

Business Problem Statement & Project Deliverables

Business Problem Statement:

The business aims to understand customer purchase behaviour to improve marketing strategies, enhance customer satisfaction, and increase overall revenue. By analysing customer purchase trends, we seek to uncover insights related to spending patterns, product preferences, discount impact, seasonal variations, and customer loyalty segments. These insights will help optimise decision-making and support business growth.

Project Deliverables

1. Data Cleaning & Preprocessing - Removed inconsistencies, formatted data, and handled missing entries.
2. Exploratory Data Analysis using SQL - Extracted key metrics such as total revenue, preferred colours, sizes, seasonal purchases, payment methods, and review trends.
3. Customer Segmentation Model - Categorised customers into New, Returning, and Loyal based on purchase history.
4. High-Value Customer Identification - Identified customers whose purchase amounts exceed the overall average.
5. Trend & Behaviour Insights - Analysed purchase frequencies, age-wise contribution, and factors influencing buying decisions.
6. Power BI Dashboard Creation - Developed an interactive dashboard visualising KPIs, trends, and customer insights.
7. Project Documentation - Compiled findings, explanations, SQL queries, and business recommendations in a structured format.