Reflection Report:

# Introduction:

This data set is a revealing snapshot of customer purchasing behaviour for "ABC Private Limited," a retail business looking to comprehend and forecast customer expenditure. It has purchase summaries of the chosen high-volume items from last month, providing perspective into how purchase value relates to other customer and product characteristics. The data contains customer demographics (marital status, age, gender, city type, and length of stay in the current city), product data (product category and product ID), and purchase value. The primary reason for using this dataset is to create a purchase value predictive model to enable the company to produce tailored offers against individual customers and their preferred products. This will enable "ABC Private Limited" to optimize marketing efforts and possibly boost sales by reaching out to customers with the appropriate promotions. There has been some preprocessing of the data, some of the categorical data already having been recoded as numerical (referred to as "masked" in the original data). This is a fertile ground for exploratory data analysis and predictive modelling to fulfil the business requirements of "ABC Private Limited."

# Data Source:

<https://www.kaggle.com/datasets/anjalisoni19/black-friday-sales-data>

# Tool Used:

1. Tableau Desktop and Tableau Public
2. Microsoft Word
3. LinkedIn
4. Twitter

# Data Exploration and Preparation:

The dataset, obtained from Kaggle, was initially explored using Microsoft Excel. Excel's built-in functions and features were employed to perform preliminary analyses. Subsequently, a data cleaning process was undertaken, which included reformatting the data structure and addressing missing values through either removal or replacement.

# Visualization Choices and Rationale:

1. How do different age groups contribute to total purchase amounts across different city categories? (Stacked Bar Chart)

A screenshot of a graph

AI-generated content may be incorrect.

1. How do different product categories contribute to the total revenue, segmented by customer age group?

A screenshot of a blue and white color palette

AI-generated content may be incorrect.

1. How does total purchase amount vary across different age groups over time (based on Stay\_In\_Current\_City\_Years)?

A graph of a variety of colors

AI-generated content may be incorrect.

1. How does the purchase behaviour differ between males and females based on city stay duration?

A graph showing the growth of a company

AI-generated content may be incorrect.

# Visualization Dashboard:

A screenshot of a graph

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# Social Media Sharing:

A screenshot of a phone

AI-generated content may be incorrect.A screenshot of a computer

AI-generated content may be incorrect.

# Social Media Feedback:

# LinkedIn Reaction: A screenshot of a computer screen AI-generated content may be incorrect.A screenshot of a computer AI-generated content may be incorrect.

A screenshot of a social media conversation

AI-generated content may be incorrect.A screenshot of a chat

AI-generated content may be incorrect.A screenshot of a social media profile

AI-generated content may be incorrect.A screenshot of a social media conversation

AI-generated content may be incorrect.A screenshot of a chat

AI-generated content may be incorrect.A screenshot of a phone

AI-generated content may be incorrect.A screenshot of a social media post

AI-generated content may be incorrect.A screenshot of a chat

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# Twitter (X) Reactions: A screenshot of a social media post

A screenshot of a social media account

AI-generated content may be incorrect.

# After Feedback and Reactions:

Upon Thoroughly reading the comments and responses on LinkedIn and X, I have found an overwhelmingly positive response. Complimentary remarks like “Looks Great”, “Well Done”, “Great Work”, and “Impressive” are frequently encountered in the responses. This massive approval from the community shows that the current data visualization dashboard has been well accepted and well liked by Followers and Connected people. The favourable responses suggest that the current functionality and design succeed in fulfilling the expectations and requirements of the users.

With the positive feedback, there can be no strong argument for altering the dashboard at this point. Overall acceptance is a sign that the dashboard is indeed delivering the expected insights and user experience. Keeping the current version, we are still able to leverage its tested quality and guarantee that the users will remain content with its performance.

# Reference:

1. Black Friday Sales Data – Kaggle [[1]](#footnote-1)“Black Friday Sales Data.” Accessed February 13, 2025. https://www.kaggle.com/datasets/anjalisoni19/black-friday-sales-data.

1. “Black Friday Sales Data.” [↑](#footnote-ref-1)