Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases to drive strategic decisions

Project Scope

Analysis Goals

- Spending patterns across demographics
- Customer segmentation insights
- Product preferences by category
- Subscription behavior trends

Dataset Overview

3,900

Total Purchases

Transactions analyzed

18

Data Points

Features per transaction

50

Locations
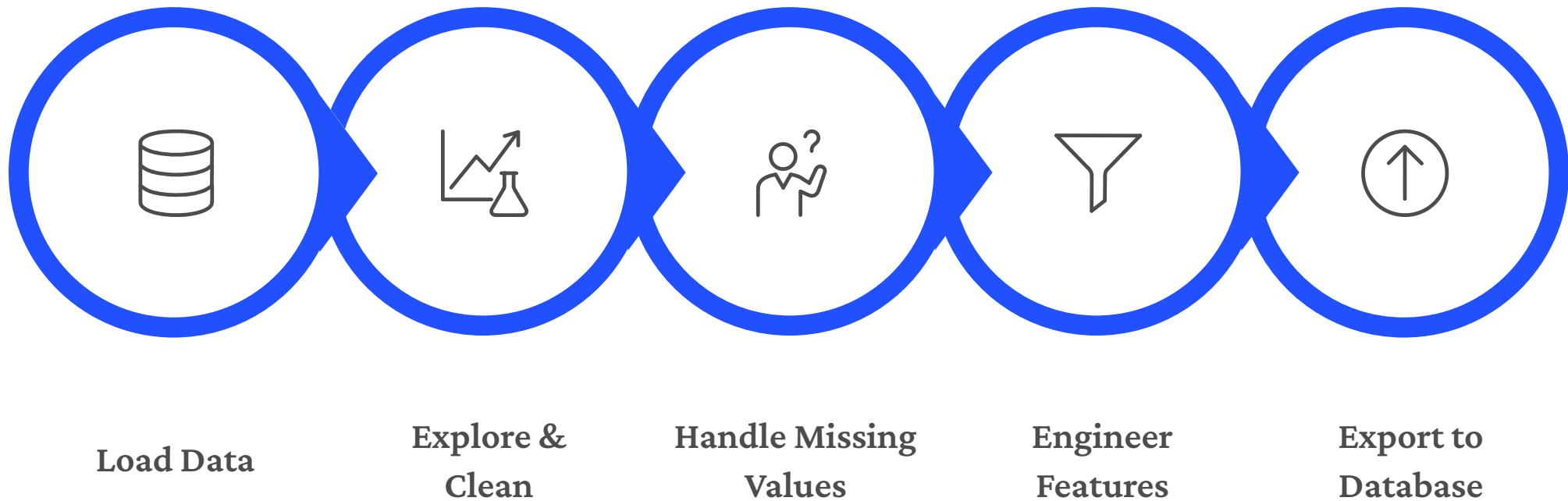
Geographic coverage

4

Categories

Product segments
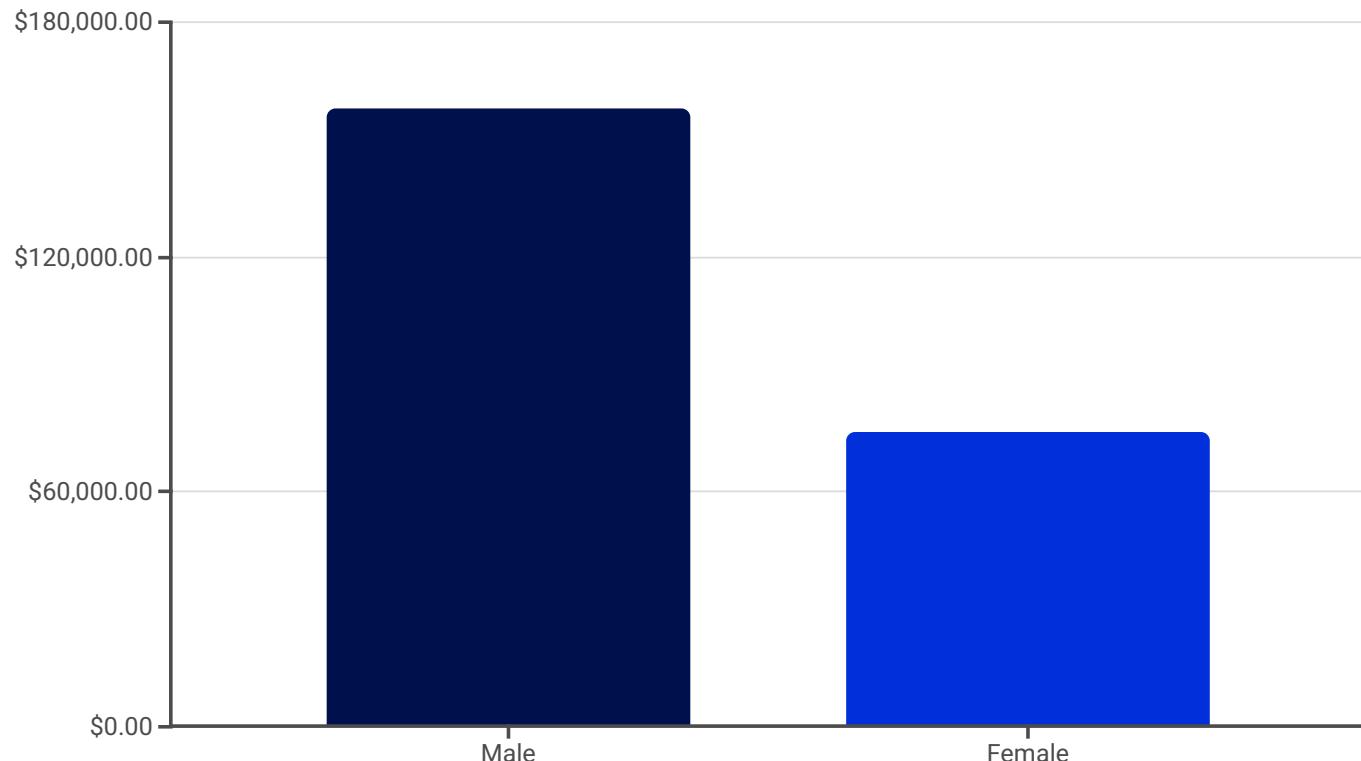
Data Preparation Process

