A hand holding two cups of coffee

Description automatically generated



[This Photo](https://en.wikipedia.org/wiki/Tata_Starbucks) by Unknown Author is licensed under [CC BY-SA](https://creativecommons.org/licenses/by-sa/3.0/)

As a data analyst at Starbucks' corporate headquarters, you play a crucial role in helping the company understand its customers' behaviors and preferences. Recently, your manager has given you a challenging yet exciting task: to create a comprehensive report with insightful visualizations that the executive team can use to make strategic decisions. The dataset you have includes information such as CustomerID, Name, Location, Gender, Age, Average Purchase ($), Frequency of visits, and whether they have made a purchase at Starbucks.

**Question 1: Gender Distribution of Customers**

Your first task is to understand the gender distribution of Starbucks customers. This information will help in tailoring marketing campaigns and product offerings more effectively.

**Goal**: To understand the gender distribution of Starbucks customers.

**Question 2: Age Distribution of Customers**

Next, you need to visualize the age distribution of Starbucks customers. Knowing the age demographics will enable Starbucks to better target its services and products to different age groups.

**Goal**: To visualize the age distribution of Starbucks customers.

**Question 3: Average Purchase by Gender**

To gain deeper insights into purchasing behaviors, you need to compare the average purchase amount between male and female customers. This could reveal if there's a significant difference in spending patterns based on gender.

**Goal**: To compare the average purchase amount between genders.

**Question 4: Frequency of Visits by Location**

Understanding how frequently customers visit Starbucks at different locations can help identify which stores are the most popular and why. This information is vital for operational efficiency and marketing efforts.

**Goal**: To understand the frequency of visits across different locations.

**Question 5: Average Purchase by Age Group**

You want to analyze the average purchase amount for different age groups. By categorizing customers into age groups, Starbucks can better tailor its offerings to meet the preferences of each age segment.

Hint: create age group column using if ,and function eg: ( =IF(AND(E2>=18, E2<=25), "18-25", IF(AND(E2>=26, E2<=35)

**Goal**: To analyze the average purchase amount for different age groups.

**Question 6: Percentage of Customers Who Purchased at Starbucks**

Your manager is keen to know what percentage of the customer base has made a purchase at Starbucks. This will help gauge customer engagement and the effectiveness of loyalty programs.

**Goal**: To find out the percentage of customers who have made a purchase at Starbucks.

**Question 7: Customer Frequency Distribution**

Visualizing how often customers visit Starbucks can shed light on customer loyalty and satisfaction levels. Frequent visits might indicate high customer satisfaction and engagement.

**Goal**: To visualize how often customers visit Starbucks.

**Question 8: Top Locations by Total Purchases**

Identifying the top-performing locations based on total purchases can highlight best practices and areas where other stores can improve. This insight is crucial for optimizing store performance.

**Goal**: To identify the top locations based on total purchases.

**Question 9: Customer Age vs. Average Purchase**

You aim to see if there's a correlation between customer age and their average purchase amount. Understanding this relationship can help in designing age-appropriate marketing strategies and product offerings.

**Goal**: To see if there is a correlation between customer age and average purchase amount.

**Question 10: Frequency vs. Average Purchase**

Exploring the relationship between visit frequency and average purchase amount can provide insights into customer spending habits. For instance, do frequent visitors spend more or less per visit?

**Goal**: To understand the relationship between visit frequency and average purchase amount.

**Question 11: Customer Demographics Breakdown**

A detailed breakdown of customer demographics by location will help Starbucks understand its customer base's diversity. This information can be used to tailor services and products to meet the needs of different demographic groups.

**Goal**: To provide a detailed breakdown of customer demographics by location.

**Question 12: High-Spending Customers**

Finally, identifying high-spending customers will allow Starbucks to create targeted marketing campaigns and loyalty programs to reward and retain these valuable customers.

**Goal**: To identify high-spending customers (e.g., those with an average purchase above a certain threshold).

Hint: use IF(C2 > 1000, "Yes", "No") those with an average purchase above a certain threshold).