

DATA ANALYSIS  
CUSTOMER OVERVIEW OF



MSC 703

SUBMITTED BY  
KHALAD SAIFUL  
ID: 23174026



SOFTWARE:  POWER BI



Location

Barisal

Chattogram

Dhaka

Gender

Female

Male

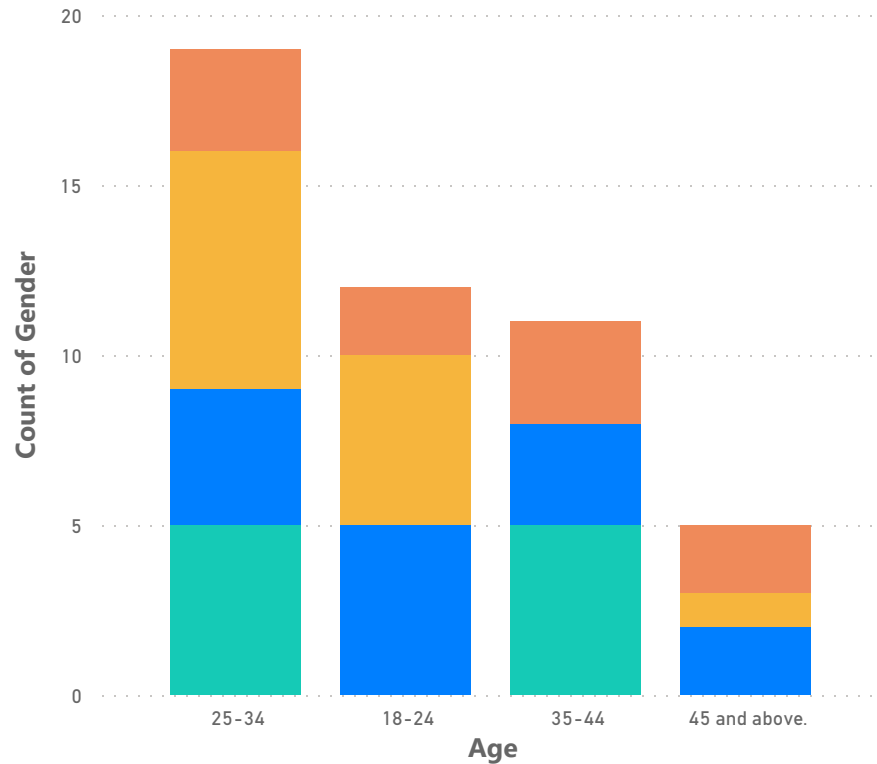
Age

All

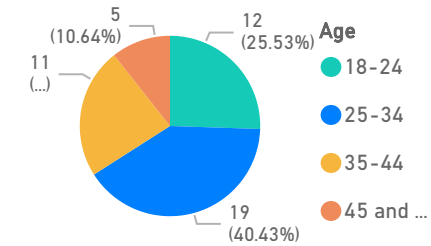
## Trend

### Count of Gender by Age and Reason

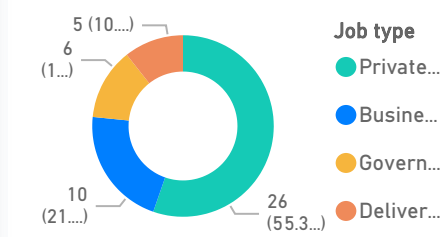
Reason Convenience and ease of use Cost Fuel efficiency Traffic jam



