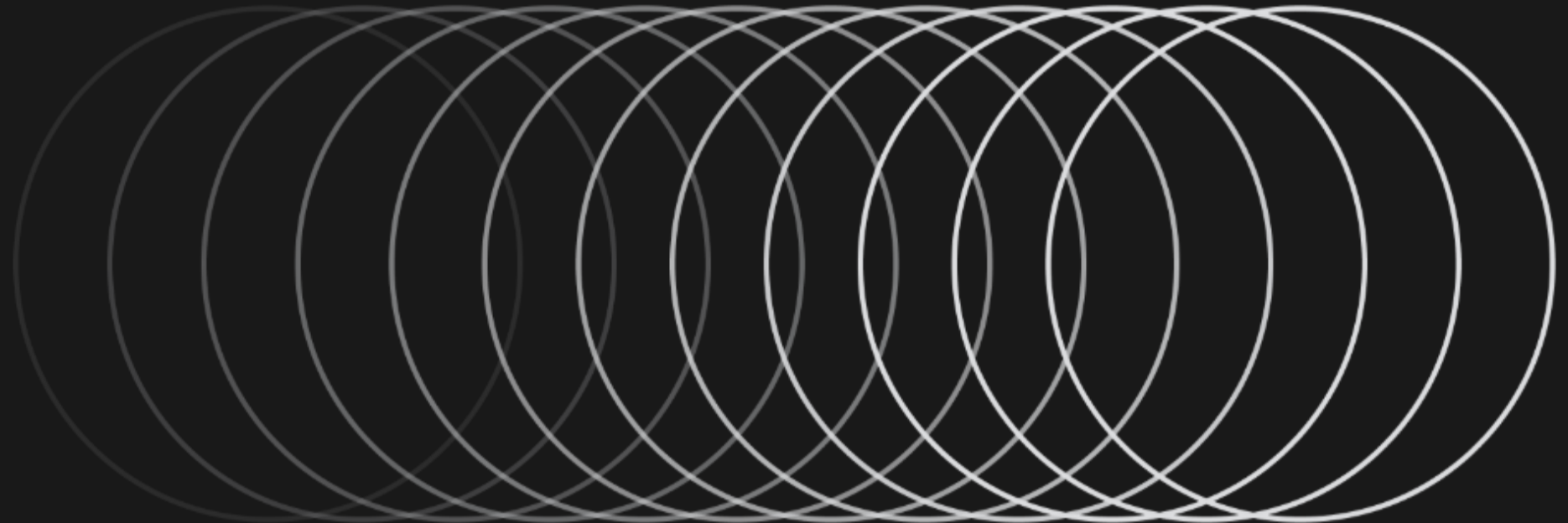


Customer Behavior Analysis

Strategic Business Plan for Revenue Growth and
Customer Segmentation

by Aemon Kouser
Portfolio Project



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Executive Summary: Key Performance Indicators

\$233K

Total Revenue

3,900

Total Customers

73%

Non-Subscribers

80%

Loyal Customers

Revenue Insights

Male customers generate 68% of total revenue, with significant opportunities in subscription conversion

