

Unlocking Customer Insights

Analyzing shopping behavior for strategic growth.





Project Overview



3,900 Purchases

Transactional data analyzed.



Uncover Insights

Spending patterns, segments, preferences.



Guide Decisions

Inform business strategy.



Dataset at a Glance

Key Features

- Customer demographics
- Purchase details
- Shopping behavior

Data Volume

3,900 Rows, 18 Columns.

Missing Data

37 values in Review Rating.

Our Analytical Journey

01

Extract Raw Data

Initial data retrieval.

02

Perform ETL

Transform and load data.

03

Load to MySQL

Database integration.

04

Connect Power BI

Visualization platform setup.

05

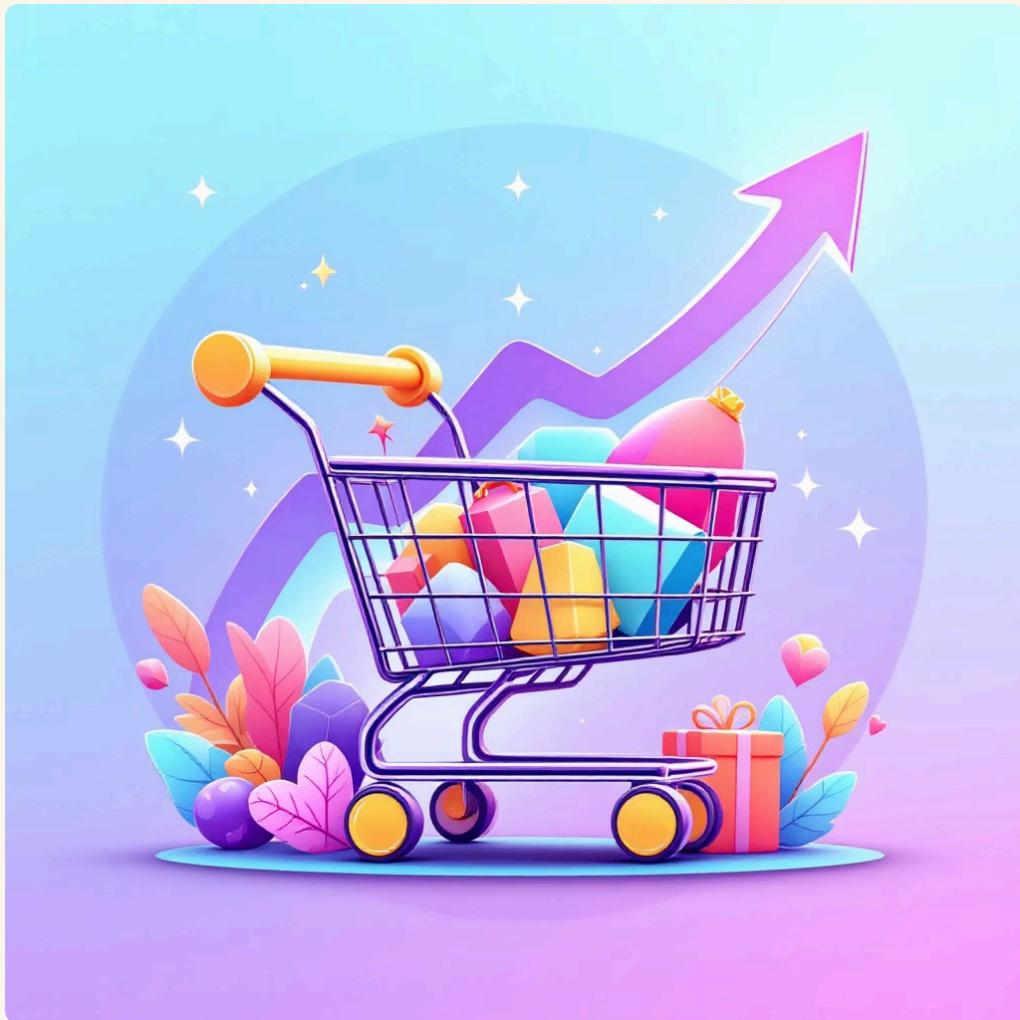
Build Dashboards

Interactive reporting.

Business Objectives & Stakeholders

Objective

Actionable insights for e-commerce retail.



Stakeholders

- Analytics Team
- Marketing Team
- Product Team
- Operations Team





Key Business Questions

1

Customer Metrics

Active customers, average transaction value, satisfaction.

2

Revenue Insights

Subscription split, category performance, age-based revenue.