Load Data

Explore & Clean

Handle Missing Values

Engineer Features

Export to Database

Cleaned and standardized dataset with feature engineering for deeper analysis

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Revenue Analysis

Gender Revenue Gap

Male customers generate 2.1x more revenue than female customers

Strategic Opportunity: Develop targeted campaigns to increase female customer engagement and spending

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Top-Rated Products

★★★★☆ **3.86**

Gloves

Highest rated item

★★★★☆ **3.84**

Sandals

Strong customer satisfaction

★★★★☆ **3.82**

Boots

Consistent quality

★★★★☆ **3.80**

Hat

Popular accessory

Loyalty Distribution

Customer Classification

Based on purchase history and behavior patterns

Loyal

3,116 customers

80% of base

Returning

701 customers

18% of base
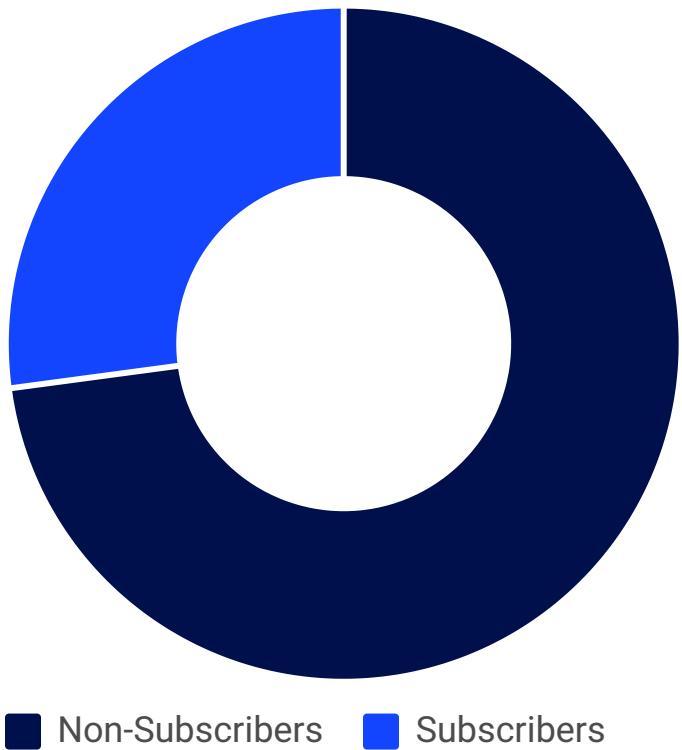
New

83 customers

2% of base

Subscription Impact

Non-Subscribers ■ Subscribers

Subscription Opportunity

Only **27%** of customers are subscribers

Average Spend:

- Subscribers: $59.49
- Non-subscribers: $59.87

Similar spending patterns suggest untapped subscription potential

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Power BI Insights

Clothing Dominates

$100K revenue, 1,800 sales

Young Adults Lead

Highest revenue and sales volume

Shipping Preferences

Express users spend $2 more on average

Strategic Recommendations

Boost Subscriptions

Promote exclusive benefits to convert 73% non-subscribers

Loyalty Programs

Reward repeat buyers to strengthen 80% loyal segment

Discount Strategy

Balance promotions with margin control across categories

Targeted Marketing

Focus on high-revenue age groups and express shipping users