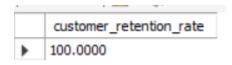# Problem Statement

To gain actionable insights into consumer shopping behaviour and inform marketing strategies, this analysis will focus on key patterns in demographics, purchasing frequency, product performance, and the effectiveness of promotions. By examining these factors, we aim to identify high-performing products, customer preferences, and loyalty trends, allowing businesses to refine their marketing efforts and improve customer retention.
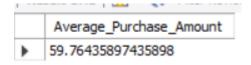
KPIs

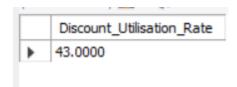1. **Total Sales Revenue**: Provides an overall view of the sales performance.

Total_Sales
233081

2. **Customer Retention Rate**: Helps identify the proportion of repeat customers, indicating loyalty.

customer_retention_rate
100.0000

3. **Average Purchase Amount**: Shows the typical spending per transaction, which can indicate customer value.

Average_Purchase_Amount
59.76435897435898

4. **Discount Utilisation Rate**: Reveals how often customers use discounts, which may suggest price sensitivity.

Discount_Utilisation_Rate
43.0000

5. **Top Product by Revenue**: Identifies the single product generating the highest sales, highlighting key revenue drivers.

item_purchased	Total_Revenue
Blouse	10410

6. **Average Review Rating**: Shows overall customer satisfaction, providing insight into product quality and customer experience.

	AVG(review_rating)
▶	3.749948717948712

Chart Requirements

1. **Total Sales by Category** *(Bar Chart)*: Highlights which product categories contribute most to sales, identifying customer interests.

	category	Total_Sales
▶	Clothing	104264
	Footwear	36093
	Outerwear	18524
	Accessories	74200

2. **Average Purchase Amount by Season** *(Line Chart)*: Tracks how spending varies across seasons, helping to understand seasonal buying patterns.

	season	Avg_Purchase_Amount
▶	Summer	58.405235602094244
	Spring	58.73773773773774
	Winter	60.35736354273944
	Fall	61.55692307692308

3. **Discount Utilisation Rate by Category** *(Stacked Bar Chart)*: Visualises how discount use differs across categories, indicating price sensitivity and promotion impact.

	category	Discount_Utilisation_Rate
▶	Clothing	42.0841
	Footwear	43.2387
	Outerwear	44.4444
	Accessories	43.7903

4. **Top 5 Products by Revenue** *(Horizontal Bar Chart)*: Displays the top products contributing to revenue, emphasising popular items.

item_purchased	Total_Revenue
Blouse	10410
Shirt	10332
Dress	10320
Pants	10090
Jewelry	10010

5. **Average Review Rating by Category** *(Scatter Plot)*: Compares customer satisfaction across product categories, revealing areas for improvement and strengths in product offerings.

category	Avg_Review_Rating
Clothing	3.7231433506044884
Footwear	3.79065108514190 55
Outerwear	3.746913580246914
Accessories	3.7686290322580676