | 24181 | Medium Value | Desktop | Credit Card | 1 | Yes | Yes | Social Media |
| 1002 | Customer\_2 | 57 | Female | North | Electronics | Shoes | 2085 | ######## | 4 | 3 | Mobile App | Trending Now | 2 | 90267 | Medium Value | Mobile | Credit Card | 2 | Yes | Yes | Organic Search |
| 1003 | Customer\_3 | 40 | Male | East | Electronics | Headphones | 8447 | ######## | 0 | 1 | Website | Bundle Deal | 2 | 44774 | Low Value | Mobile | UPI | 3 | No | No | Social Media |
| 1004 | Customer\_4 | 59 | Male | East | Toys | Shoes | 4053 | ######## | 0 | 2 | Mobile App | New Arrival | 1 | 18078 | High Value | Tablet | UPI | 2 | No | Yes | Social Media |
| 1005 | Customer\_5 | 48 | Male | East | Clothing | Shoes | 6117 | ######## | 0 | 4 | Mobile App | Trending Now | 9 | 58545 | Low Value | Desktop | Debit Card | 1 | Yes | No | Social Media |
| 1006 | Customer\_6 | 21 | Male | West | Toys | Mobile | 9454 | ######## | 1 | 3 | In-Store | Discount Offer | 9 | 41918 | Low Value | Mobile | UPI | 2 | Yes | No | Organic Search |
| 1007 | Customer\_7 | 57 | Male | West | Grocery | Shoes | 6900 | ######## | 1 | 3 | Mobile App | New Arrival | 4 | 40129 | Low Value | Desktop | Credit Card | 3 | Yes | Yes | Organic Search |
| 1008 | Customer\_8 | 26 | Male | West | Furniture | Table | 1058 | ######## | 2 | 3 | Website | New Arrival | 10 | 91852 | High Value | Mobile | UPI | 3 | No | No | Social Media |
| 1009 | Customer\_9 | 26 | Male | South | Clothing | Toy Car | 7026 | ######## | 4 | 1 | Mobile App | Bundle Deal | 10 | 34377 | Medium Value | Desktop | Debit Card | 1 | Yes | Yes | Organic Search |
| 1010 | Customer\_10 | 50 | Male | North | Clothing | Shoes | 7987 | ######## | 2 | 1 | Mobile App | Trending Now | 11 | 82446 | High Value | Tablet | Debit Card | 2 | Yes | Yes | Friend |
| 1011 | Customer\_11 | 53 | Other | North | Electronics | Toy Car | 5800 | ######## | 1 | 4 | Mobile App | New Arrival | 10 | 64355 | Low Value | Tablet | Credit Card | 1 | Yes | No | Friend |
| 1012 | Customer\_12 | 25 | Other | West | Furniture | Shirt | 3423 | ######## | 2 | 2 | Mobile App | Discount Offer | 1 | 32257 | High Value | Desktop | Credit Card | 3 | Yes | Yes | Organic Search |
| 1013 | Customer\_13 | 19 | Other | East | Toys | Shoes | 8025 | ######## | 3 | 2 | Mobile App | Discount Offer | 7 | 34174 | High Value | Tablet | Credit Card | 3 | No | No | Social Media |
| 1014 | Customer\_14 | 32 | Other | South | Toys | Headphones | 9392 | ######## | 1 | 1 | Mobile App | New Arrival | 5 | 21653 | High Value | Mobile | UPI | 2 | No | Yes | Friend |
| 1015 | Customer\_15 | 40 | Female | East | Furniture | Sofa | 8955 | ######## | 0 | 2 | Website | Bundle Deal | 2 | 74438 | Medium Value | Desktop | UPI | 4 | Yes | Yes | Organic Search |
| 1016 | Customer\_16 | 27 | Male | South | Electronics | Dress | 5534 | ######## | 0 | 4 | In-Store | New Arrival | 3 | 43742 | Low Value | Desktop | Debit Card | 1 | No | No | Social Media |
| 1017 | Customer\_17 | 39 | Other | West | Grocery | Dress | 5646 | ######## | 0 | 4 | In-Store | New Arrival | 8 | 16467 | Low Value | Tablet | Net Banking | 2 | Yes | Yes | Organic Search |
