Quantium Task 3 – Customer Analytics Report

- Deep Dive into Customer Purchase Behavior
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Objective

- To analyze customer-level data to uncover insights on:
- - Total and average sales per customer
- - Distribution of customer segments
- - Premium vs Budget customer behavior
- - Product preferences based on customer profiles

Dataset Overview

- Dataset: QVI_data.csv
- Total Records: 264,834
- Key Columns: LYLTY_CARD_NBR, DATE, TXN_ID, PROD_NAME, TOT_SALES, LIFESTAGE, PREMIUM_CUSTOMER
- No missing values
- Total Sales: $1,933,115
- Total Unique Customers: 241,584

Sales & Customer Stats

- Total Transactions: 264,834
- Unique Customers: 241,584
- Average Transactions per Customer: 0.91
- Average Spend per Transaction: $7.30
- Most Common Pack Size: 170g and 175g

Customer Segmentation

- By Life Stage: Young Singles/Couples, Midage, Retirees
- By Premium Category: Budget, Mainstream, Premium
- Observation: Premium customers in older age groups tend to spend more per transaction.

Product Preferences by Segment

- Budget Customers: Prefer lower-priced brands
- Premium Customers: Prefer Red Rock Deli, Kettle
- Young Demographic: Prefer large packs and bold flavors like Doritos, Cheetos

Top Brands Analysis

- Top-selling brands by revenue:
- 1. Red Rock Deli
- 2. Doritos
- 3. Natural Chip Co
- Pack Size Preferences: 150g, 170g, 175g dominate

Insights & Recommendations

- High-Value Segments: Focus on Midage Premium & Retiree Premium
- Product Strategy:
- - Expand 170–175g range
- - Combo offers for frequent buyers
- Loyalty Program: Incentivize higher spend per transaction

Next Steps

- Further segmentation with RFM analysis
- Run A/B tests for segment-specific promotions
- Use surveys to refine product preferences

Thank You
for reviewing this
Analysis.