



# Bk Birla college

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**Topic : Customer Analysis using Tableau & Power BI**

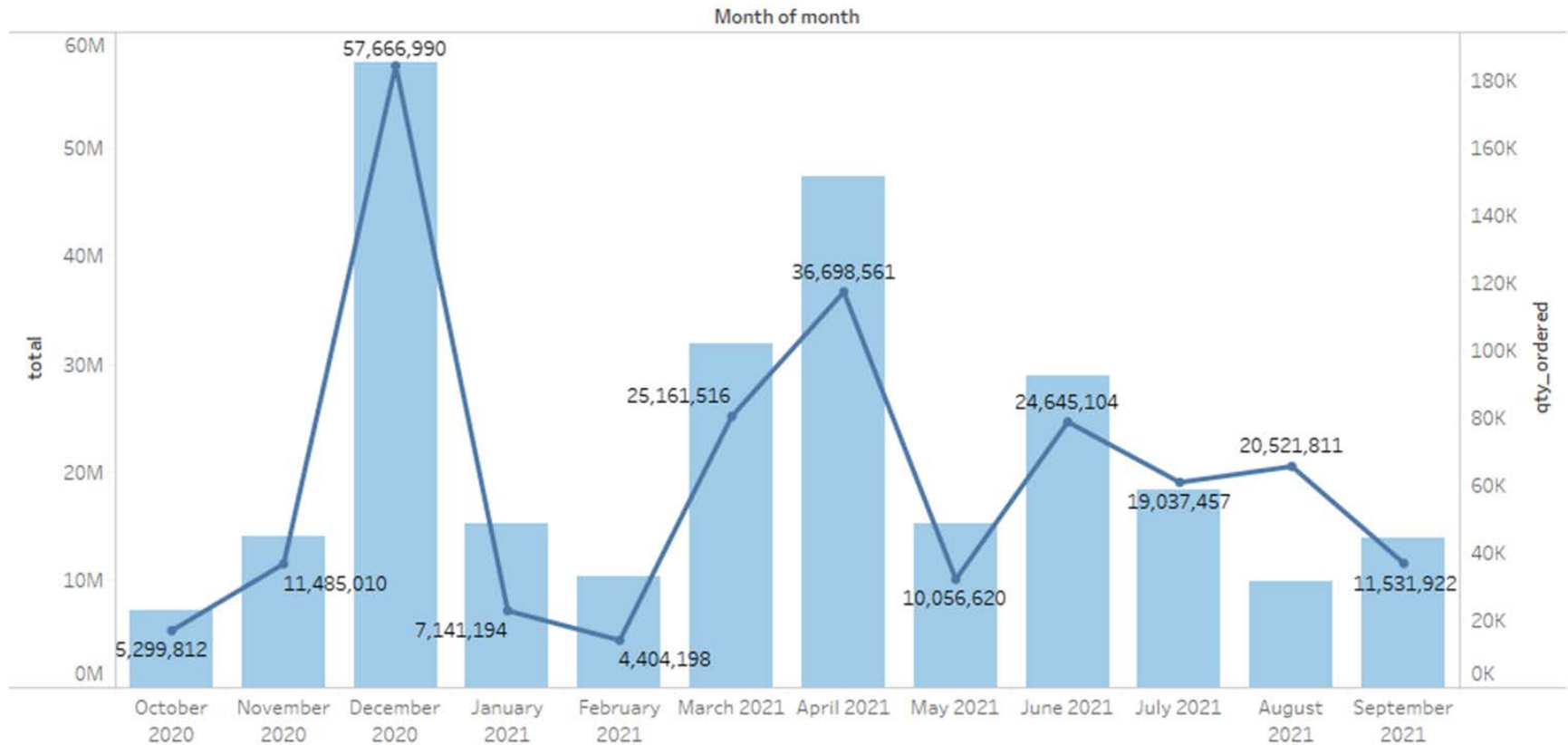
**Dataset link:**

**[https://github.com/stanley-george-joseph/Customer-Analysis-Tableau/blob/main/sales\\_06\\_FY2020-21.csv.zip](https://github.com/stanley-george-joseph/Customer-Analysis-Tableau/blob/main/sales_06_FY2020-21.csv.zip)**

# Introduction

- In this visualizations we are going to analyze the revenue generated and quantity ordered from factors like age, region etc.
- The 'total' column in this dataset denotes the total revenue generated.