3

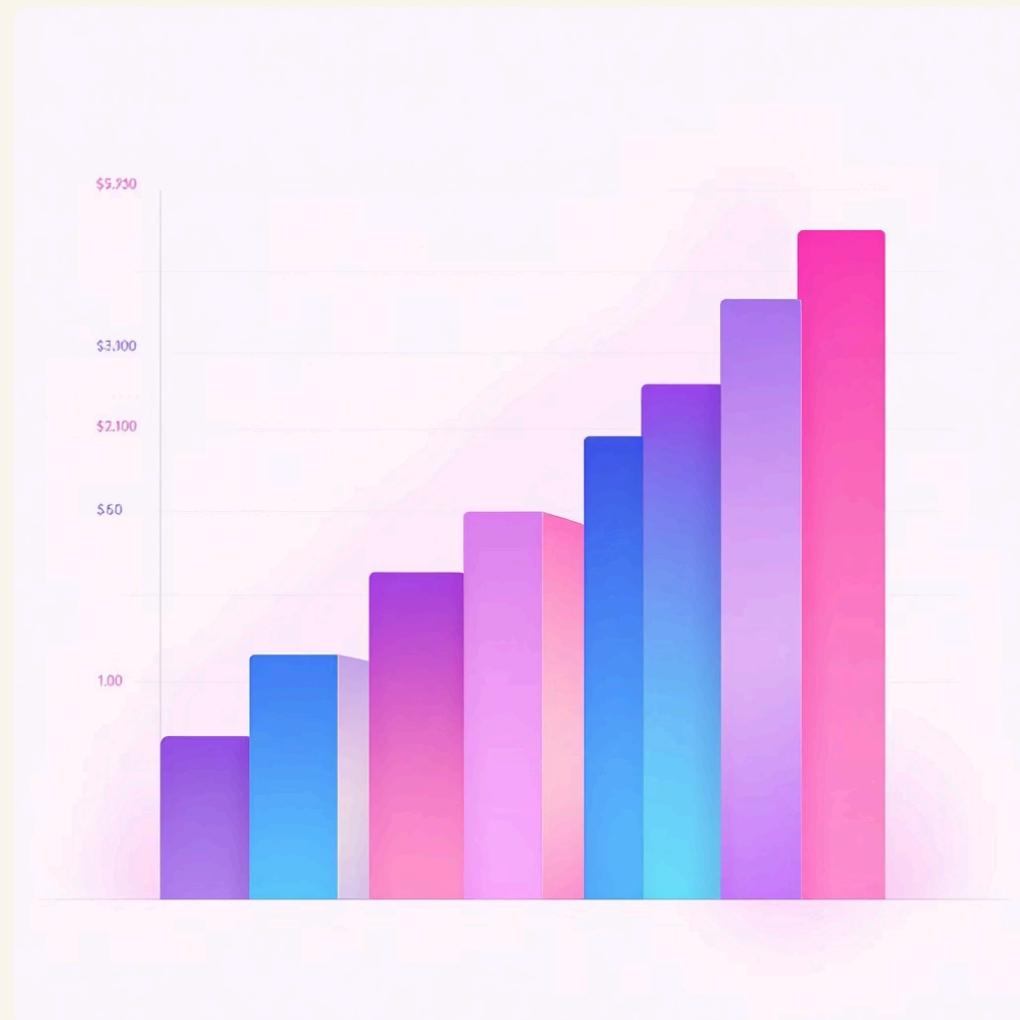
Efficiency

Delivery efficiency, shipping type analysis.

