2Market Technical Report

Understanding customer purchase behavior through demographics, advertising effectiveness, and best-selling products for 2 market - a fictional shop.

Key Questions We're Exploring

1

Customer Demographics

Who are our customers and what defines them?

2

Best-Selling Products

Which products drive profitability across different demographics?

3

Advertising Effectiveness

Which channels deliver the strongest conversion rates?

Our goal: Help 2Market better target advertising and marketing by understanding purchase behavior patterns across location, marital status, income, and education levels.

Analytical Approach

Data Preparation

- *Combined marketing and advertising CSV files*

- *Cleaned data using Excel and SQL*

- *Removed 207 outliers and duplicates*

- *Identified 296 geographical anomalies*

Visualization Strategy

- *Imported clean data into Tableau*

- *Created digestible visualizations for stakeholders*

- *Focused on customer Recency over join dates*

- *Maintained consistent branding and formatting*

Who Are Our Customers?

90%

Over 40 Years Old

Majority of customer base in mature age brackets

50%+

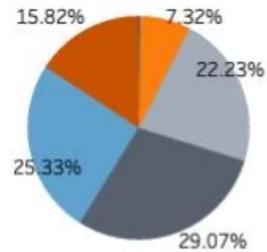### Ages 50-60

Largest single demographic segment
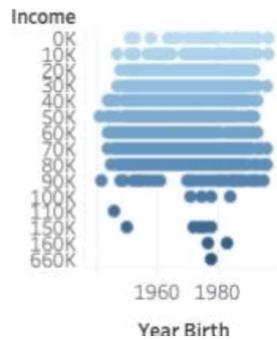
60%

In Relationships

Married or together status dominates

Customers are well-educated with fairly even income distribution across all ages. Spain represents nearly 50% of the customer base with 947 customers.
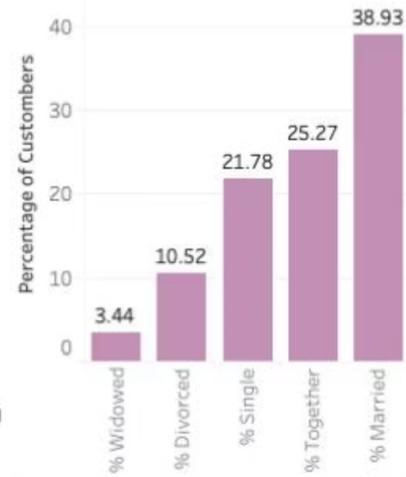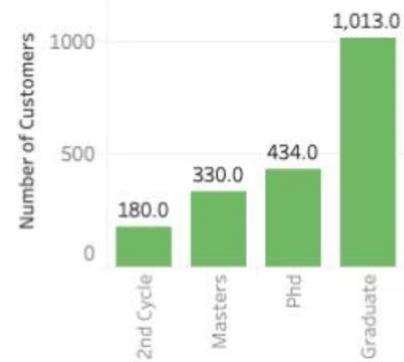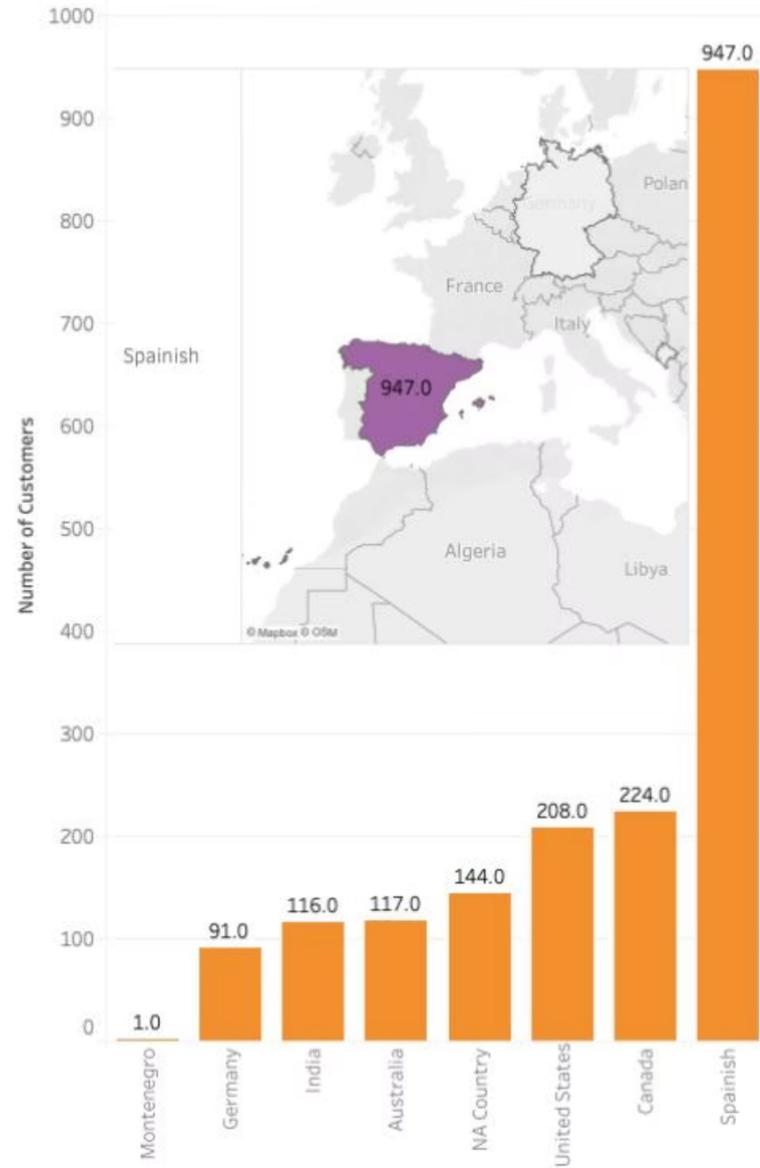
Customer Age Demographics