- Male: \$157,890 revenue
- Female: \$75,191 revenue
- Average spend: \$59.87

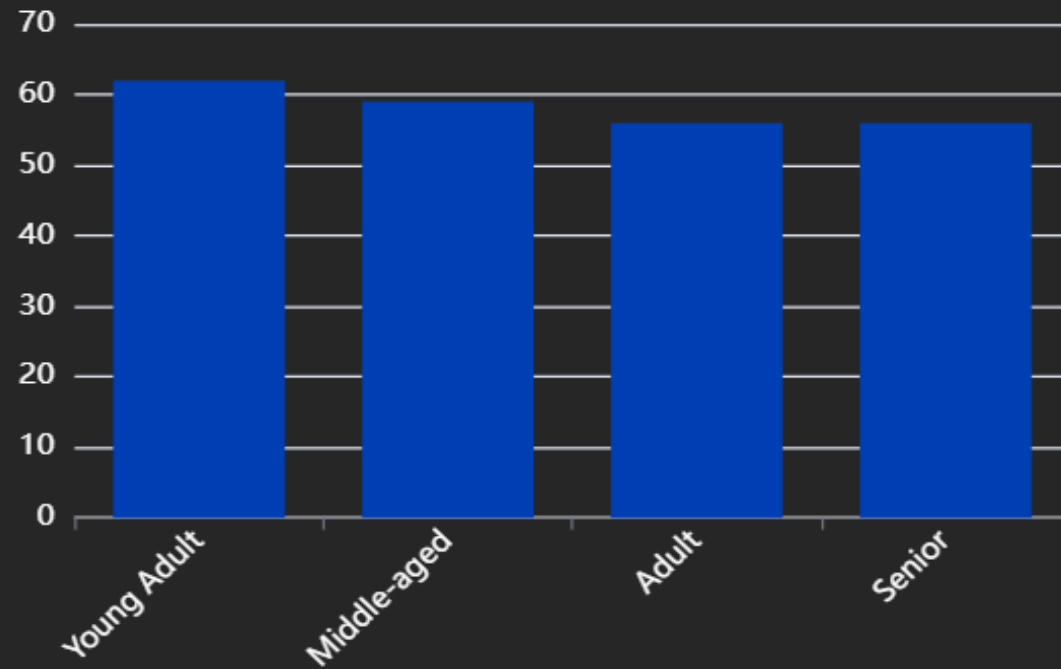
Customer Segments

Loyal customers dominate the base, indicating strong brand retention and upsell potential

- Loyal: 3,116 customers
- Returning: 701 customers
- New: 83 customers

Revenue Analysis by Demographics

Revenue by Age Group



Young Adults Lead

Young Adult and Middle-aged segments contribute highest revenue, representing primary target demographics



Strategic Focus

Focus marketing efforts on these high-value segments for maximum ROI and growth potential

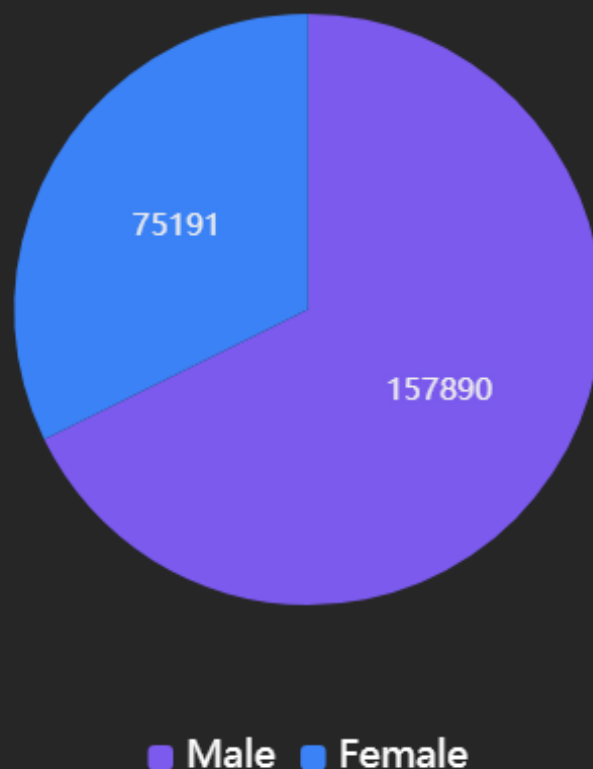
Gender-Based Revenue Distribution

Male vs Female Revenue

Significant revenue disparity exists between genders, with male customers contributing over twice the revenue of female customers. This presents targeted marketing opportunities.

