





Geospatial Analytics – Canadian Customer Insights

 **Objective:** Visualize and analyze customer distribution, order behavior, and spending trends across major Canadian cities.

 **Dataset Summary:** 500 Customers across 8 major cities Fields: Customer_ID, City, Latitude, Longitude, Order_Count, Total_Spent

 **Dashboard Features (Built in Tableau):** KPI Cards: Total Customers Avg Orders per Customer Avg Spend Interactive Map: Customers plotted by lat/long Circle color/size by Total Spend Bar Chart: Avg Spend by City Filter: City selection (optional)

 **Key Insights:** Geographic patterns in customer concentration Spending hotspots by city High-value customers tend to cluster around Edmonton and Winnipeg

 **Tools Used:** Tableau for mapping and dashboard design

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