

**DECATHLON**

# **CUSTOMER TRANSACTIONS DATA ANALYSIS**

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# OVERVIEW OF THE PROJECT

- This project aimed to leverage customer transaction data to gain a deeper understanding of customer behaviour.
- **Data Source:** Two years of customer transaction details.
- **Tools Used:** Microsoft Excel, Oracle SQL Database, Power BI



# METHODOLOGY

## STAGE 1: RAW DATA IN EXCEL

- WE EXPLORED AND CLEANSED THE RAW CUSTOMER TRANSACTION DATA IN MICROSOFT EXCEL.
- THIS INITIAL DATA EXPLORATION PHASE ENSURED DATA ACCURACY AND CONSISTENCY.

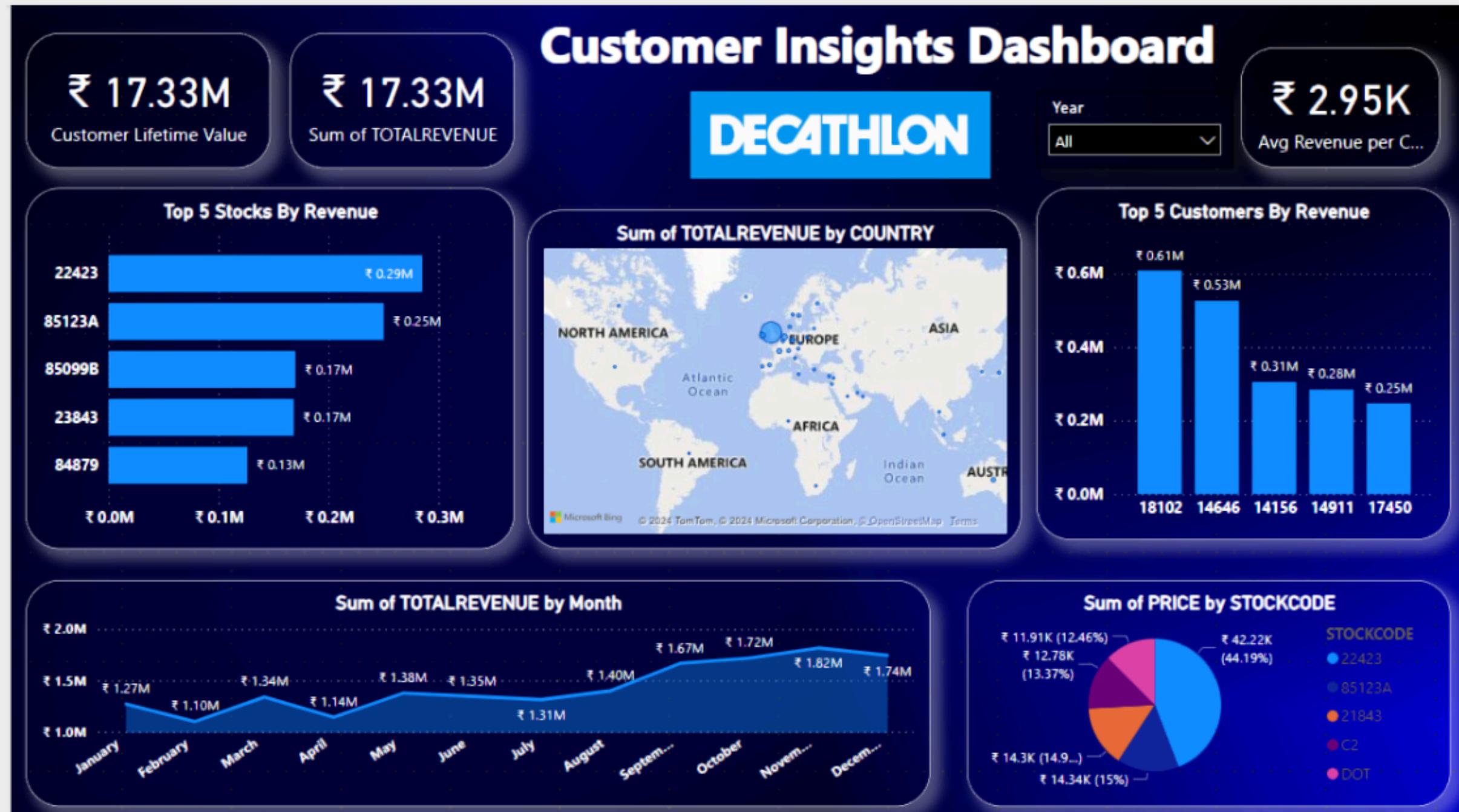
## STAGE 2: DATA CLEANING IN ORACLE SQL

- THE CLEANSED DATA WAS THEN TRANSFERRED TO AN ORACLE SQL DATABASE.
- WITHIN THE SQL DATABASE, WE WERE ABLE TO MANIPULATE THE DATA AND CREATE NEW DATA POINTS FOR FURTHER ANALYSIS.

## STAGE 3: INSIGHTS AND VISUALIZATION IN POWER BI

- POWER BI SERVED AS THE PLATFORM FOR ADVANCED DATA ANALYSIS AND VISUALIZATION.
- BY LEVERAGING POWER BI'S CAPABILITIES, WE WERE ABLE TO UNCOVER HIDDEN PATTERNS AND TRENDS WITHIN THE CUSTOMER DATA SET.
- THE INSIGHTS GLEANED FROM THIS ANALYSIS WERE THEN TRANSLATED INTO CLEAR AND CONCISE VISUALIZATIONS FOR EFFECTIVE COMMUNICATION.

# KEY FINDINGS AND INSIGHTS



# UNVEILING CUSTOMER BEHAVIOR TRENDS

- **Customer Lifetime Value (CLTV):** This metric identifies our most valuable customers, enabling us to tailor marketing strategies for maximum impact.
- **Top Customers by Revenue:** Understanding our top spenders empowers us to develop targeted marketing initiatives to cultivate their continued loyalty.
- **Product Popularity:** Discovering which products are most frequently purchased informs inventory management, product placement strategies, and promotions.
- **Geographic Trends:** Investigating buying habits across various regions allows us to customize marketing campaigns for specific geographic areas.

LEVERAGE CUSTOMER INSIGHTS TO CRAFT  
TARGETED MARKETING CAMPAIGNS THAT  
RESONATE WITH SPECIFIC CUSTOMER SEGMENTS.

DEVELOP LOYALTY PROGRAMS TO REWARD HIGH-  
VALUE CUSTOMERS AND INCENTIVIZE REPEAT  
PURCHASES.

OPTIMIZE PRODUCT OFFERINGS AND  
PROMOTIONS BASED ON PRODUCT  
POPULARITY TRENDS.

## RECOMMENDATIONS TO DRIVE SALES AND ENHANCE CUSTOMER EXPERIENCE



IMPLEMENT DATA-DRIVEN INVENTORY  
MANAGEMENT TO ENSURE STOCK  
AVAILABILITY FOR IN-DEMAND PRODUCTS.

TAILOR MARKETING MESSAGES AND  
PROMOTIONS TO BUYING HABITS IN  
DIFFERENT GEOGRAPHIC REGIONS.

REGULARLY ANALYZE CUSTOMER  
DATA TO STAY AHEAD OF EVOLVING  
TRENDS AND BUYING BEHAVIORS.

# CONCLUSIONS

- This customer insights dashboard provides valuable insights into customer behavior.
- By leveraging these insights, we can make data-driven decisions to:Enhance the customer experience
- Drive sales growth
- Foster stronger customer relationships



CONCLUSION

**THANK YOU  
VERY MUCH**