## Revenue & Quantity Ordered Per Month

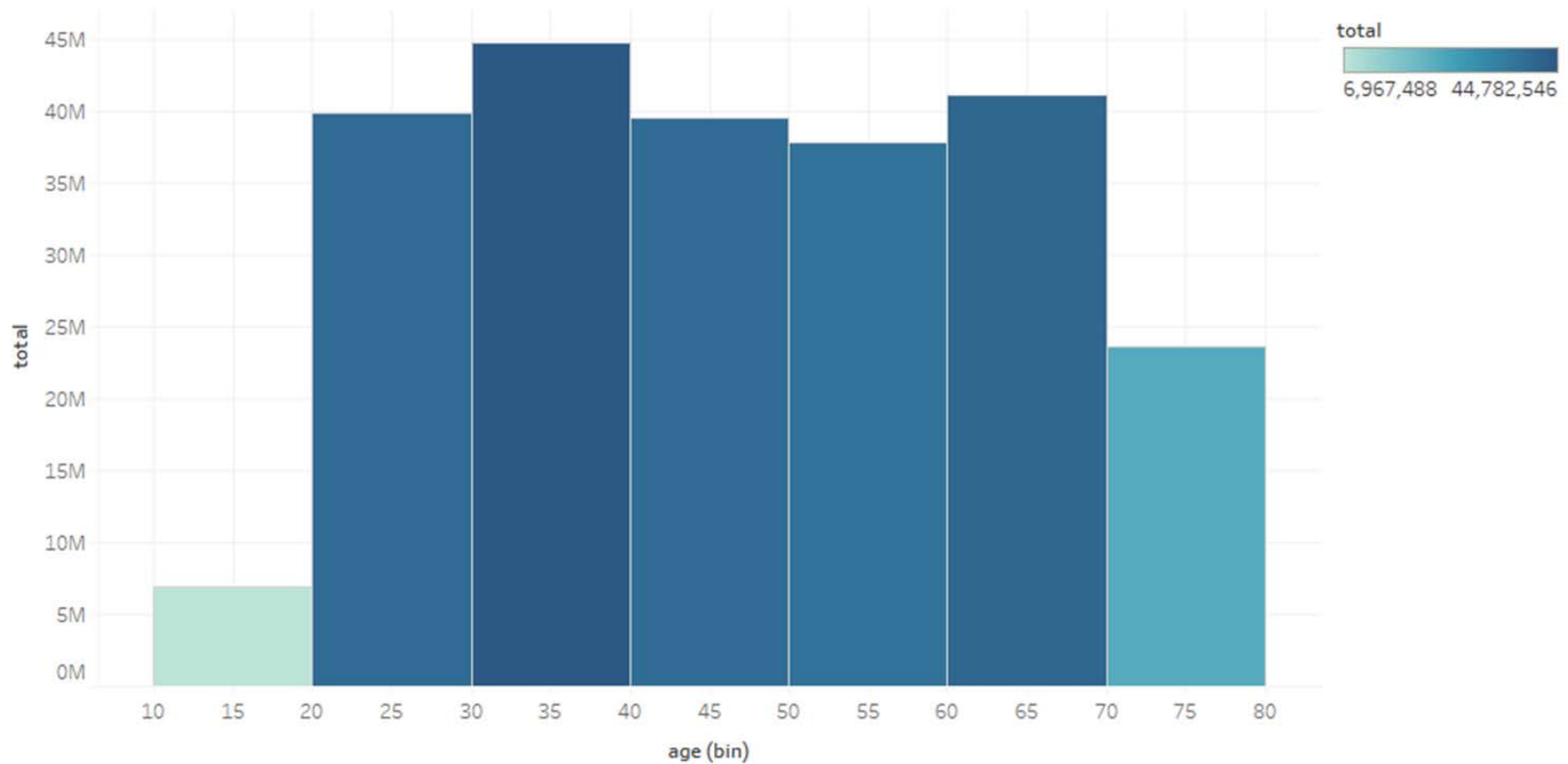


The trends of sum of total and sum of qty\_ordered for month Month. For pane Sum of total: The marks are labelled by sum of total.

In this visualization we can see the total revenue generated as per the month and also the quantity ordered by the customers.

By this visualization we can conclude that most of the revenue generated and most amount of quantity ordered was on the month of December.

Revenue as per Age

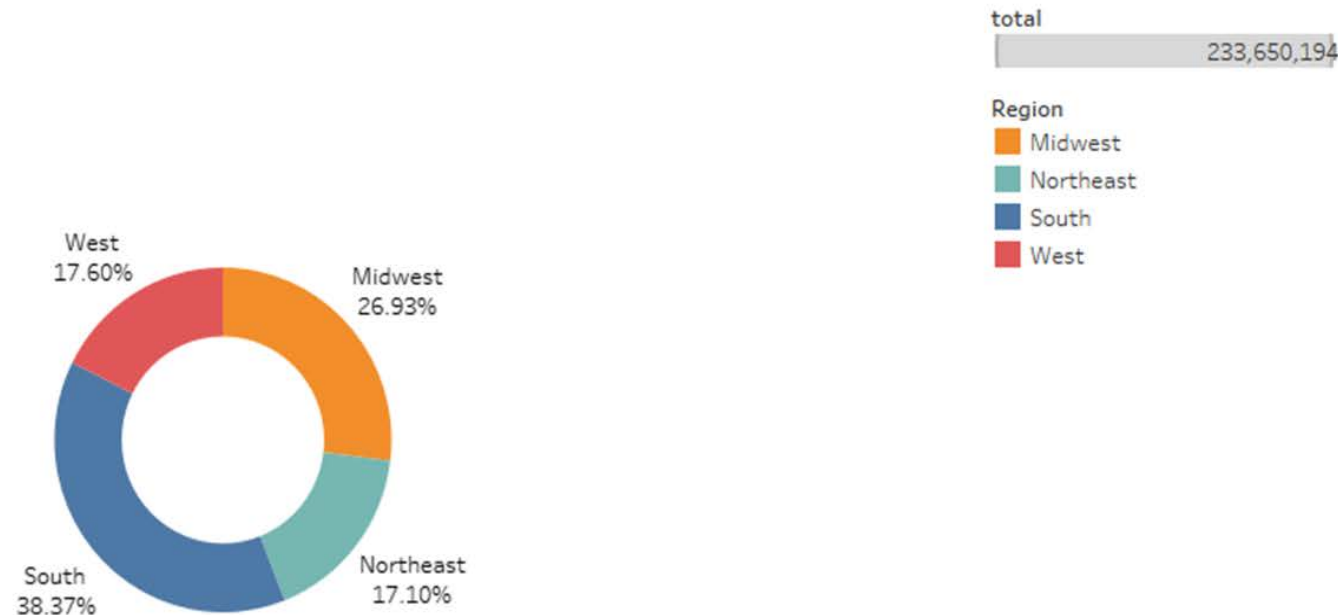


The plot of sum of total for age (bin). Colour shows sum of total.

In this above histogram we can see the revenue generated as per the age group.

