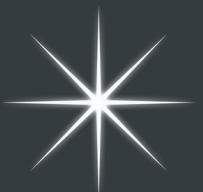




# CUSTOMER PURCHASE ANALYSIS ( POWER BI )





# INTRODUCTION

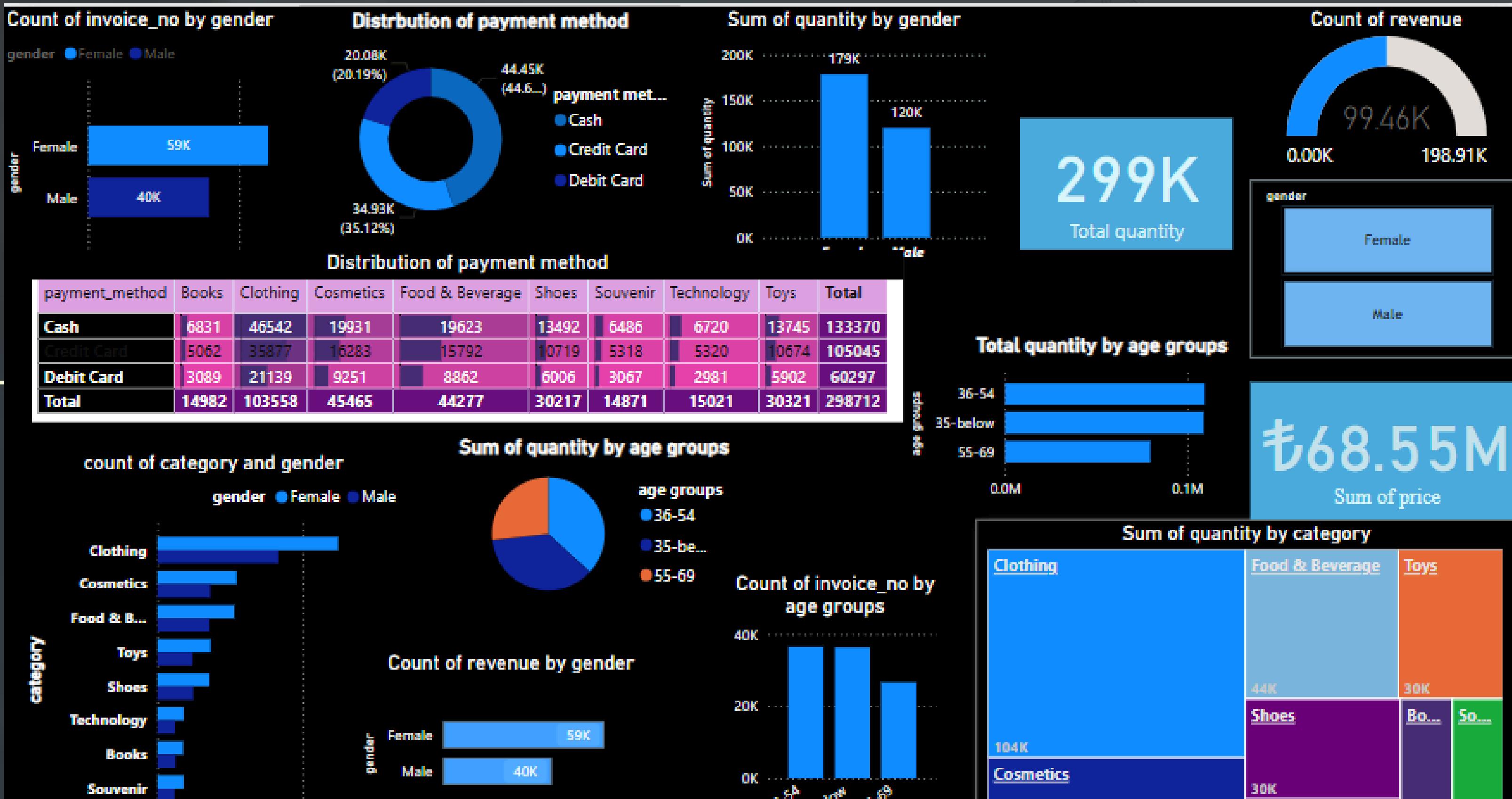
Hello ,i'm Yatheein

Today, I'm thrilled to present my first power BI project ,crafted with a company level approach to data analysis.

This project dives the data into customer behaviour, sales performance and business trends using real-world analytical methods.



# CUSTOMER DATA ANALYSIS



# INSIGHTS

1. Female customers are more engaged and contribute higher sales volume and revenue.
2. Majority of customers prefer digital payments, especially credit cards, indicating a modern and possibly tech-savvy customer base.
3. clothing and cosmetics dominate sales, these can be focal points for promotions or bundling offer.
4. Younger demographics are more active buyers; tailor marketing strategies towards their interests.
5. Strong overall performance; useful benchmark for evaluating growth or seasonal variations.
6. gender-targeted marketing can increase conversions—e.g., male-focused campaigns in underperforming categories.
7. Category-specific payment behavior can inform checkout optimization and promotions (e.g., card-based discounts).

# STRATEGIC RECOMMENDATIONS

- Align stock levels with top categories and malls based on sales trends.
- Invest more in top-performing categories (e.g., Clothing, Technology).
- Offer discounts or loyalty points for cashless transactions to increase average order value.
- Focus marketing efforts on females aged 26–35, as they contribute significantly to total revenue and purchase volume.
- Run flash sales and events before holidays.
- Make ads in peak time to reach out the customer.





**THANK YOU**