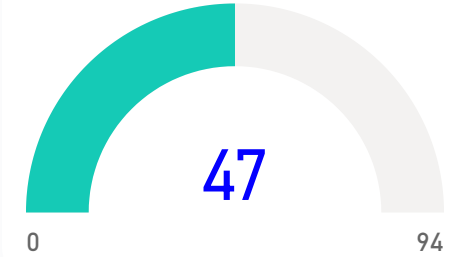
### Count of Gender by Age



### Count of Age by Job type

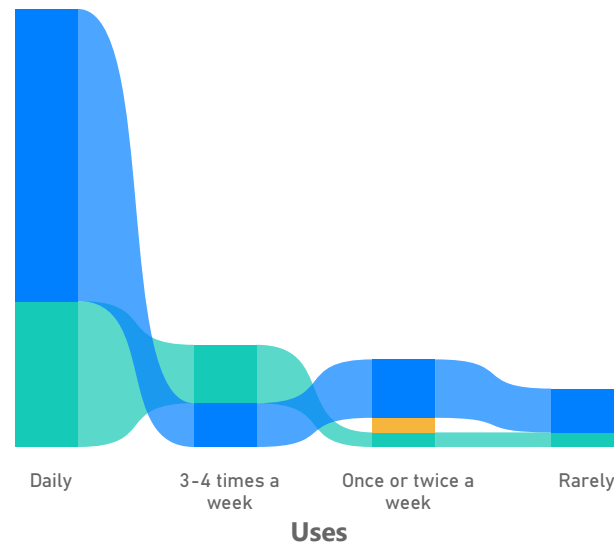


### Count of Recommendation



### Count of Job type by Uses and Gender

Gender Female Male Prefer not to say



## Traffic jam

Reason to buy scooter

Location Barisal Chattogram Dhaka





Location

Barisal

Chattogram

Dhaka

Gender

Female

Male

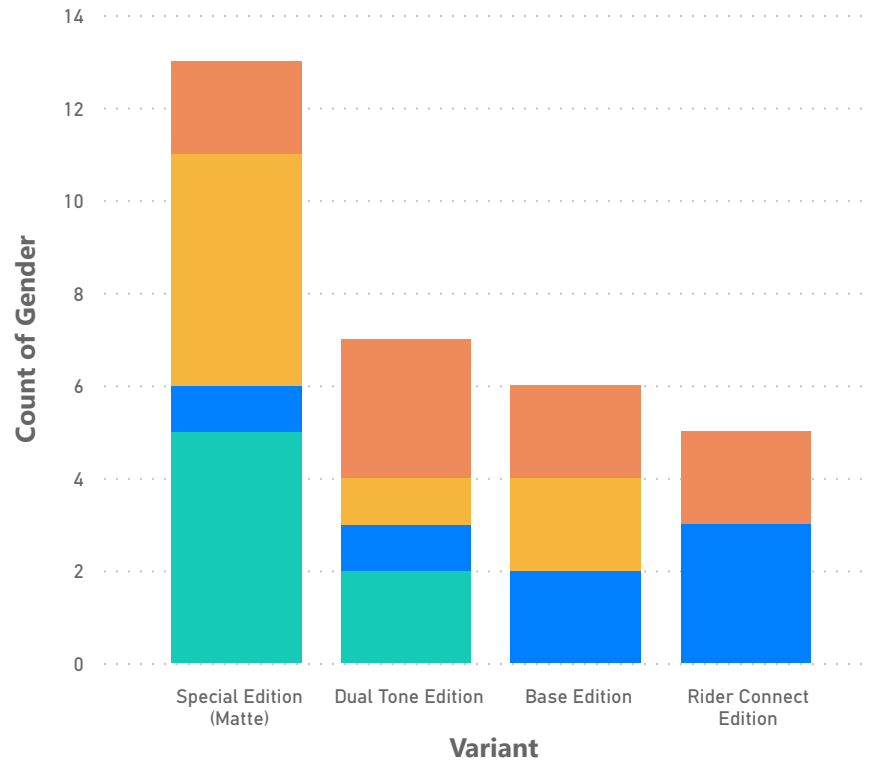
Age

All

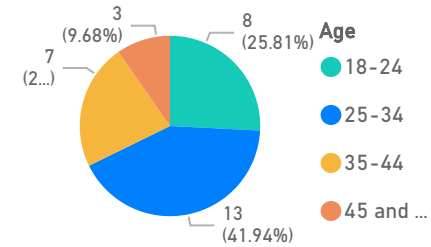
## Trend

### Count of Gender by Variant and Reason

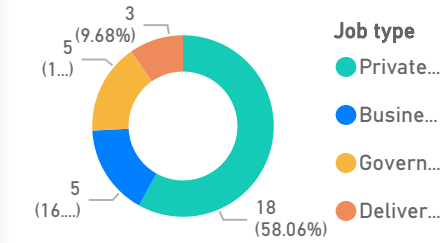
Reason Convenience and ease of use Cost Fuel efficiency Traffic jam