By the above visualization we can conclude that the most amount of revenue generated was from customers of age group between 30-40 and the least amount of revenue generated was from the age group 10-20.

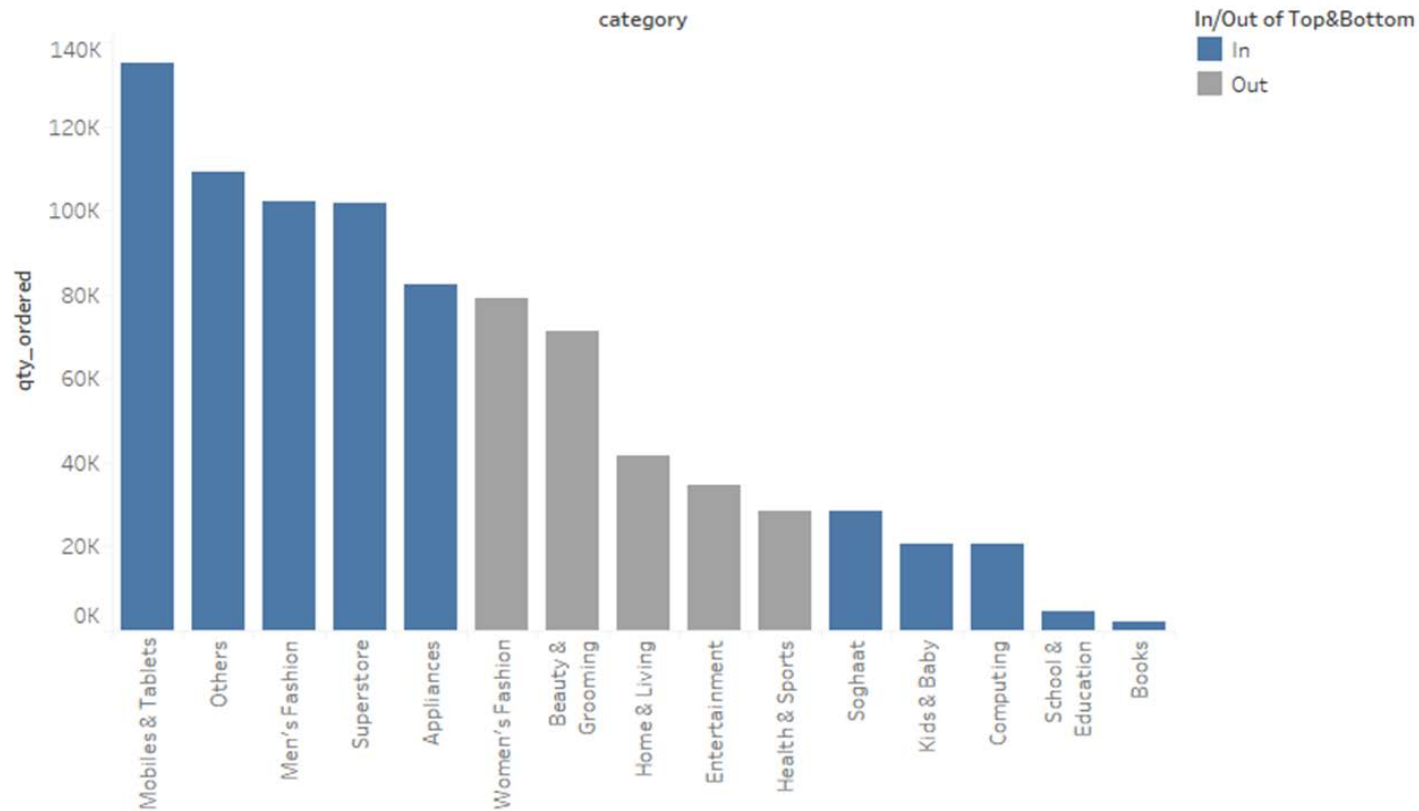
## Revenue as per region



Average of Number of Records and average of Number of Records. For pane Average of Number of Records: Colour shows details about Region. Size shows sum of total. The marks are labelled by Region and % of Total total.

In the above donut chart we can see the revenue generated as per the region. We can see that the majority of revenue generated was from the southern region and the least was from the west region.