KPIs: Revenue & Discounts

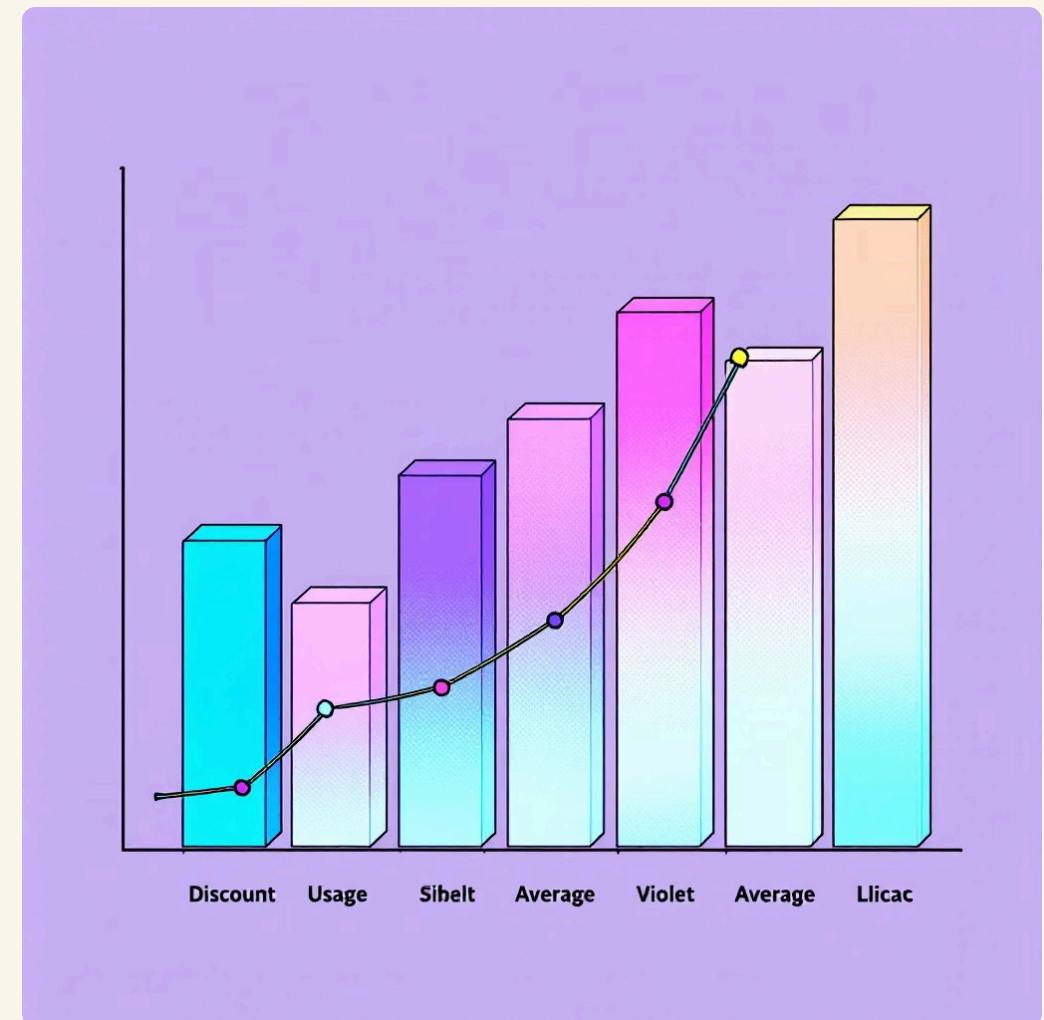
Gender Revenue

Total revenue by male and female customers.



Discount Impact

Customers using discounts, still spending above average.