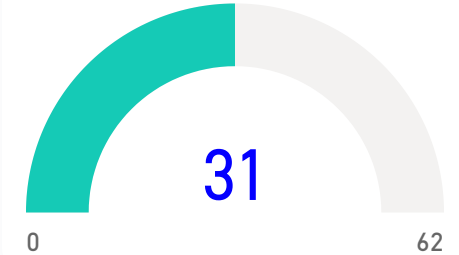
### Count of Gender by Age



### Count of Age by Job type

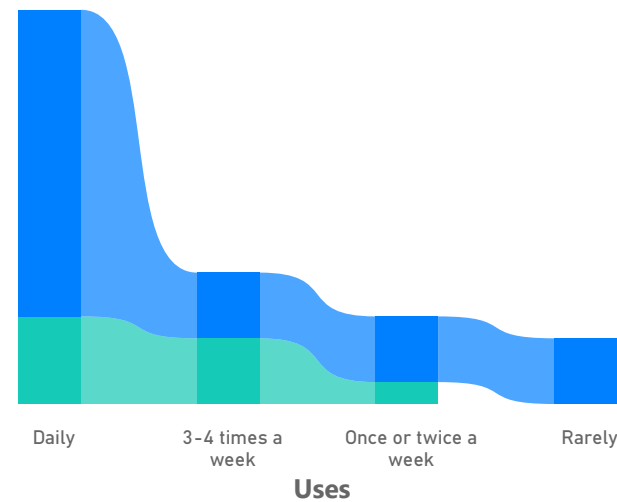


### Count of Recommendation



### Count of Job type by Uses and Gender

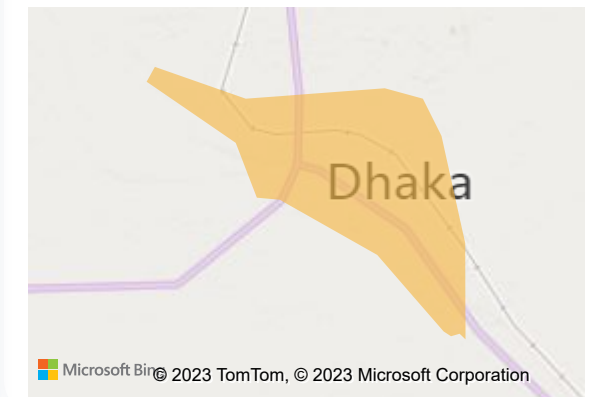
Gender Female Male



## Traffic jam

Reason to buy scooter

Location Dhaka





Location

Chattogram

Dhaka

Khulna



Gender

Female

Male

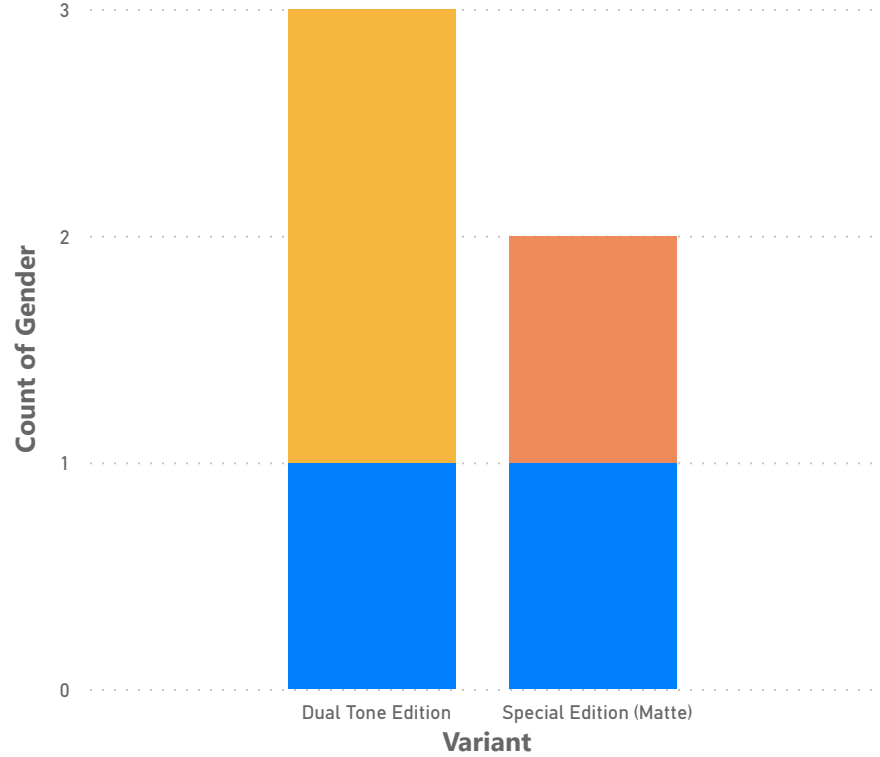
Age

All

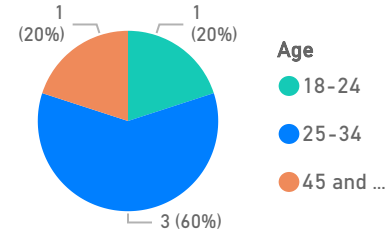
## Trend

### Count of Gender by Variant and Reason

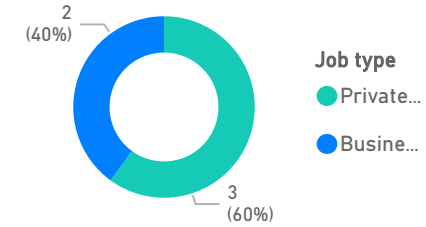
Reason ● Cost ● Fuel efficiency ● Traffic jam