Age Range	
20-30	0.23%
30-40	7.28%
40-50	22.12%
50-60	28.91%
60-70	25.20%
70-80	15.73%
80+	0.52%

Age Range
- 40-50
- 50-60
- 60-70
- 70-80

Pie chart: 15.82%, 7.32%, 22.23%, 25.33%, 29.07%

Age to Income

Income vs Year Birth scatter plot

Relationship Demographics

Bar chart: % Widowed 3.44, % Divorced 10.52, % Single 21.78, % Together 25.27, % Married 38.93

Married	781.0
Together	507.0
Single	437.0
Divorced	211.0
Widowed	69.0

Level of Education

Bar chart: 2nd Cycle 180.0, Masters 330.0, Phd 434.0, Graduate 1,013.0

Customer Location Demographics

Map showing Spain highlighted with 947.0

Bar chart: Montenegro 1.0, Germany 91.0, India 116.0, Australia 117.0, NA Country 144.0, United States 208.0, Canada 224.0, Spainish 947.0

Customer Demographics Dashboard

Education Levels

Graduate: 1,013 customers lead, followed by PhD (434) and Masters (330)

Relationship Status

Married (781), Together (507), Single (437) dominate customer base

Geographic Spread

Spain leads significantly, followed by US, Canada, and Australia
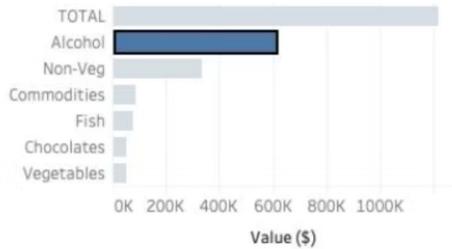
ALCOHOL ($)

613,534

Product Sales ($)

Vegetables	52,961
Chocolates	54,662
Commodities	87,570
Non-Veg	337,223
Alcohol	613,534
Total	1,221,416

Top Product Sales ($)