## Top and Bottom of quantity ordered per category



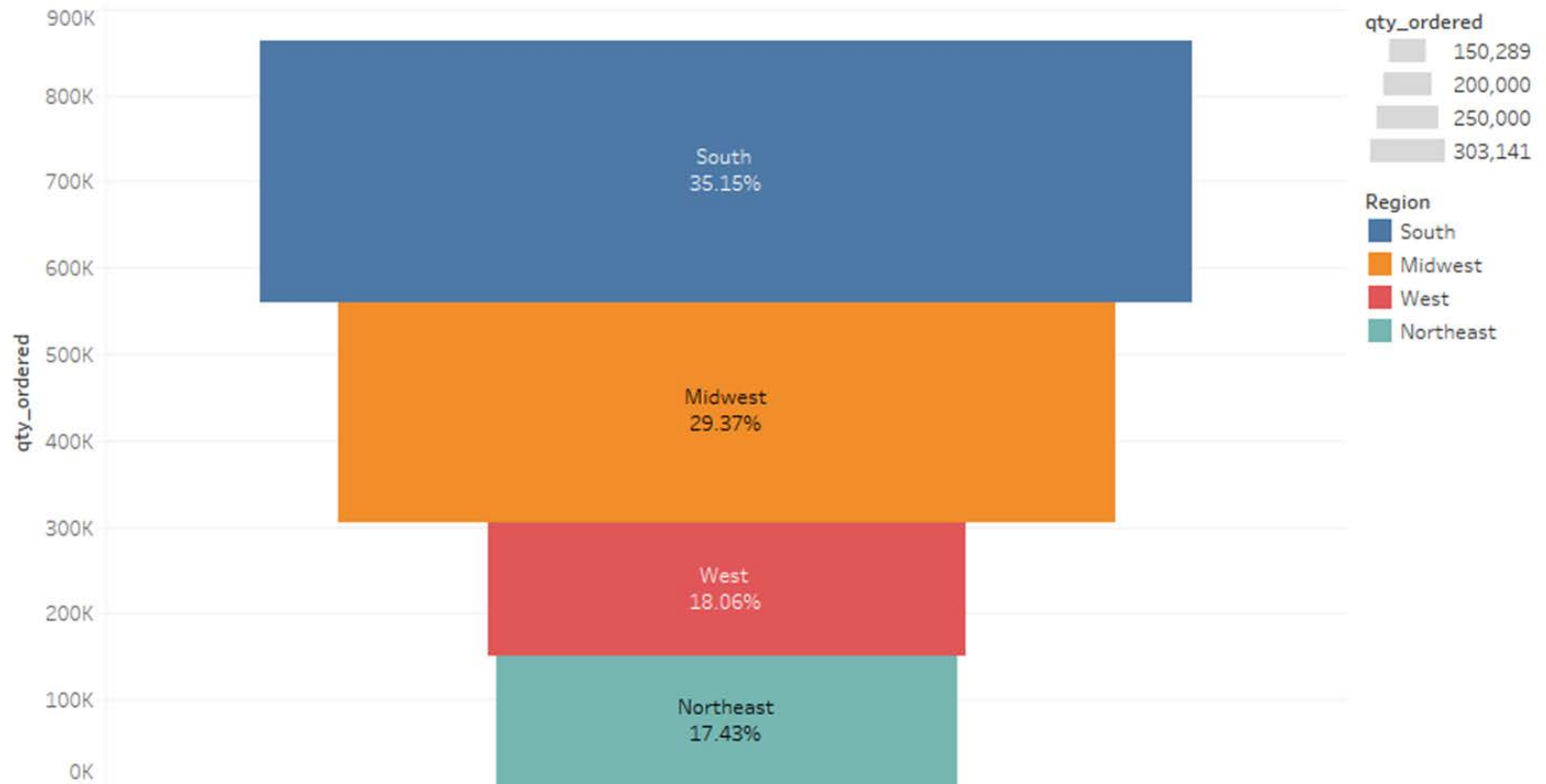
Sum of qty\_ordered for each category. Colour shows details about In/Out of Top&Bottom.

The above bar chart shows the top 5 categories with most amount of quantity ordered by the customers.

This chart also shows the bottom 5 categories.

By this visualization we can conclude that Mobile&tablets is the most ordered product category and books are the least ordered category.

Quantity Ordered as per region

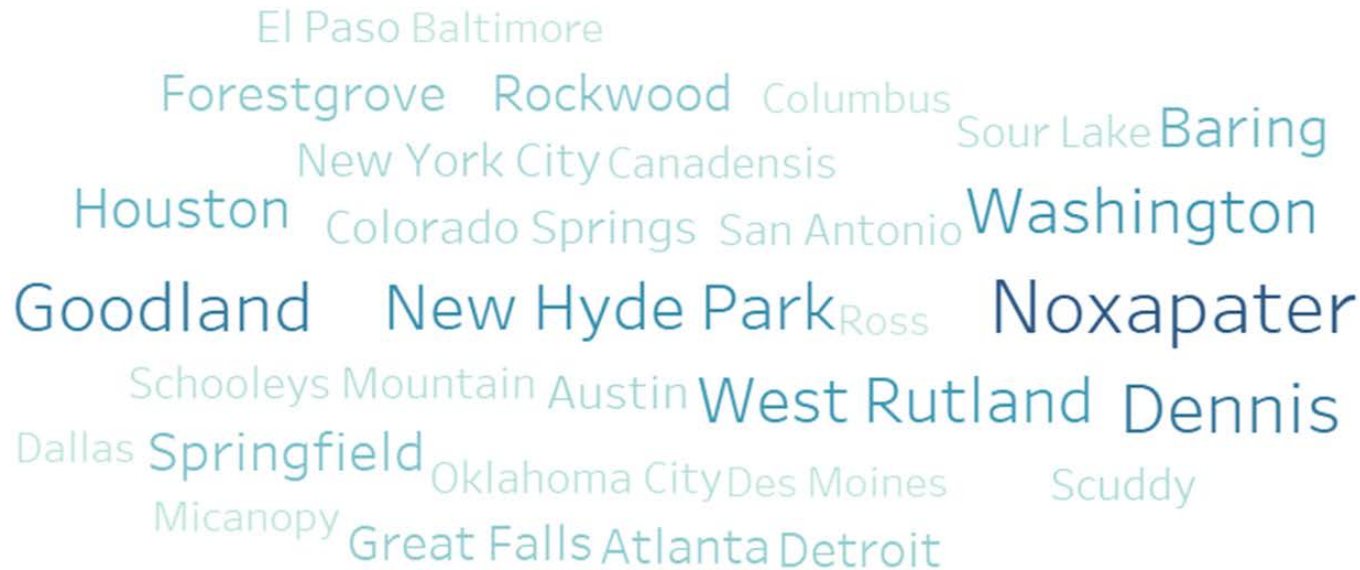


Sum of qty\_ordered. Colour shows details about Region. Size shows sum of qty\_ordered. The marks are labelled by Region and % of Total qty\_ordered.

The above funnel chart shows the percentage of quantity ordered as per the region.

We can conclude that south region has the most quantity ordered.

Top 30 cities as per revenue



City. Colour shows sum of total. Size shows sum of total. The view is filtered on City, which keeps 30 of 15,892 members.