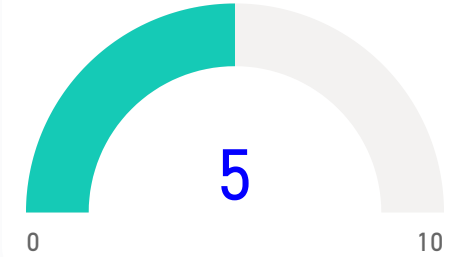
### Count of Gender by Age



### Count of Age by Job type



### Count of Recommendation



### Count of Job type by Uses and Gender

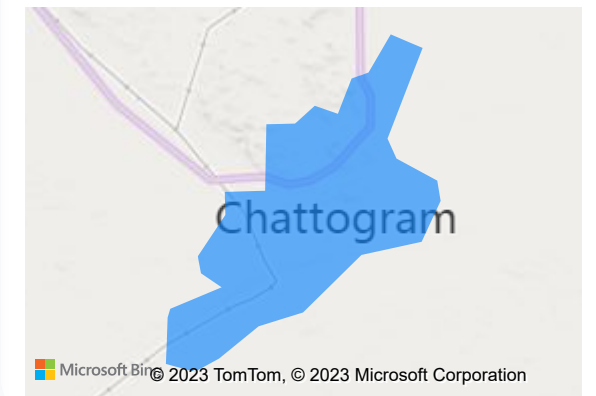
Gender ● Female



## Traffic jam

Reason to buy scooter

Location ● Chattogram







Location



Chattogram

Dhaka

Khulna



Gender

Female

Male

Age

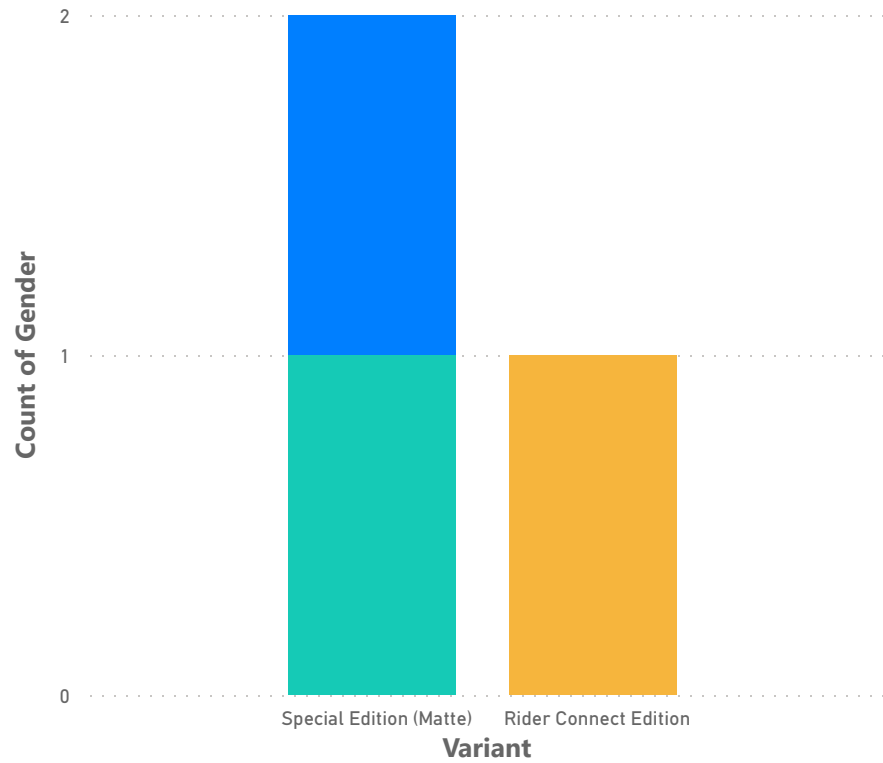
All



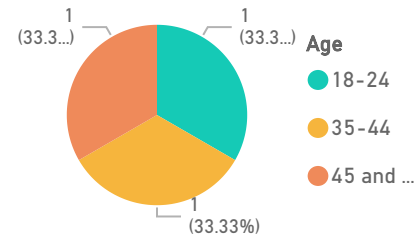
## Trend

### Count of Gender by Variant and Reason

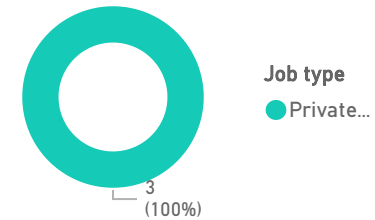
Reason Convenience and ease of use Cost Fuel efficiency