Country	
SPAIN	545,092

947.0

Product Popularity

TOTAL
Alcohol
Non-Veg
Commodities
Fish
Chocolates
Vegetables

0K 200K 400K 600K 800K 1000K
Value ($)

Total Sales by Country ($)

Country	
SPAIN	545,092
SOUTH AFRICA	163,983
CANADA	136,337
NA	85,400
AUSTRALIA	61,754
INDIA	60,804
GERMANY	56,018
UNITED STATES	55,017
MONTENEGRO	1,194
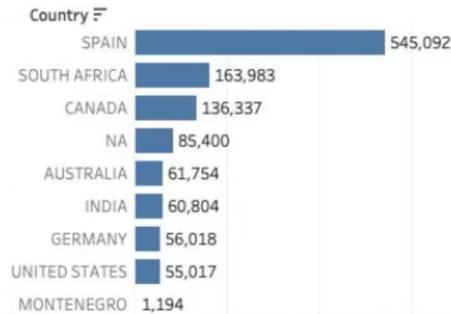
Percentages of Sales Per Country

Country	Alcohol	Commodi..	Fish	Non-Veg	Vegetabl..	TOTAL SA..
SPAIN	47.49%	48.34%	45.82%	45.94%	46.14%	46.72%
SOUTH AFRICA	13.97%	13.50%	14.71%	14.12%	13.71%	14.05%
CANADA	11.77%	12.02%	11.00%	11.64%	12.40%	11.69%
NA	7.38%	6.65%	7.43%	7.13%	6.77%	7.32%
AUSTRALIA	5.25%	6.07%	6.05%	5.15%	5.59%	5.39%
INDIA	4.92%	4.87%	4.92%	5.78%	5.57%	5.21%
GERMANY	4.85%	3.83%	4.89%	4.75%	4.69%	4.80%
UNITED STATES	4.31%	4.61%	4.94%	5.35%	5.12%	4.72%
MONTENEGRO	0.07%	0.12%	0.24%	0.13%	0.00%	0.10%

Products Sold by Location

AUSTRALIA
Alcohol 32,220
Non-Veg 17,363
Commodities 5,800
Fish 4,565
Vegetables 2,961
Chocolates

CANADA
Alcohol 72,196
Non-Veg 39,262
Commodities 10,015
Fish 8,299
Vegetables 6,565
Chocolates

GERMANY
Alcohol 29,746
Non-Veg 16,002
Commodities 4,091
Fish 3,694
Vegetables 2,485
Chocolates

INDIA
Alcohol 30,169
Non-Veg 19,503
Commodities 4,470
Fish 3,713
Vegetables 2,949
Chocolates

NA
Alcohol 45,282
Non-Veg 24,046
Commodities 6,877
Fish 5,607
Vegetables 3,588
Chocolates

SOUTH AFRICA
Alcohol 85,687
Non-Veg 47,617
Commodities 12,317
Fish 11,099
Vegetables 7,263
Chocolates

SPAIN
Alcohol 291,372
Non-Veg 154,929
Commodities 39,779
Fish 34,576
Vegetables 24,436

0K 100K 200K 300K
Value ($)

