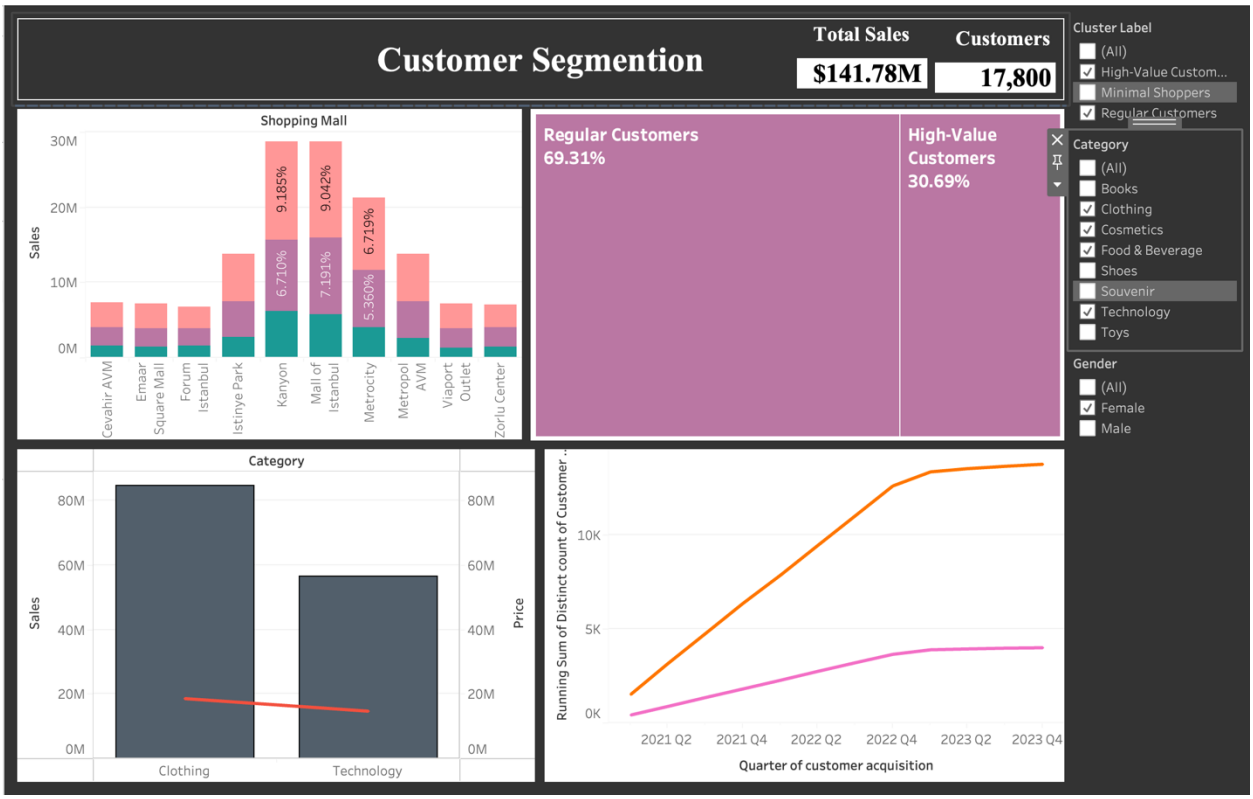
Project 2 – Customer Segmentation

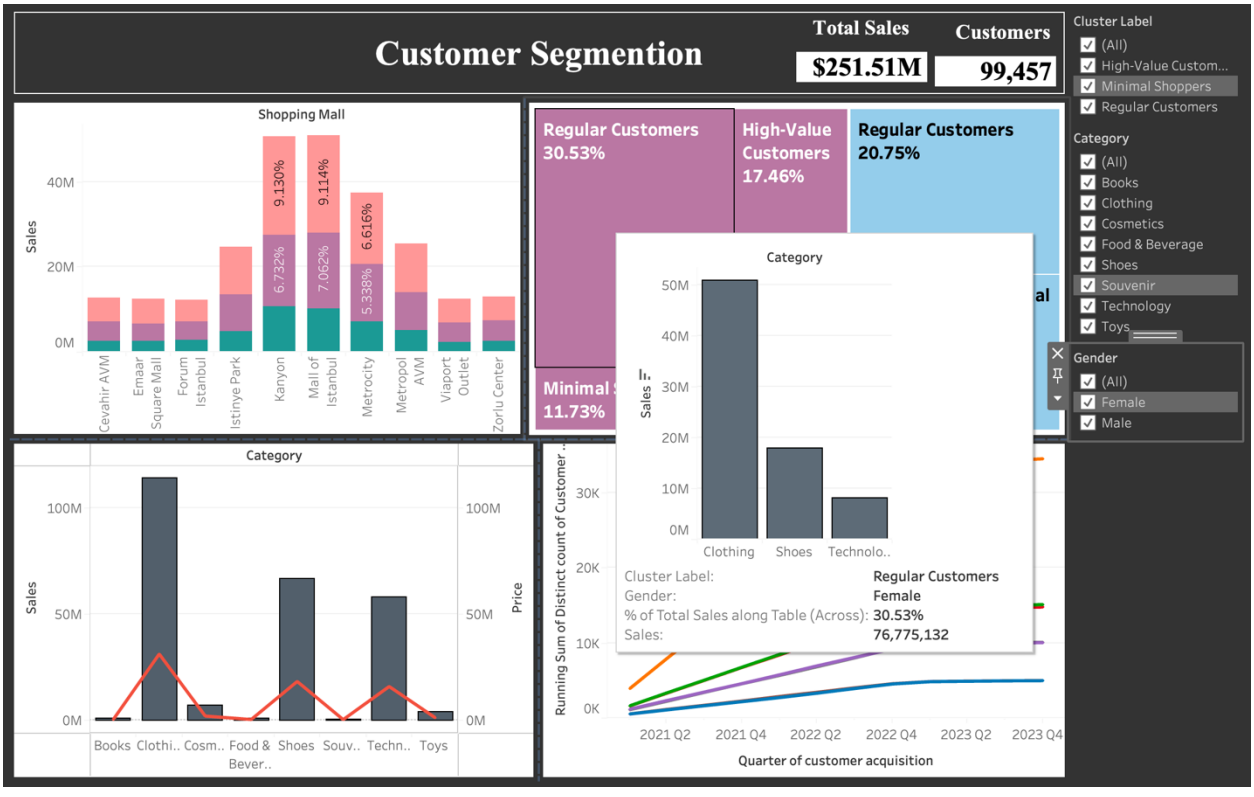
Dataset:

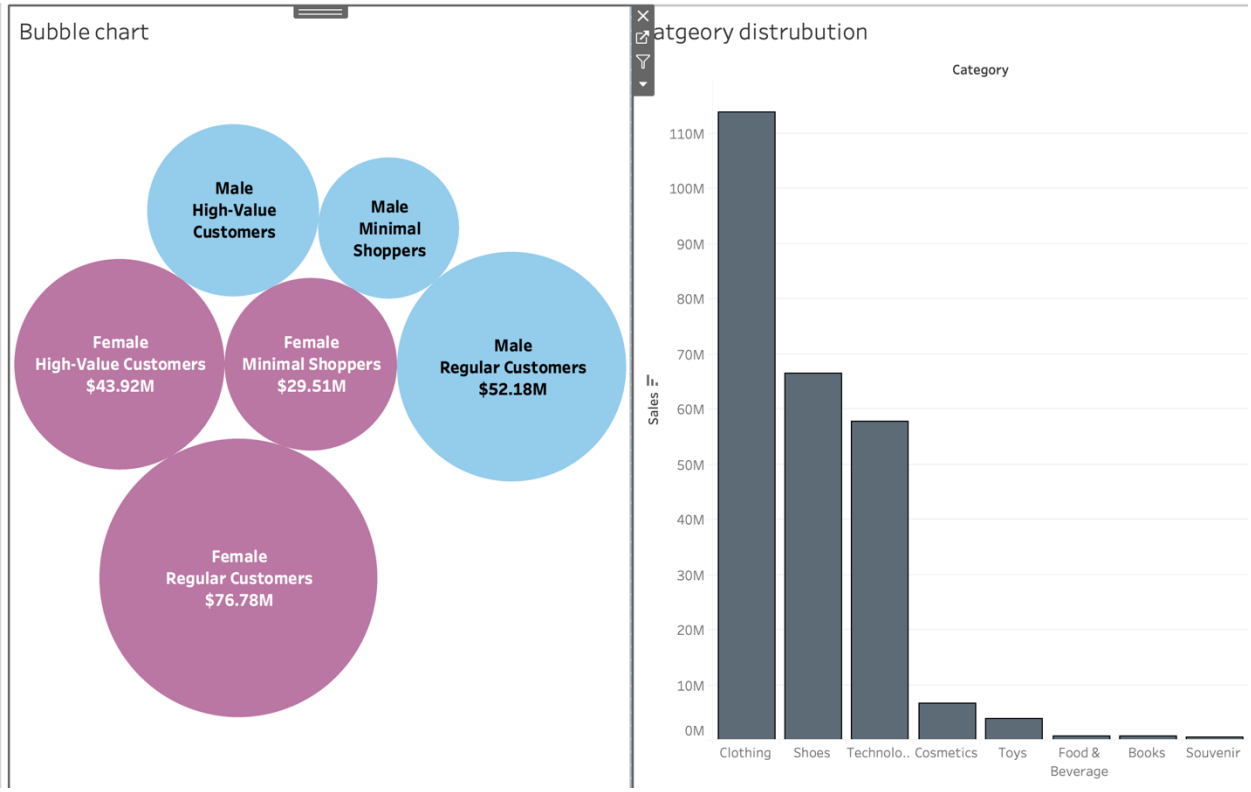
	invoice_no	customer_id	gender	age	category	quantity	price	payment_method	invoice_date	shopping_mall	Sales
0	I138884	241288	Female	28	Clothing	5	1500.40	Credit Card	2022-05-08	Kanyon	7502.00
1	I317333	111565	Male	21	Shoes	3	1800.51	Debit Card	2021-12-12	Forum Istanbul	5401.53
2	I127801	266599	Male	20	Clothing	1	300.08	Cash	2021-09-11	Metrocity	300.08
3	I173702	988172	Female	66	Shoes	5	3000.85	Credit Card	2021-05-16	Metropol AVM	15004.25
4	I337046	189076	Female	53	Books	4	60.60	Cash	2021-10-24	Kanyon	242.40

