Customer Segmentation for Magazines of Outlook Publications Using Power BI

Overview

This project presents a comprehensive analysis of Outlook Magazine's dataset using Microsoft Power BI. The objective is to uncover actionable insights, identify key performance trends, and address critical business questions through data-driven storytelling and visualization.

Objectives

- To design an interactive Power BI dashboard providing a 360° view of Outlook Magazine's performance metrics.
- To analyse readership trends across categories, authors, and publication timelines.
- To identify growth opportunities and optimize editorial strategies based on data insights.
- To enable management with self-service analytics for better decision-making.

Dataset

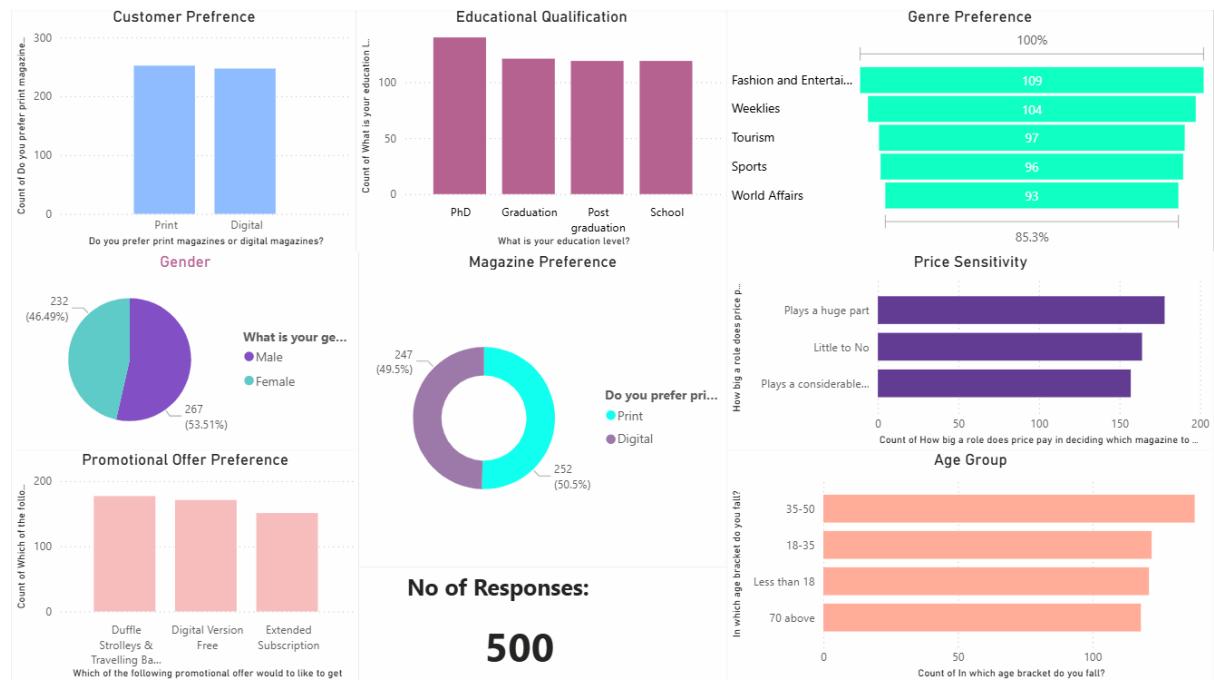The data for this project is sourced from Officials of Outlook Publications.

Dataset Link: Magazine Dataset

Key Business Problems

1.What is the overall customer preference between print and digital magazines?

2. Which magazine genres are most popular among Outlook readers?

3. How do demographic factors such as age, gender, and education influence magazine preferences?

4. How price-sensitive are Outlook's customers when it comes to magazine subscriptions?

5. Which promotional offers are most effective in attracting and retaining subscribers?

6. What are the key factors driving customer satisfaction and loyalty?

7. How can Outlook balance its print and digital strategy to cater to diverse audiences?

8. What actionable insights can be derived from segmentation to improve content, pricing, and marketing decisions?

Dashboard

Findings

1. Balanced Format Preference: Customers are almost equally divided between print and digital magazines, showing that both mediums remain relevant.

2. Genre Popularity: Fashion and Entertainment are the most preferred genres, followed by Weeklies, Tourism, and Sports, indicating strong demand for lifestyle-oriented content.

3. Demographic Insights:

The majority of readers fall within the 35–50 age group, with a slightly higher proportion of female readers and most being graduates or postgraduates.

4. Price Sensitivity: Price plays a significant role in purchasing decisions, as most respondents indicated they are highly price-conscious.

5. Promotional Offers: Tangible rewards like travel bags and digital add-ons such as free e-versions are more effective than extended subscriptions in attracting readers.

6. Customer Satisfaction Drivers: Readers appreciate Outlook's credibility and reporting style, but expect better content relevance, quality, and paper material.

7. Digital vs. Print Strategy: The gradual shift toward digital consumption highlights the need for Outlook to strengthen its digital presence while maintaining print quality for loyal subscribers.

8. Segmentation Insights: Data segmentation through Power BI helped identify distinct reader clusters based on demographics, preferences, and behaviours — enabling targeted marketing and strategic decision-making.

Conclusion

The analysis of customer segmentation for Outlook Publications demonstrates that the company stands at a strategic intersection between traditional and digital media. With nearly equal interest in both formats, Outlook must pursue a hybrid strategy—enhancing its print value while investing in digital innovation. By leveraging data analytics, the organization can tailor content, pricing, and promotions to specific audience segments, ultimately boosting reader engagement, subscription growth, and brand loyalty. Continuous feedback collection, improved content quality, and personalized marketing will help Outlook strengthen its market position and sustain success in a rapidly evolving media landscape.