| 1018 | Customer\_18 | 23 | Other | North | Grocery | Shirt | 2631 | ######## | 3 | 3 | Website | Discount Offer | 3 | 67513 | Low Value | Desktop | Credit Card | 4 | No | No | Social Media |
| 1019 | Customer\_19 | 49 | Female | West | Electronics | Table | 9093 | ######## | 1 | 2 | Mobile App | New Arrival | 8 | 10075 | High Value | Desktop | UPI | 1 | No | Yes | Friend |
| 1020 | Customer\_20 | 24 | Male | East | Grocery | Table | 3165 | ######## | 2 | 2 | In-Store | New Arrival | 9 | 96781 | High Value | Desktop | Debit Card | 4 | No | Yes | Friend |
| 1021 | Customer\_21 | 46 | Male | East | Furniture | Sofa | 2036 | ######## | 1 | 3 | Mobile App | Discount Offer | 11 | 87887 | High Value | Mobile | Debit Card | 3 | No | Yes | Social Media |
| 1022 | Customer\_22 | 31 | Other | East | Electronics | Headphones | 8160 | ######## | 1 | 4 | In-Store | Discount Offer | 10 | 73322 | Medium Value | Tablet | Credit Card | 3 | Yes | Yes | Organic Search |
| 1023 | Customer\_23 | 37 | Other | North | Toys | Rice | 9917 | ######## | 0 | 4 | Mobile App | Discount Offer | 10 | 61557 | High Value | Desktop | Debit Card | 4 | Yes | No | Friend |
| 1024 | Customer\_24 | 21 | Other | West | Grocery | Mobile | 2646 | ######## | 4 | 2 | In-Store | Trending Now | 7 | 64638 | High Value | Mobile | Debit Card | 1 | No | No | Advertisement |
| 1025 | Customer\_25 | 51 | Female | West | Toys | Table | 9024 | ######## | 1 | 4 | Mobile App | Discount Offer | 7 | 38539 | Medium Value | Tablet | Credit Card | 2 | Yes | No | Friend |
| 1026 | Customer\_26 | 55 | Male | South | Grocery | Table | 5321 | ######## | 0 | 3 | In-Store | Discount Offer | 9 | 21489 | Low Value | Tablet | Credit Card | 3 | No | Yes | Advertisement |
| 1027 | Customer\_27 | 49 | Male | East | Toys | Toy Car | 2799 | ######## | 4 | 2 | Mobile App | New Arrival | 2 | 87072 | High Value | Tablet | Credit Card | 4 | No | Yes | Advertisement |
| 1028 | Customer\_28 | 56 | Male | East | Furniture | Laptop | 1536 | ######## | 0 | 2 | In-Store | Trending Now | 11 | 66332 | Medium Value | Desktop | Credit Card | 3 | Yes | No | Friend |
| 1029 | Customer\_29 | 30 | Female | East | Clothing | Shirt | 5677 | ######## | 1 | 3 | Website | Trending Now | 1 | 70965 | Low Value | Desktop | Net Banking | 4 | Yes | Yes | Organic Search |
| 1030 | Customer\_30 | 38 | Other | West | Electronics | Rice | 2786 | ######## | 1 | 3 | Mobile App | New Arrival | 5 | 33538 | Low Value | Tablet | UPI | 3 | Yes | No | Friend |
| 1031 | Customer\_31 | 62 | Female | East | Furniture | Shirt | 9227 | ######## | 1 | 2 | Mobile App | New Arrival | 2 | 55517 | Low Value | Tablet | Debit Card | 4 | Yes | Yes | Social Media |
| 1032 | Customer\_32 | 22 | Male | West | Grocery | Headphones | 3916 | ######## | 0 | 3 | In-Store | New Arrival | 9 | 27735 | High Value | Mobile | Debit Card | 3 | No | Yes | Social Media |
| 1033 | Customer\_33 | 51 | Other | East | Clothing | Mobile | 5172 | ######## | 0 | 4 | Mobile App | Discount Offer | 8 | 17086 | High Value | Desktop | Debit Card | 2 | Yes | Yes | Advertisement |
| 1034 | Customer\_34 | 19 | Male | East | Electronics | Shirt | 4959 | ######## | 1 | 2 | In-Store | Bundle Deal | 9 | 63812 | Low Value | Tablet | Debit Card | 1 | No | No | Advertisement |