(99457, 10)

Tableau Dashboard:


Customer Segmention
Total Sales
$141.78M
Customers
17,800
Shopping Mall
Sales
30M
20M
10M
0M
9.185%
9.042%
6.710%
7.191%
6.719%
5.360%
Cevahir AVM
Emaar Square Mall
Forum Istanbul
Istinye Park
Kanyon
Mall of Istanbul
Metrocity
Metropol AVM
Viaport Outlet
Zorlu Center
Regular Customers
69.31%
High-Value Customers
30.69%
Category
Sales
Price
80M
60M
40M
20M
0M
Clothing
Technology
Running Sum of Distinct count of Customer ...
10K
5K
0K
2021 Q2
2021 Q4
2022 Q2
2022 Q4
2023 Q2
2023 Q4
Quarter of customer acquisition
Cluster Label
(All)
High-Value Custom...
Minimal Shoppers
Regular Customers
Category
(All)
Books
Clothing
Cosmetics
Food & Beverage
Shoes
Souvenir
Technology
Toys
Gender
(All)
Female
Male


Customer Segmention
Total Sales
$251.51M
Customers
99,457
Shopping Mall
Sales
40M
20M
0M
9.130%
9.114%
6.732%
7.062%
6.616%
5.338%
Cevahir AVM
Emaar Square Mall
Forum Istanbul
Istinye Park
Kanyon
Mall of Istanbul
Metrocity
Metropol AVM
Viaport Outlet
Zorlu Center
Regular Customers
30.53%
High-Value Customers
17.46%
Regular Customers
20.75%
Minimal
11.73%
Category
Sales
Price
100M
50M
0M
Books
Clothi..
Cosm..
Food & Bever..
Shoes
Souv..
Techn..
Toys
Running Sum of Distinct count of Customer ...
30K
20K
10K
0K
2021 Q2
2021 Q4
2022 Q2
2022 Q4
2023 Q2
2023 Q4
Quarter of customer acquisition
Category
Sales
50M
40M
30M
20M
10M
0M
Clothing
Shoes
Technolo..
Cluster Label:
Regular Customers
Gender:
Female
% of Total Sales along Table (Across):
30.53%
Sales:
76,775,132
Cluster Label
(All)
High-Value Custom...
Minimal Shoppers
Regular Customers
Category
(All)
Books
Clothing
Cosmetics
Food & Beverage
Shoes
Souvenir
Technology
Toys
Gender
(All)
Female
Male


Bubble chart
Male
High-Value
Customers
Male
Minimal
Shoppers
Female
High-Value Customers
$43.92M
Female
Minimal Shoppers
$29.51M
Male
Regular Customers
$52.18M
Female
Regular Customers
$76.78M
atgeory distrubution
Category
Sales
110M
100M
90M
80M
70M
60M
50M
40M
30M
20M
10M
0M
Clothing
Shoes
Technolo..
Cosmetics
Toys
Food &
Beverage
Books
Souvenir