Product & Shipping Insights

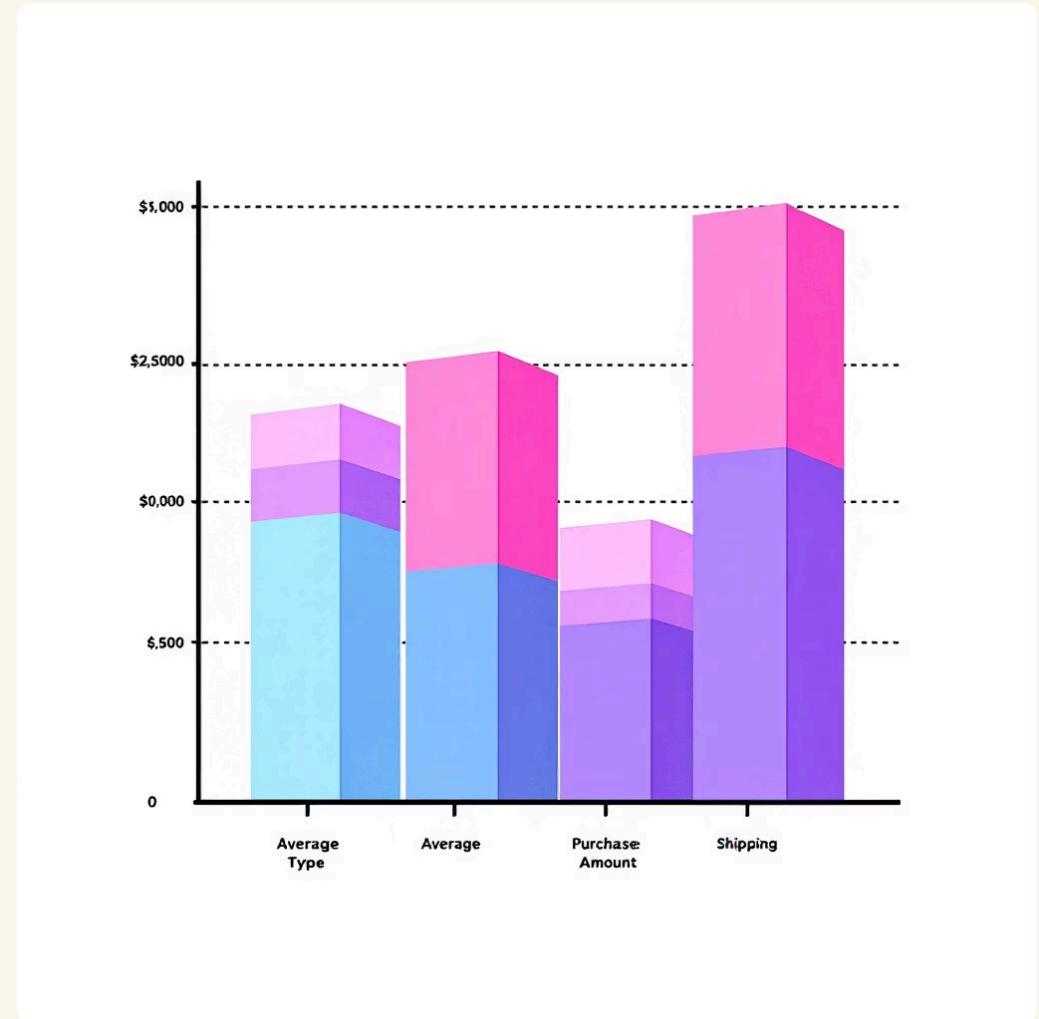
Top Products

Top 5 products by average review rating.



Shipping Comparison

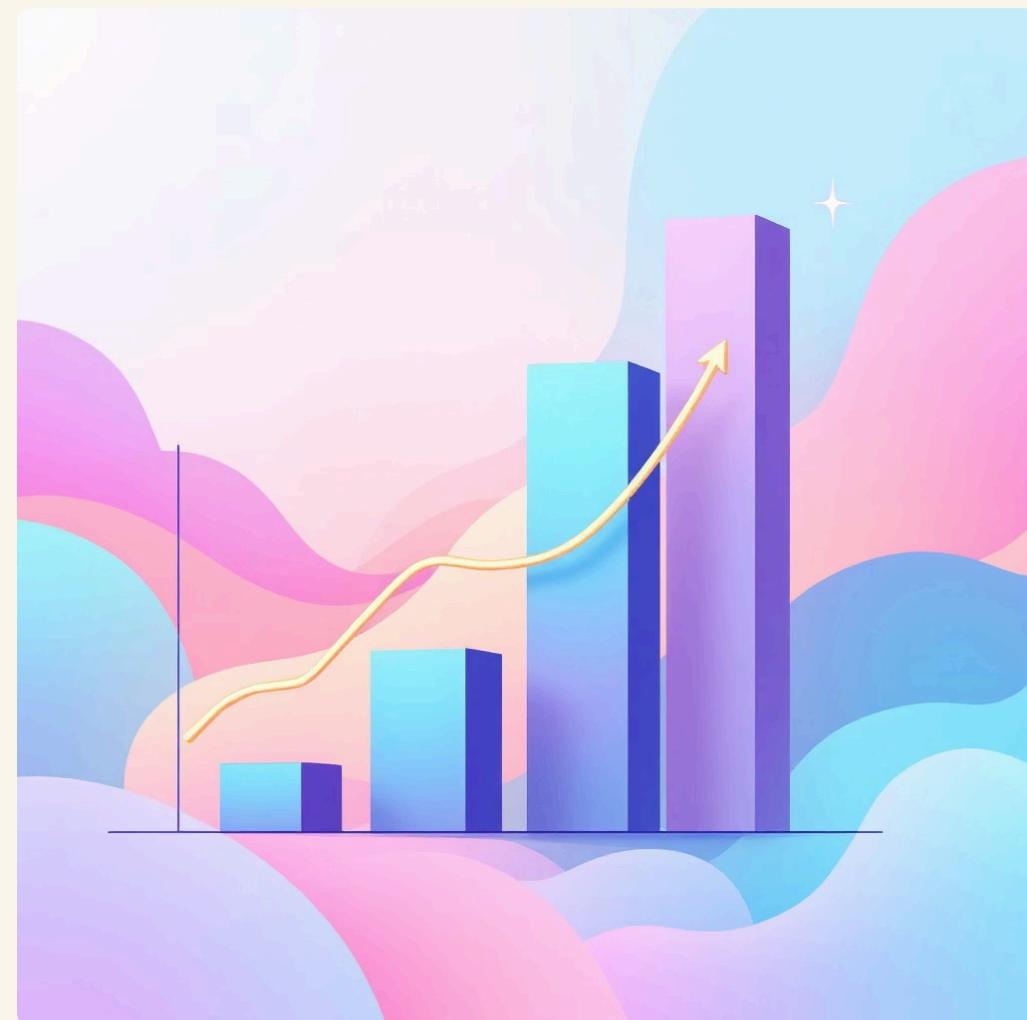
Average purchase amounts: standard vs. express shipping.



Subscription & Loyalty

Subscriber Value

Do subscribed customers spend more? Compare average spend and total revenue.



Customer Segmentation

Segment customers: new, returning, loyal based on previous purchases.



Dashboard & Deliverables

Power BI Dashboard

Interactive visualization.

Key Deliverables

README, Business Brief, Data Dictionary, Theme file, Dashboard mockup.