The above visualization is a word map that shows the top 30 cities that generate the most revenue.

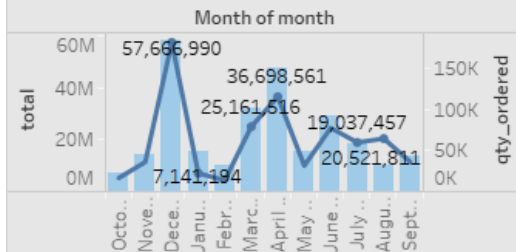
We can see that cities like Noxapeter, goodland, Ney Hyde park, Dennis etc contribute a lot to the total revenue of all the products sold.



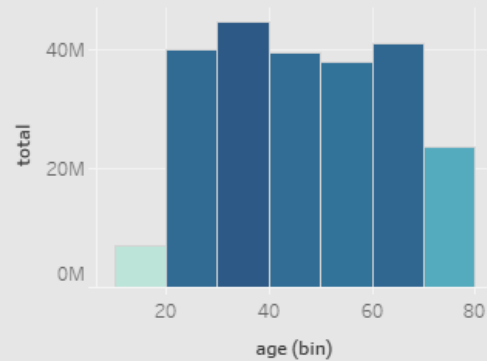
# Dashboard

## CATEGORY ANALYSIS

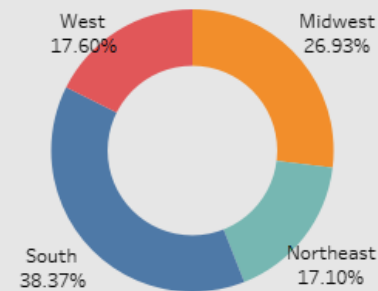
Revenue & Quantity Ordered Per Month



Revenue as per Age



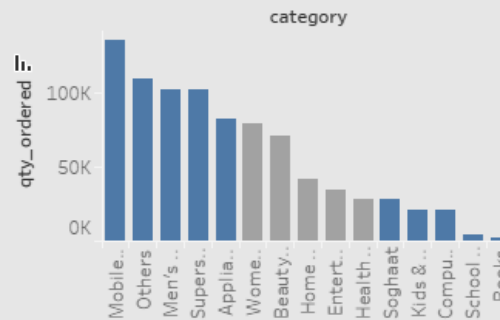
Revenue as per region



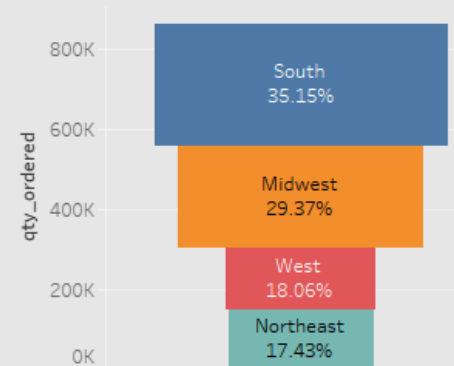
Top 30 cities as per revenue



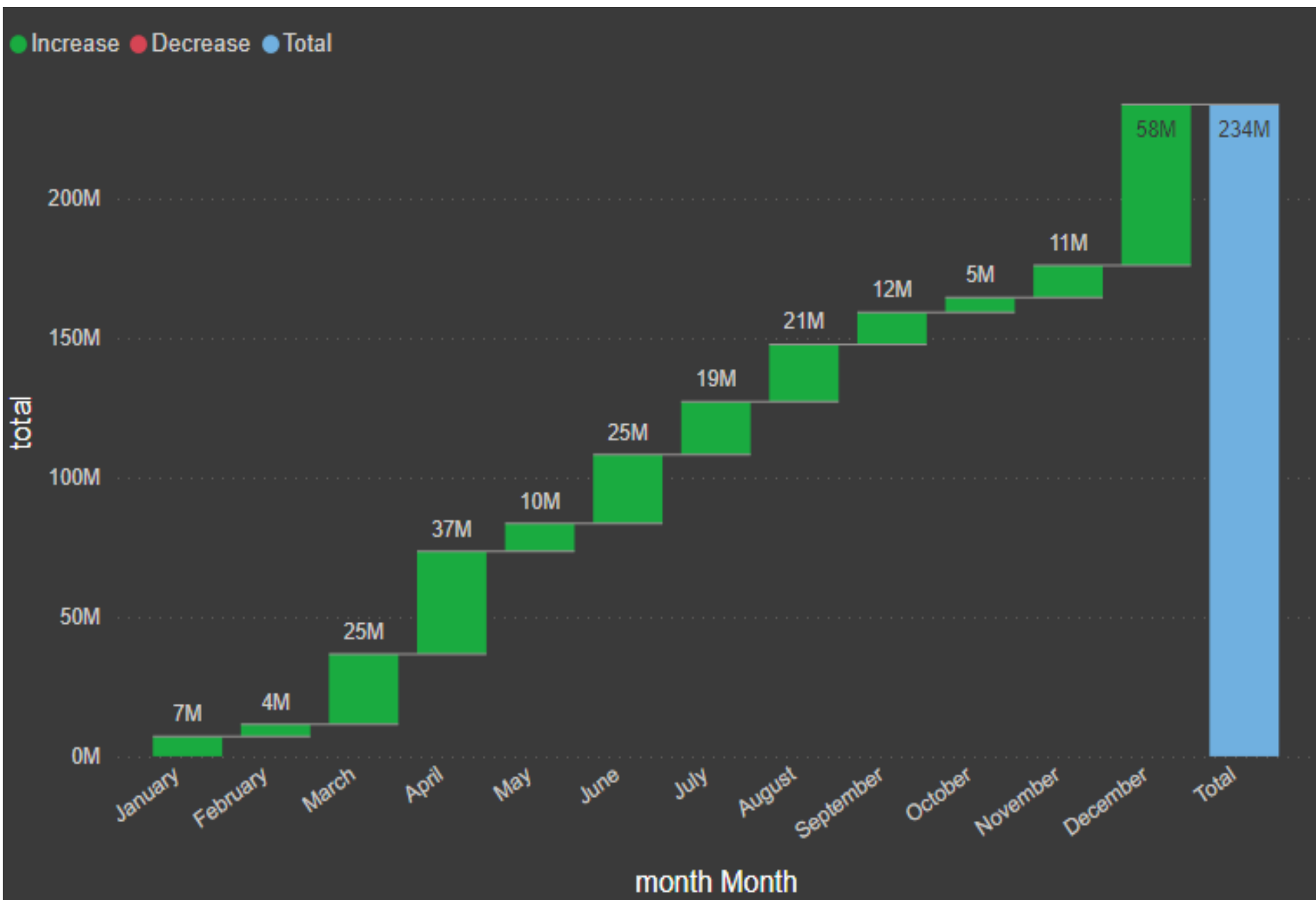
Top and Bottom of quantity ordered per category