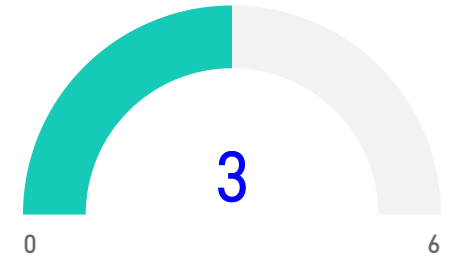
### Count of Gender by Age



### Count of Age by Job type

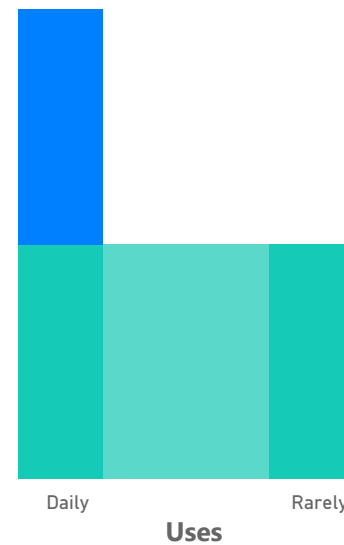


### Count of Recommendation



### Count of Job type by Uses and Gender

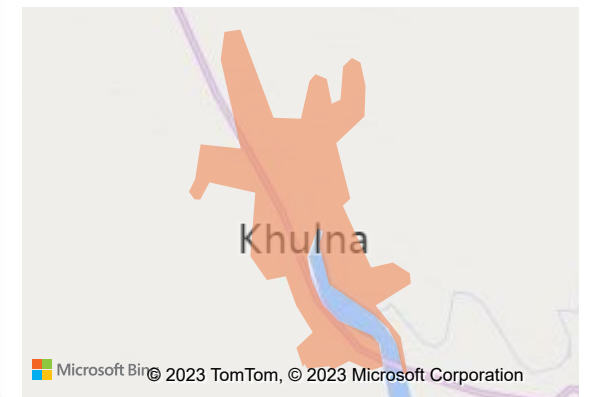
Gender Female Male



## Fuel efficiency

Reason to buy scooter

Location Khulna





Location



Dhaka

Khulna

Rajshahi



Gender

Female

Prefer not to say

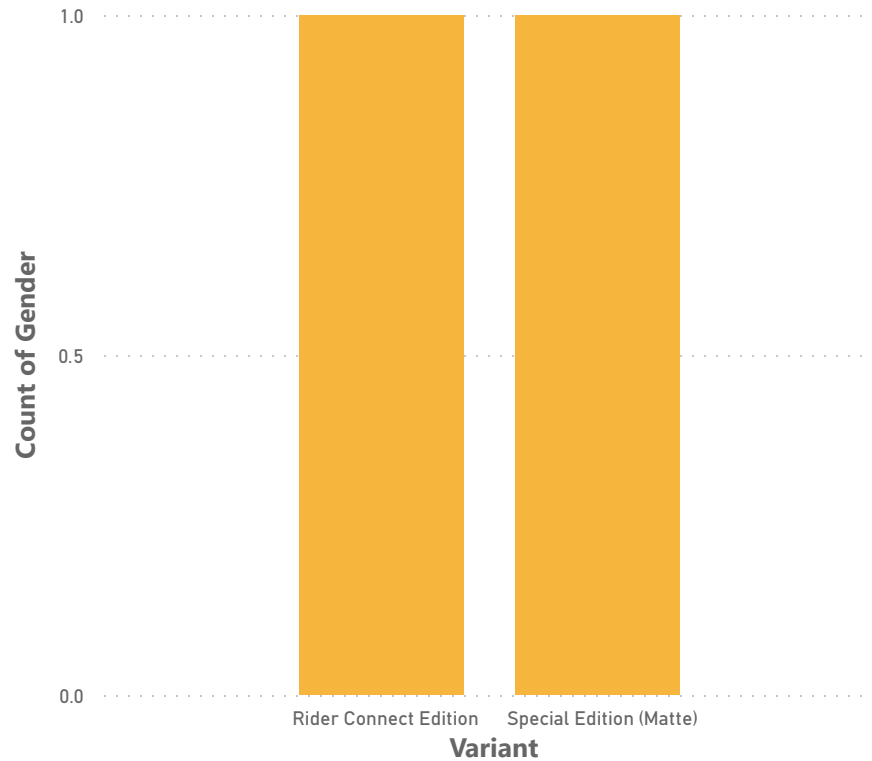
Age

All

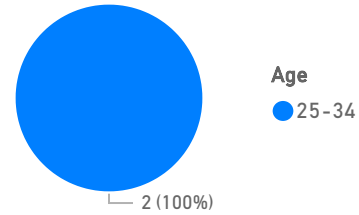
## Trend

### Count of Gender by Variant and Reason

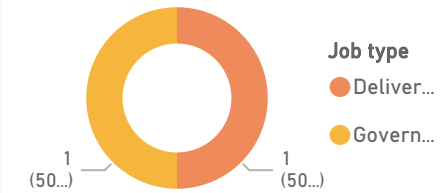
Reason ● Fuel efficiency



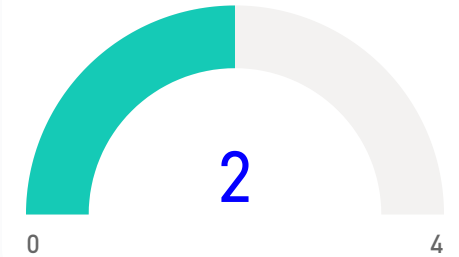
### Count of Gender by Age



### Count of Age by Job type



### Count of Recommendation



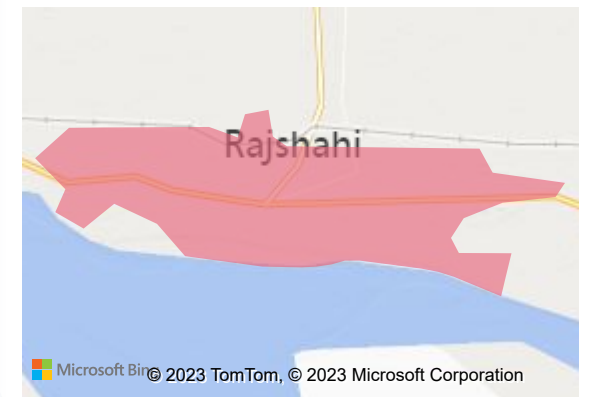
### Count of Job type by Uses and Gender