Best-Selling Products Analysis

Alcohol Dominates

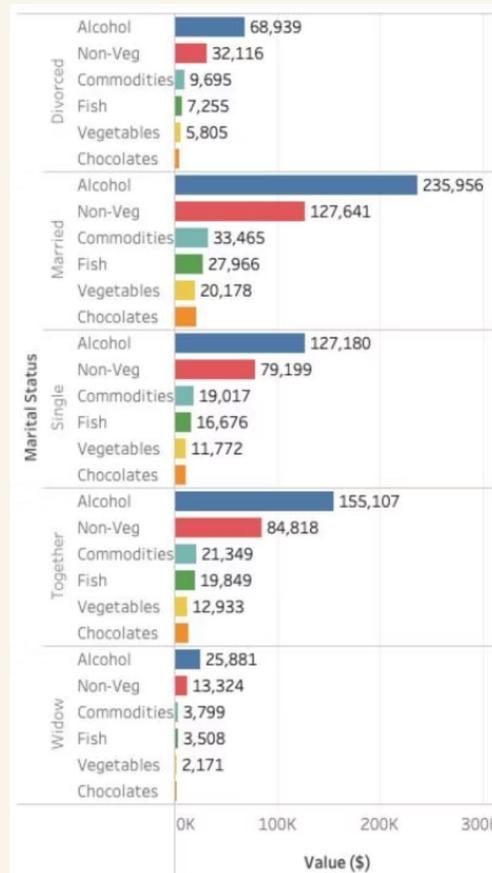*$613,534* in sales - over 50% of total product revenue

Spain's Impact

46.72% of total sales, with *$291,372 in alcohol alone*

Total Revenue

$1,221,416 across all product categories

Sales by Demographics Dashboard

Couples Drive Sales

Married and together customers account for over 50% of alcohol sales, exceeding $600K

Income Sweet Spot

Customers earning $50-80K represent the majority of purchases across all categories

Family Impact

Fewer kids and teens at home correlates with higher spending power, especially on alcohol
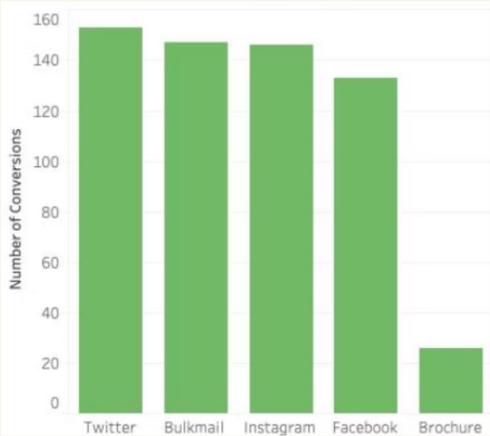
Geographic & Demographic Conversions
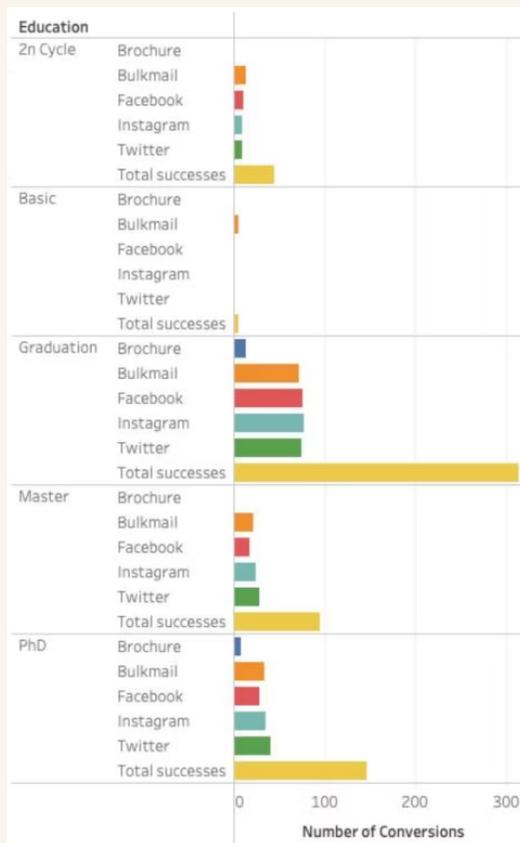
Advertising conversions remain relatively consistent across most countries, marital statuses, and age groups. Spain currently holds the most value while graduate-level customers respond most effectively to all advertising channels.

Key Recommendations & Next Steps

Focus Online Advertising

Increase digital marketing in regions with lower market share to capture untapped potential.

Improve Data Collection

Address geographical anomalies (296 identified) to ensure accurate future reporting and analysis

Deeper Analysis

Leverage SQL for more granular percentage analysis and uncover additional insights from the dataset