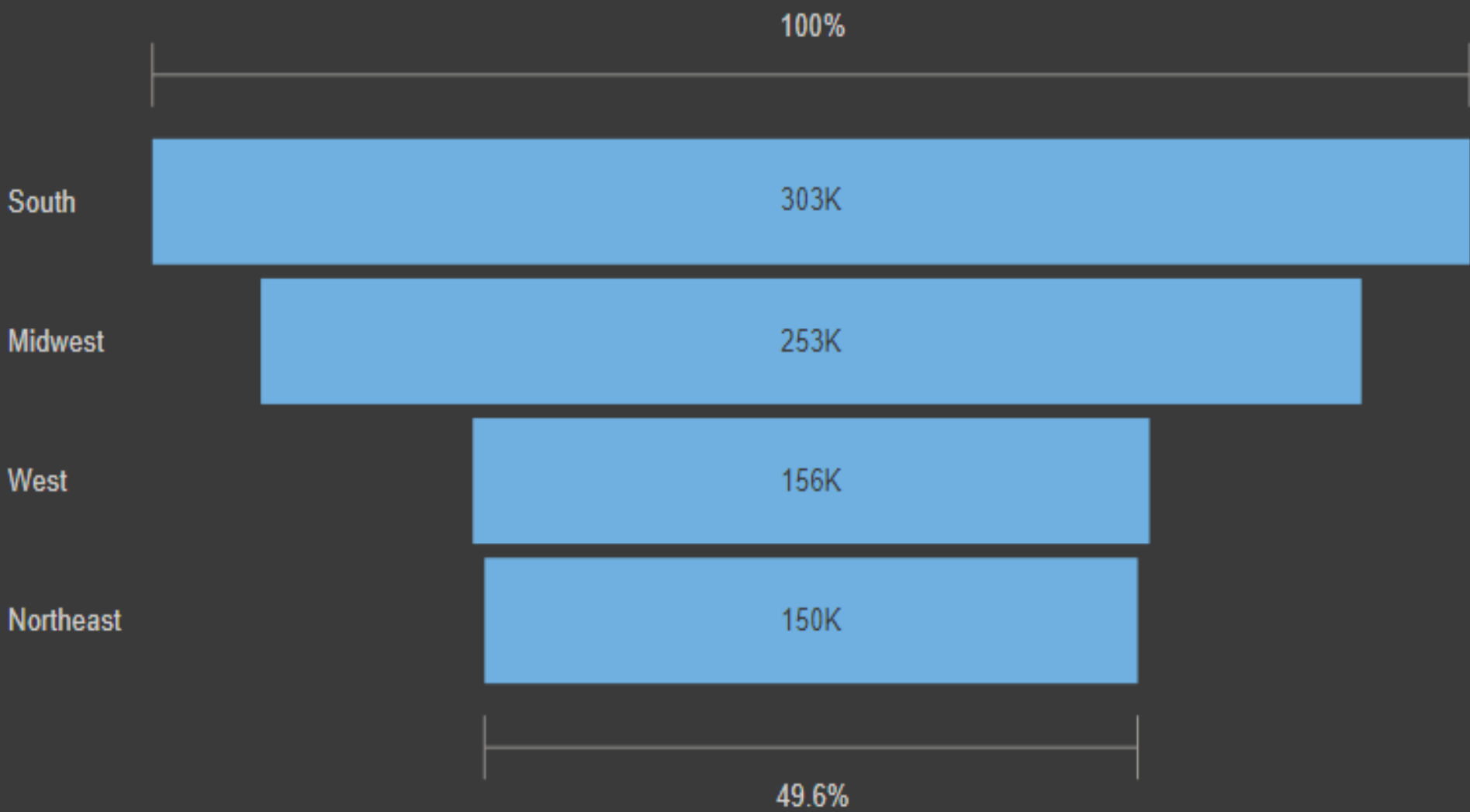


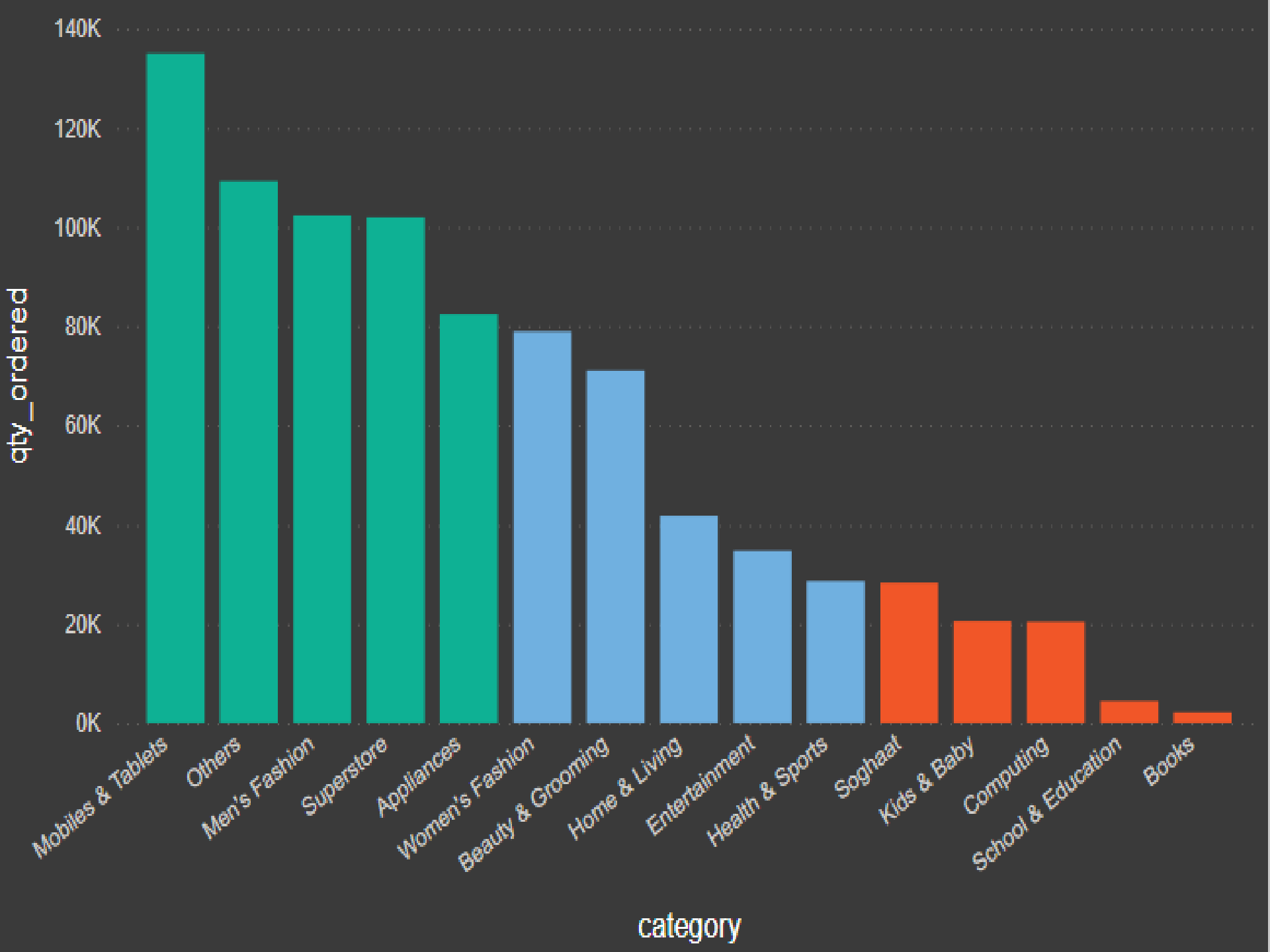
Quantity Ordered as per region

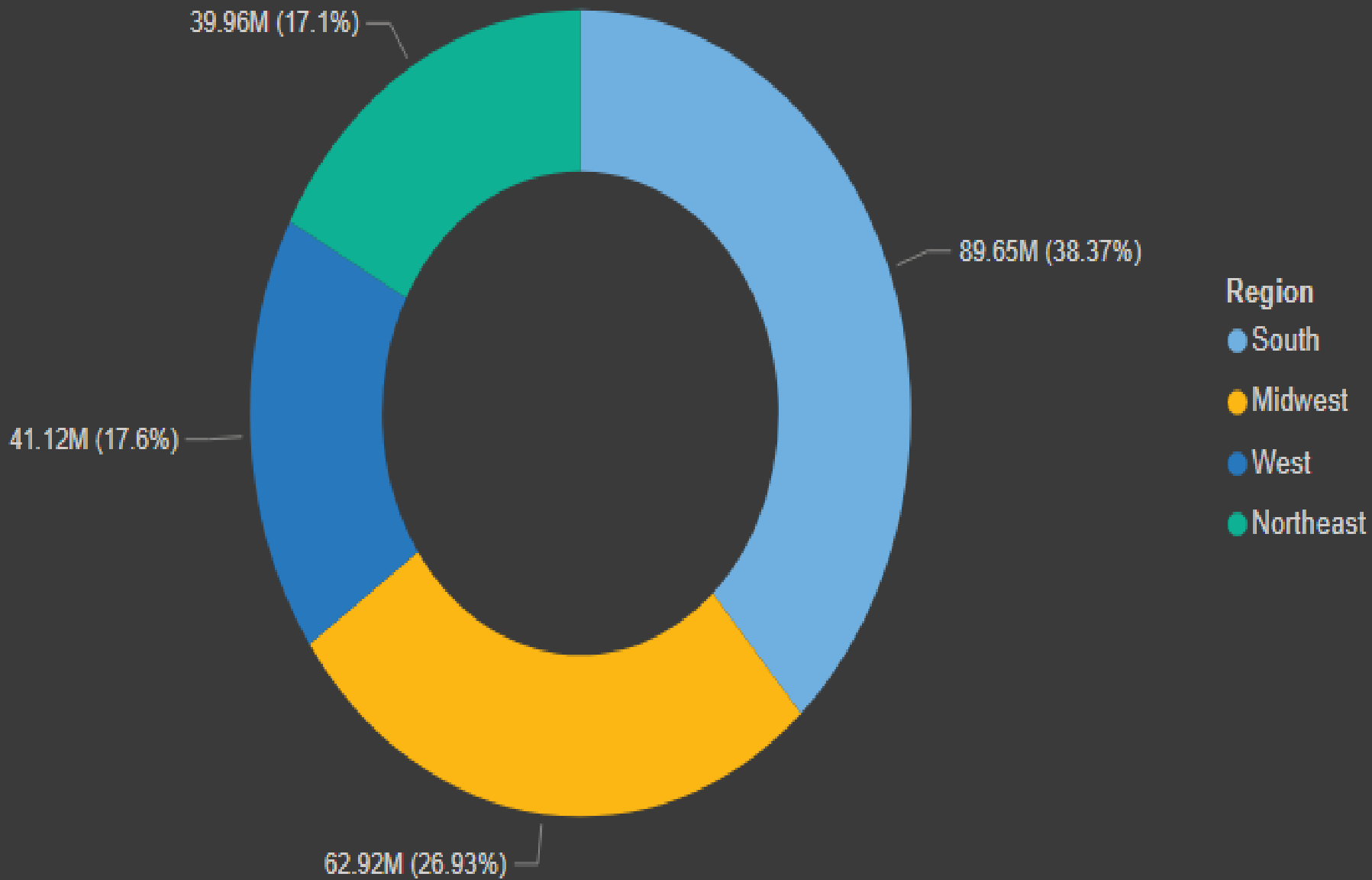


# PowerBI visualizations.

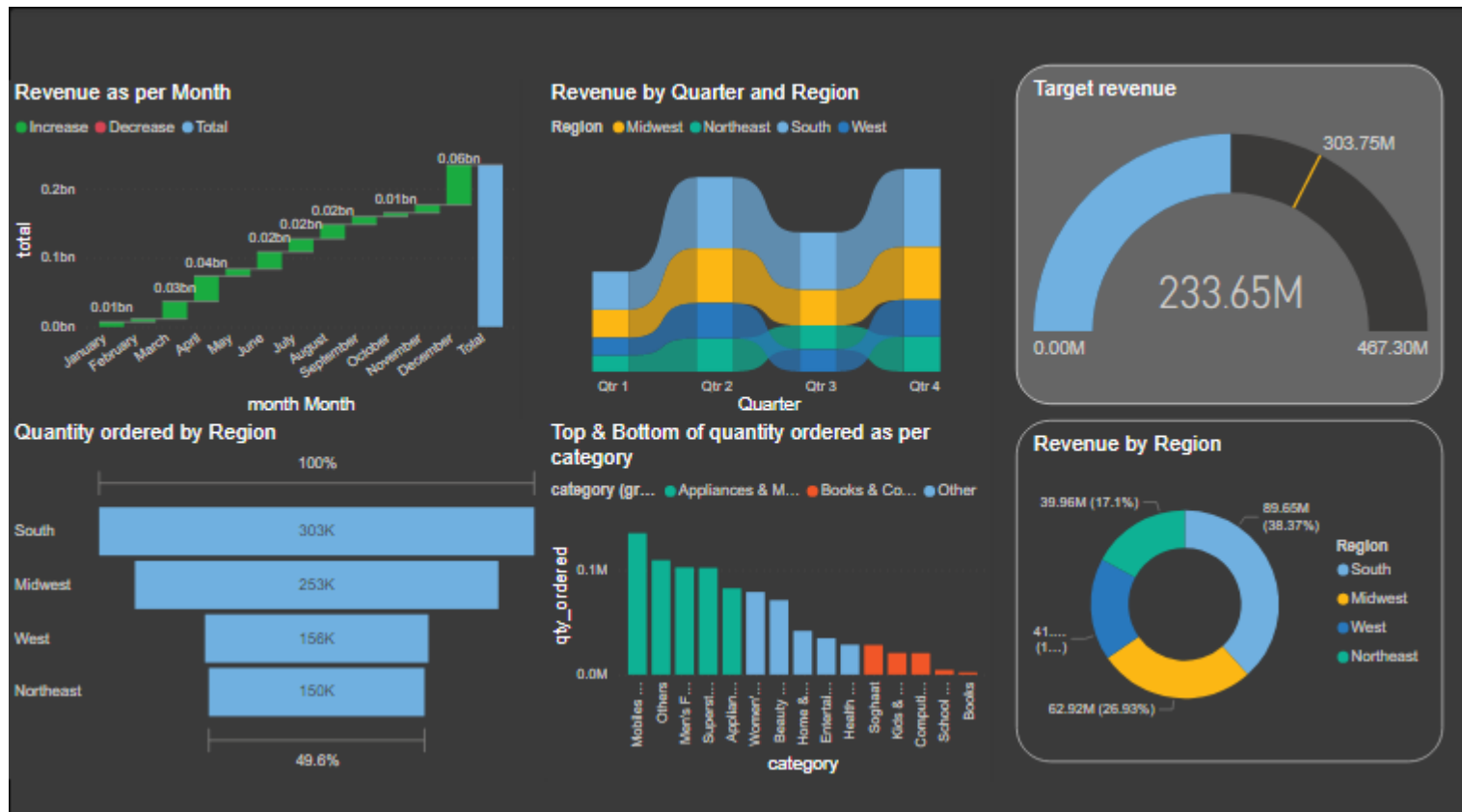








# Dashboard



## Conclusion:

From the above visualizations we can finally conclude that the southern region has the most amount of revenue and quantity generated and thus it has more scope for upcoming businesses and to meet the target revenue.

The month of December generates the most revenue and also has higher demand of products by the customers.

The mobile & tablet industry has higher demands in the quantity ordered and thus becomes a very profitable area for the businesses to run.