Project Summary

This project explores how retail businesses can utilize customer data to improve their marketing strategies and enhance customer satisfaction. Using a dataset rich in demographic information, purchase histories, and behavior patterns, I conducted a detailed analysis to uncover actionable insights. The process included data cleaning and transformation using advanced Excel functions like **XLOOKUP** and the **substitute function**, followed by creating an interactive Tableau dashboard to visualize key metrics.

The analysis revealed valuable trends, including gender-specific spending habits, age-related purchasing behaviors, and regional profitability differences. Men were identified as higher spenders, particularly on clothing and accessories, and were more likely to hold subscriptions. Age analysis indicated peaks in spending during life transitions, while regional exploration highlighted Montana and the South as strong markets. These insights point to numerous opportunities for businesses to refine their strategies.