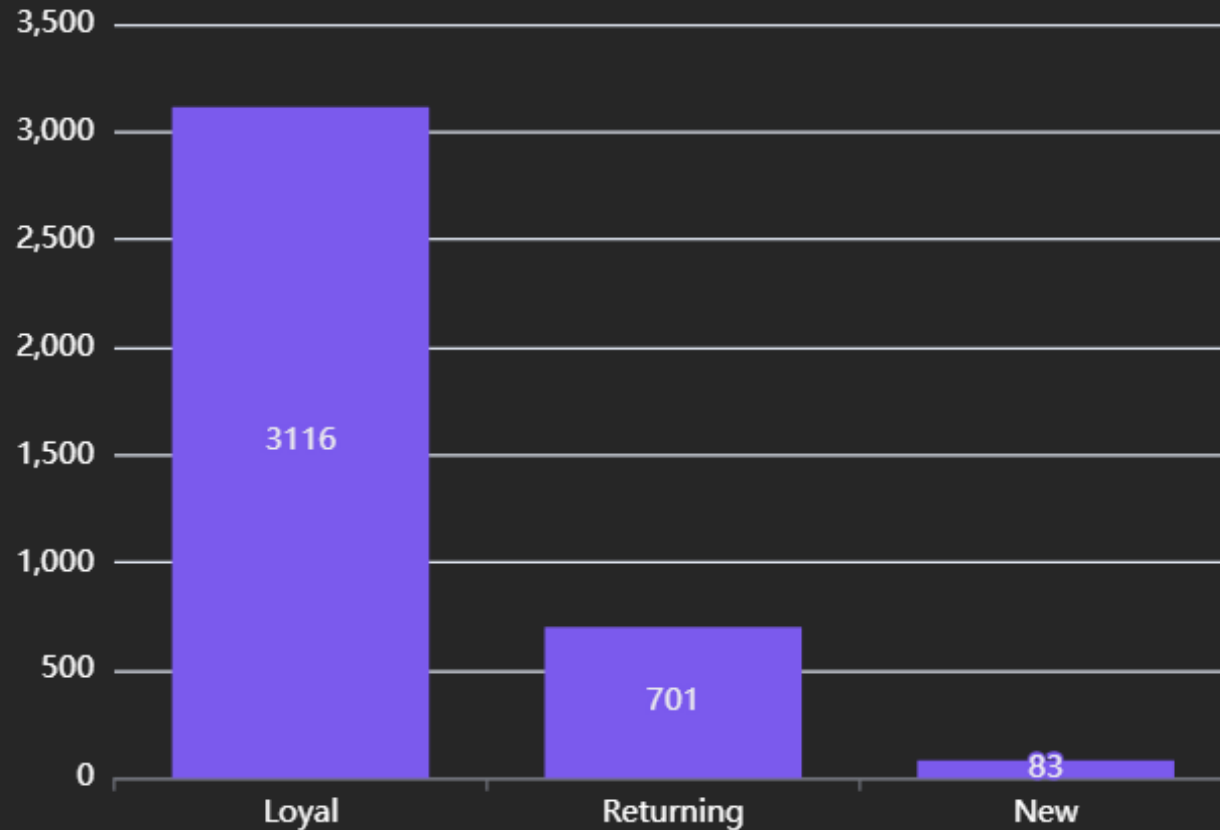
68% of total revenue comes from male customers, indicating strong purchasing power in this segment

Revenue by Gender



Customer Segmentation Performance

Customer Distribution by Segment



Segmentation Insights

Loyal customers represent 80% of the customer base, indicating strong retention. New customer acquisition is low, suggesting need for growth strategies.

- Loyal: 3,116 customers – retention focus
- Returning: 701 customers – upsell opportunities
- New: 83 customers – acquisition strategies needed

Subscription Performance Analysis

Metric	Subscribers	Non-Subscribers
Total Customers	1,053	2,847
Average Spend	\$59.49	\$59.87
Total Revenue	\$62,645	\$170,436
Revenue per Customer	\$59.49	\$59.87

73%

Non-Subscriber Majority

27%

Subscriber Conversion Rate

Top Product Performance by Category



Clothing Category

- Belt: 511 units sold
- Blouse: 493 units sold
- Jacket: 455 units sold



Footwear Category

- Sandals: 171 units sold
- Shoes: 161 units sold
- Sneakers: 160 units sold



Accessories Category

- Jewelry: 171 units sold
- Sunglasses: 169 units sold
- High-margin potential items

Strategic Recommendations Timeline

Short-Term (0-3 months)

Focus promotions on high-review, high-margin products. Reassess discount strategies for underperforming items.

Long-Term (6-12 months)

Build attribution model for discounts/subscriptions. Integrate review signals into merchandising engines.



Mid-Term (3-6 months)

Expand loyalty program benefits for returning customers. Launch premium shipping upsell experiments.

Customer Acquisition

Develop targeted campaigns for female customers and new customer segments to balance revenue distribution



Thank You for Your Attention

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