| 1035 | Customer\_35 | 37 | Other | West | Toys | Laptop | 7628 | ######## | 1 | 4 | In-Store | Trending Now | 3 | 51793 | High Value | Desktop | Net Banking | 4 | No | No | Social Media |
| 1036 | Customer\_36 | 25 | Other | North | Clothing | Mobile | 7018 | ######## | 0 | 2 | In-Store | Discount Offer | 11 | 35562 | Low Value | Desktop | Debit Card | 3 | No | No | Advertisement |
| 1037 | Customer\_37 | 58 | Male | East | Clothing | Sofa | 5462 | ######## | 3 | 3 | Website | Discount Offer | 7 | 78525 | Low Value | Desktop | Credit Card | 1 | Yes | Yes | Friend |
| 1038 | Customer\_38 | 56 | Female | East | Toys | Sofa | 8575 | ######## | 1 | 4 | In-Store | New Arrival | 7 | 97488 | Low Value | Desktop | Debit Card | 4 | No | No | Organic Search |
| 1039 | Customer\_39 | 18 | Male | West | Electronics | Laptop | 9475 | ######## | 3 | 2 | Mobile App | New Arrival | 4 | 20754 | High Value | Mobile | Debit Card | 4 | Yes | No | Advertisement |
| 1040 | Customer\_40 | 33 | Other | West | Toys | Shirt | 7024 | ######## | 4 | 4 | Mobile App | Bundle Deal | 3 | 78654 | High Value | Mobile | Debit Card | 4 | Yes | Yes | Advertisement |
| 1041 | Customer\_41 | 24 | Other | South | Electronics | Rice | 6942 | ######## | 3 | 1 | Mobile App | Trending Now | 9 | 86333 | Low Value | Mobile | Debit Card | 1 | No | Yes | Advertisement |
| 1042 | Customer\_42 | 22 | Other | South | Toys | Toy Car | 8763 | ######## | 4 | 2 | Mobile App | Discount Offer | 8 | 53143 | High Value | Mobile | Net Banking | 4 | No | Yes | Advertisement |
| 1043 | Customer\_43 | 59 | Male | South | Toys | Headphones | 8527 | ######## | 0 | 4 | In-Store | New Arrival | 7 | 16413 | Low Value | Tablet | Net Banking | 1 | No | Yes | Friend |
| 1044 | Customer\_44 | 23 | Female | North | Clothing | Laptop | 8886 | ######## | 1 | 4 | In-Store | New Arrival | 8 | 17529 | High Value | Desktop | Credit Card | 1 | Yes | Yes | Friend |
| 1045 | Customer\_45 | 24 | Male | North | Grocery | Laptop | 7232 | ######## | 2 | 1 | Mobile App | Discount Offer | 5 | 53024 | High Value | Tablet | UPI | 4 | Yes | Yes | Friend |
| 1046 | Customer\_46 | 50 | Male | South | Toys | Laptop | 7258 | ######## | 3 | 3 | Website | Discount Offer | 11 | 63515 | High Value | Tablet | UPI | 3 | Yes | Yes | Organic Search |
| 1047 | Customer\_47 | 18 | Other | East | Furniture | Shirt | 8629 | ######## | 3 | 4 | Mobile App | Discount Offer | 10 | 77483 | Medium Value | Desktop | Credit Card | 1 | Yes | No | Friend |
| 1048 | Customer\_48 | 55 | Other | South | Furniture | Sofa | 5940 | ######## | 2 | 2 | Website | Discount Offer | 11 | 49637 | Low Value | Tablet | Net Banking | 3 | Yes | No | Advertisement |
| 1049 | Customer\_49 | 20 | Male | South | Electronics | Headphones | 7383 | ######## | 2 | 4 | Mobile App | New Arrival | 8 | 43550 | Low Value | Desktop | Debit Card | 4 | Yes | No | Friend |
| 1050 | Customer\_50 | 30 | Female | East | Clothing | Shirt | 9177 | ######## | 4 | 1 | Website | Bundle Deal | 3 | 54939 | Medium Value | Mobile | Credit Card | 3 | Yes | Yes | Friend |

