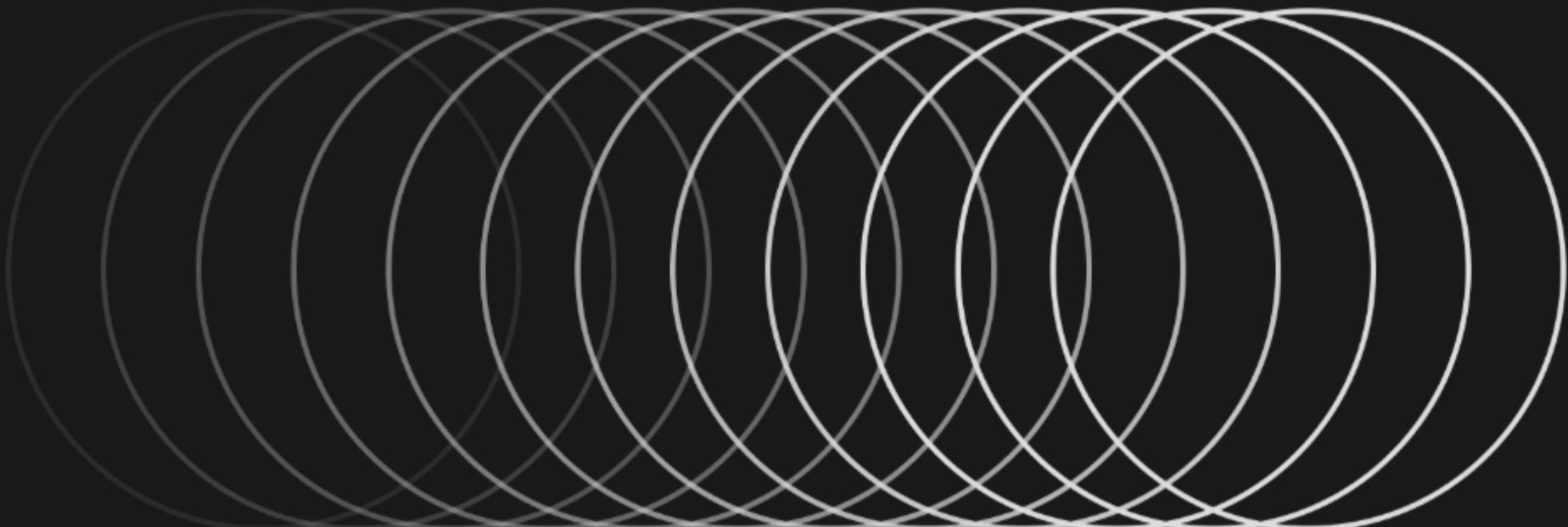


# Customer Behavior Analysis

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

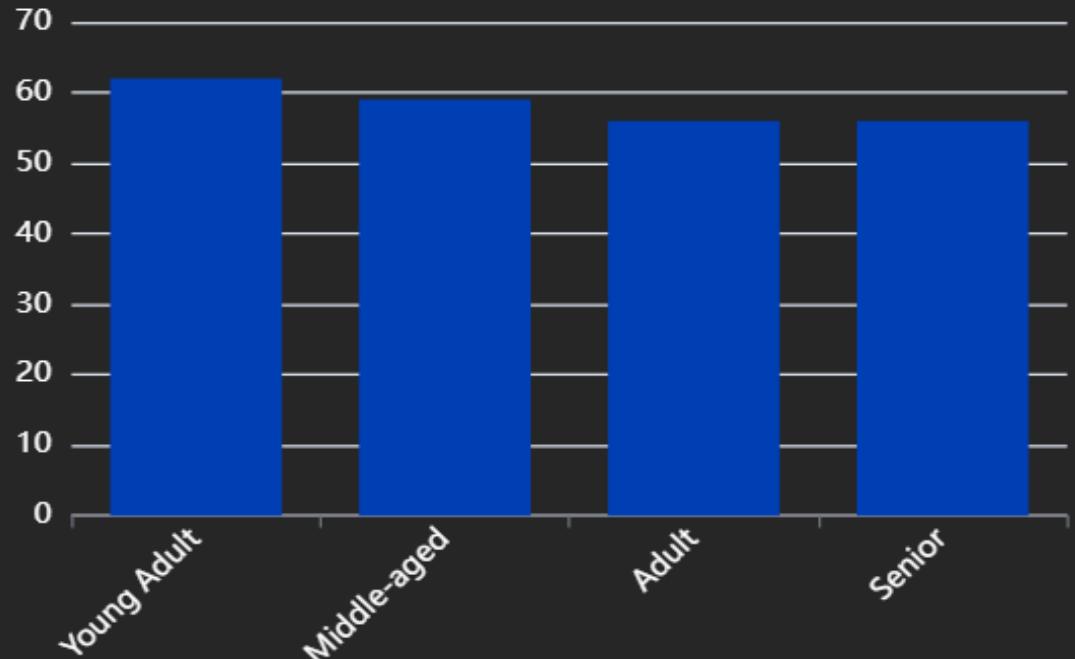
## Customer Segments

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

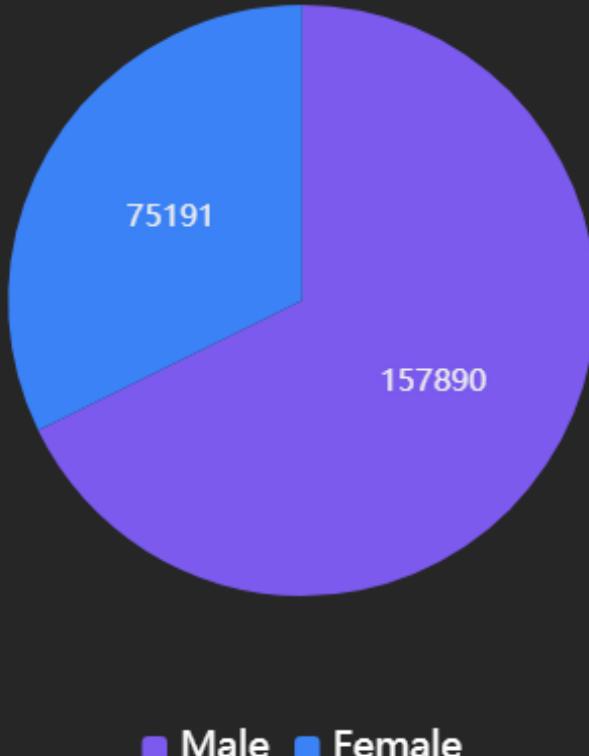
# Gender-Based Revenue Distribution

## 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.

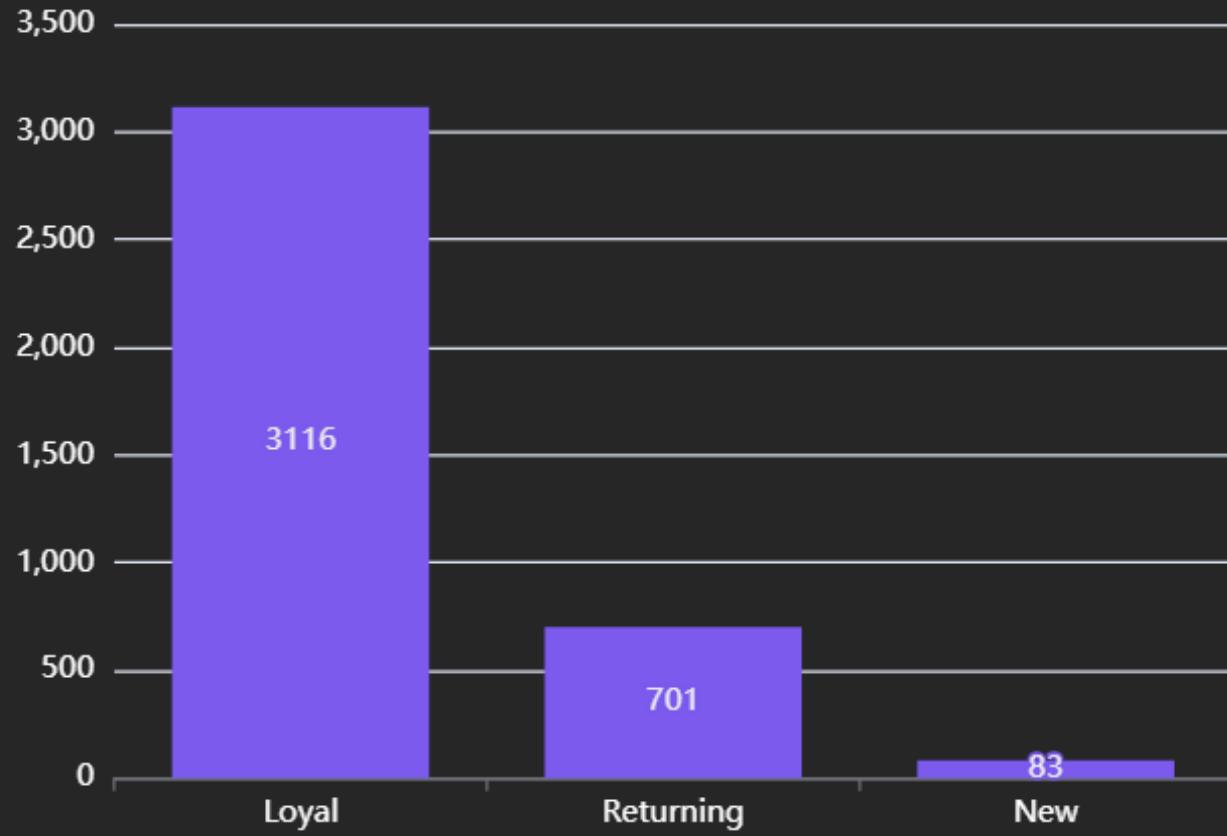
68% of total revenue comes from male customers, indicating strong purchasing power in this segment

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

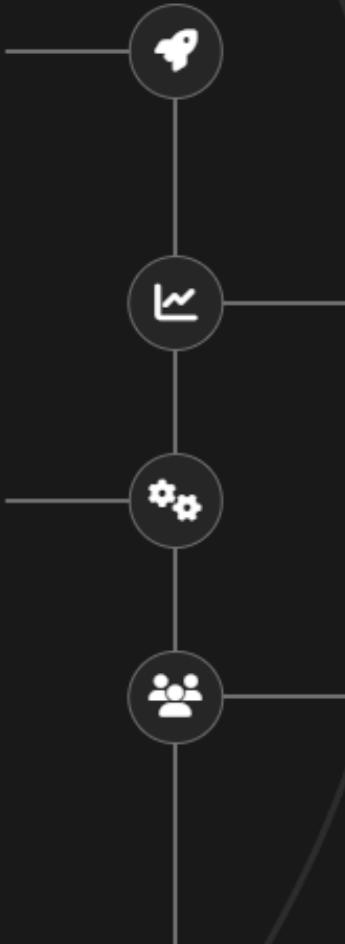
# Strategic Recommendations Timeline

## 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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