Gender ● Female ● Prefer not to say



## Fuel efficiency Reason to buy scooter

Location ● Rajshahi





Location



Khulna

Rajshahi

Sylhet

Gender

Male

Age

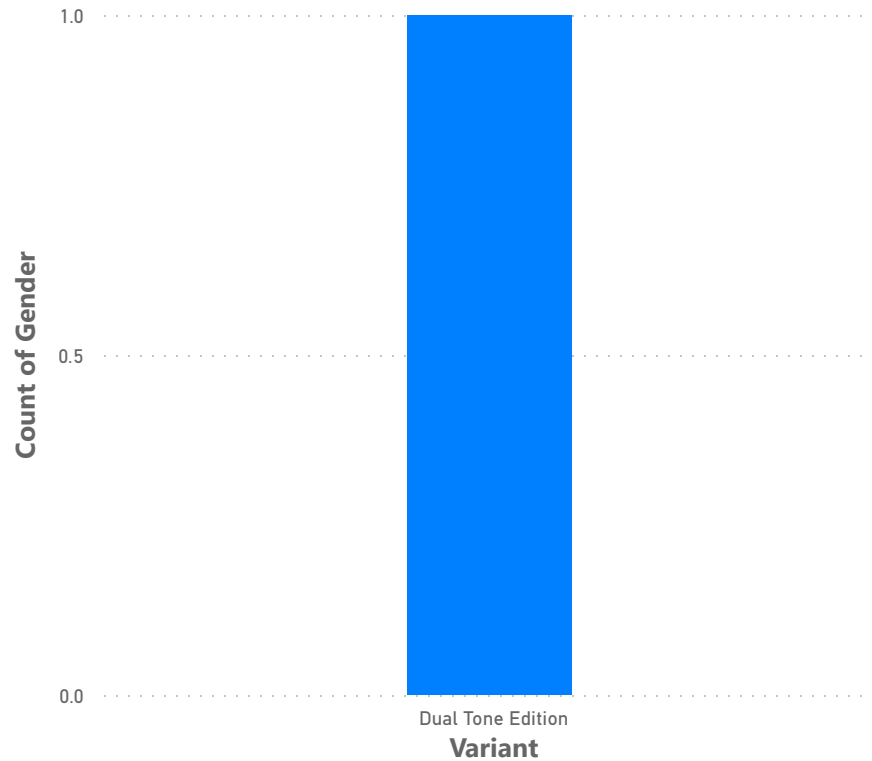
All



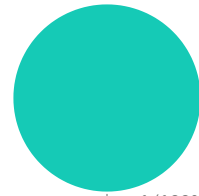
## Trend

### Count of Gender by Variant and Reason

Reason ● Cost



### Count of Gender by Age

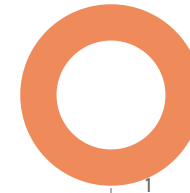


Age

● 18-24

1 (100%)

### Count of Age by Job type

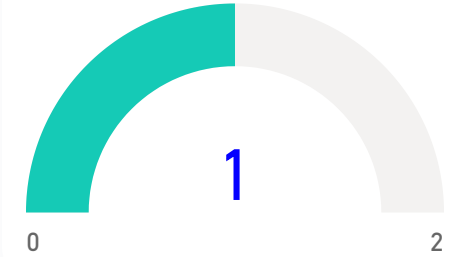


Job type

● Deliver...

1 (100%)

