# Customer Segmentation Project Insights

## 1. Overview

This project analyzes customer data to identify patterns and segment customers based on key metrics. A dashboard with charts and slicers has been created for interactive data exploration.

## 2. Data Summary

• RAW DATA: Contains original customer details. It includes columns like Customer ID, Age, Income, Location, Gender, etc.

• MODIFIED DATA: A cleaned version of raw data with necessary transformations applied.

• PIVOT TABLE: Summarized customer data categorized by different segments.

## 3. Dashboard Graph Summaries

• Purchase Frequency by Customers: The chart displays how frequently customers make purchases. It helps identify regular buyers and occasional shoppers.

• Income Distribution by Gender: Shows the total income distribution across different genders. This insight helps in targeting specific customer groups based on financial capacity.

• Product-Wise Purchase Analysis: Displays the total purchase count for each product. It highlights the most and least popular products among customers.

• Customer Segmentation by Gender: This chart helps understand whether males, females, or others contribute more to overall sales.

## 4. Key Features

• Charts & Dashboard: A visually interactive summary with customer trends.

• Slicers: Used to filter charts dynamically, making analysis easier.

• Formulas: Various Excel formulas applied for calculations and segmentation.

## 5. Observations

• The pivot table helps in breaking down customer data effectively.

• Slicers make it easy to analyze specific groups of customers.

• Formulas help in deriving meaningful insights for segmentation.

## 6. Suggestions

• Ensure data consistency in the modified sheet for accurate calculations.

• Use conditional formatting in dashboards for better visualization.

• Validate statistical findings with real business scenarios

This project is a great start for understanding customer segmentation and data analysis using Excel!