### Count of Recommendation



### Count of Job type by Uses and Gender

Gender ● Male

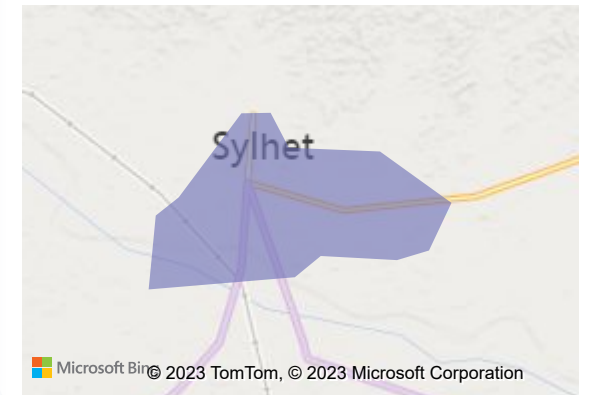


Daily  
Uses

## Cost

Reason to buy scooter

Location ● Sylhet





Location

Chattogram

Dhaka

Gender

Female

Male

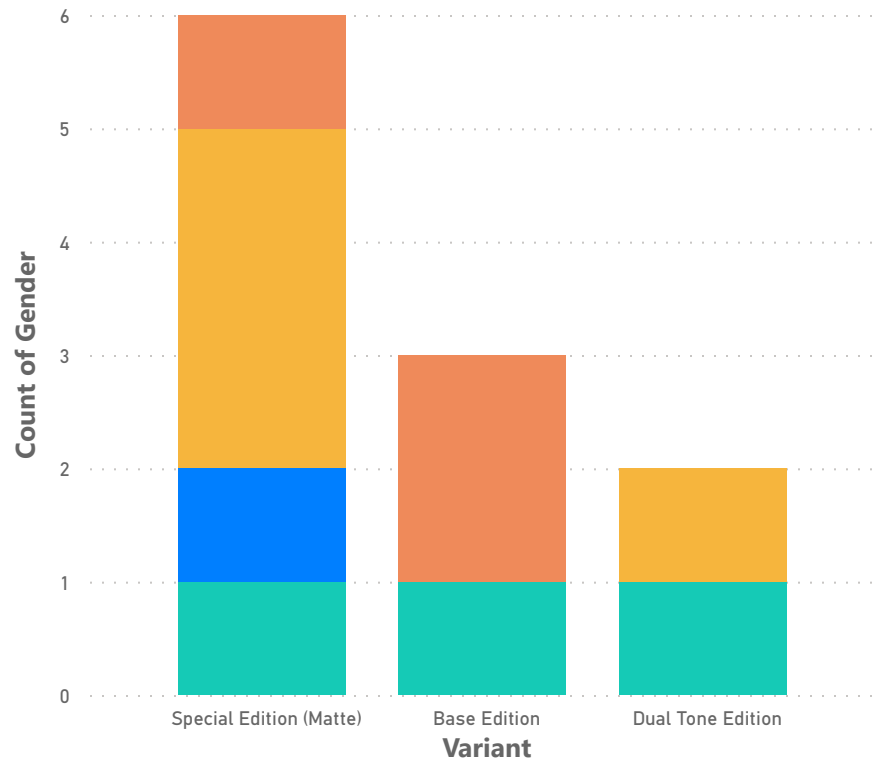
Age

25-34

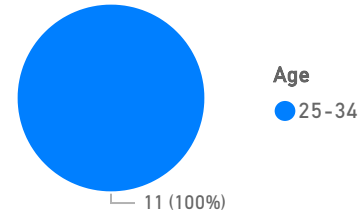
## Trend

### Count of Gender by Variant and Reason

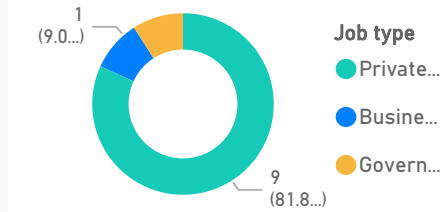
Reason Convenience and ease of use Cost Fuel efficiency Traffic jam



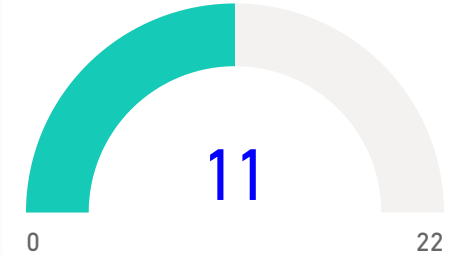
### Count of Gender by Age



### Count of Age by Job type

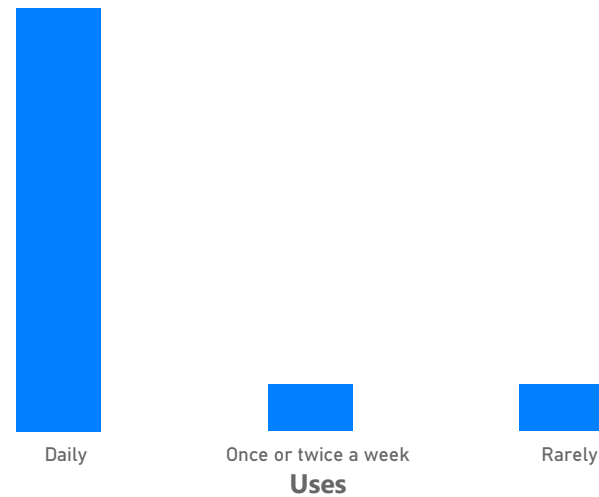


### Count of Recommendation



### Count of Job type by Uses and Gender

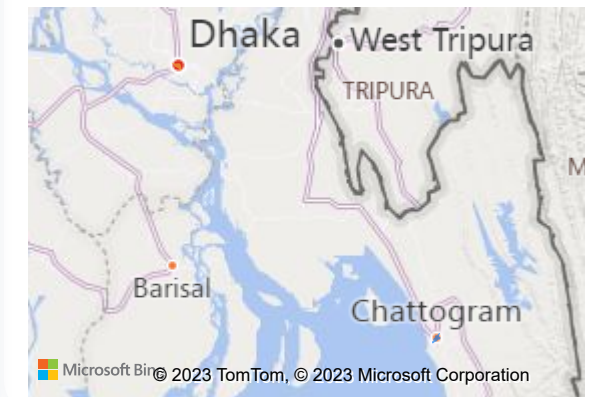
Gender Male



## Traffic jam

Reason to buy scooter

Location Chattogram Dhaka





Location

Barisal

Chattogram

Dhaka



Gender

Female

Male

Age

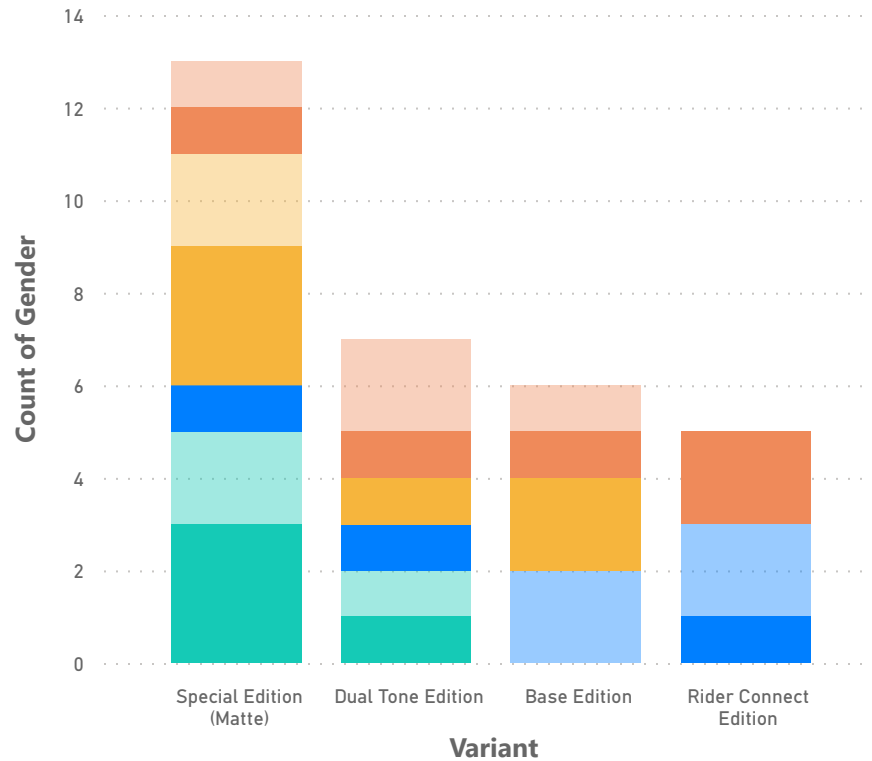
All



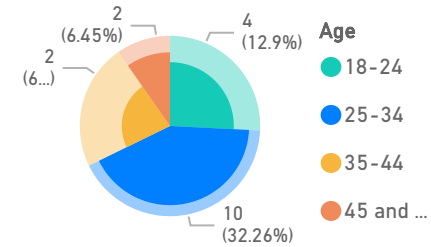
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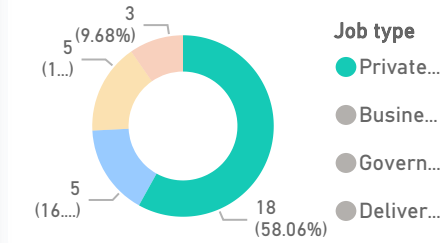
Reason Convenience and ease of use Cost Fuel efficiency Traffic jam



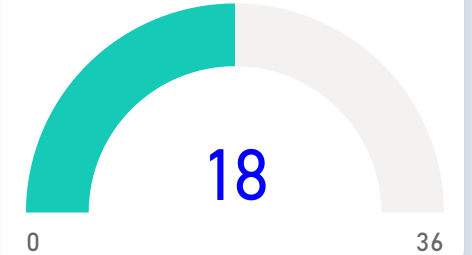
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### Count of Age by Job type

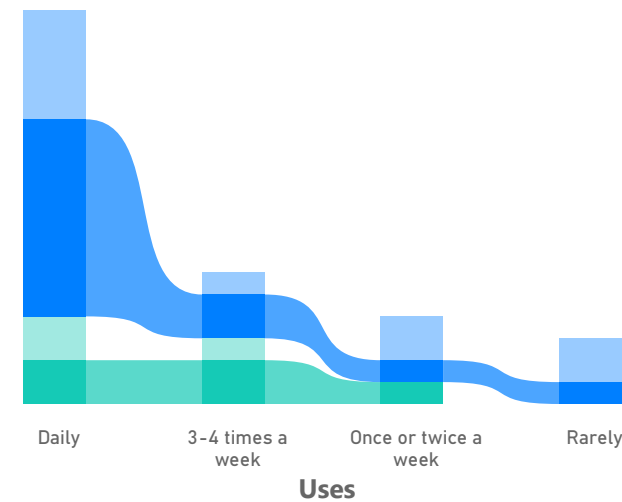


### Count of Recommendation



### Count of Job type by Uses and Gender

Gender Female Male



## Traffic jam

Reason to buy scooter

Location Dhaka

