



Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases across product categories to guide strategic business decisions

Dataset Overview

3,900 Purchases

Transactions analyzed across multiple categories

18 Features

Demographics, purchase details, behavior patterns

50 Locations

Geographic distribution of customer base

37 Missing Values

Review Rating column cleaned and imputed



Customer Demographics

Age Range

18–70 years old

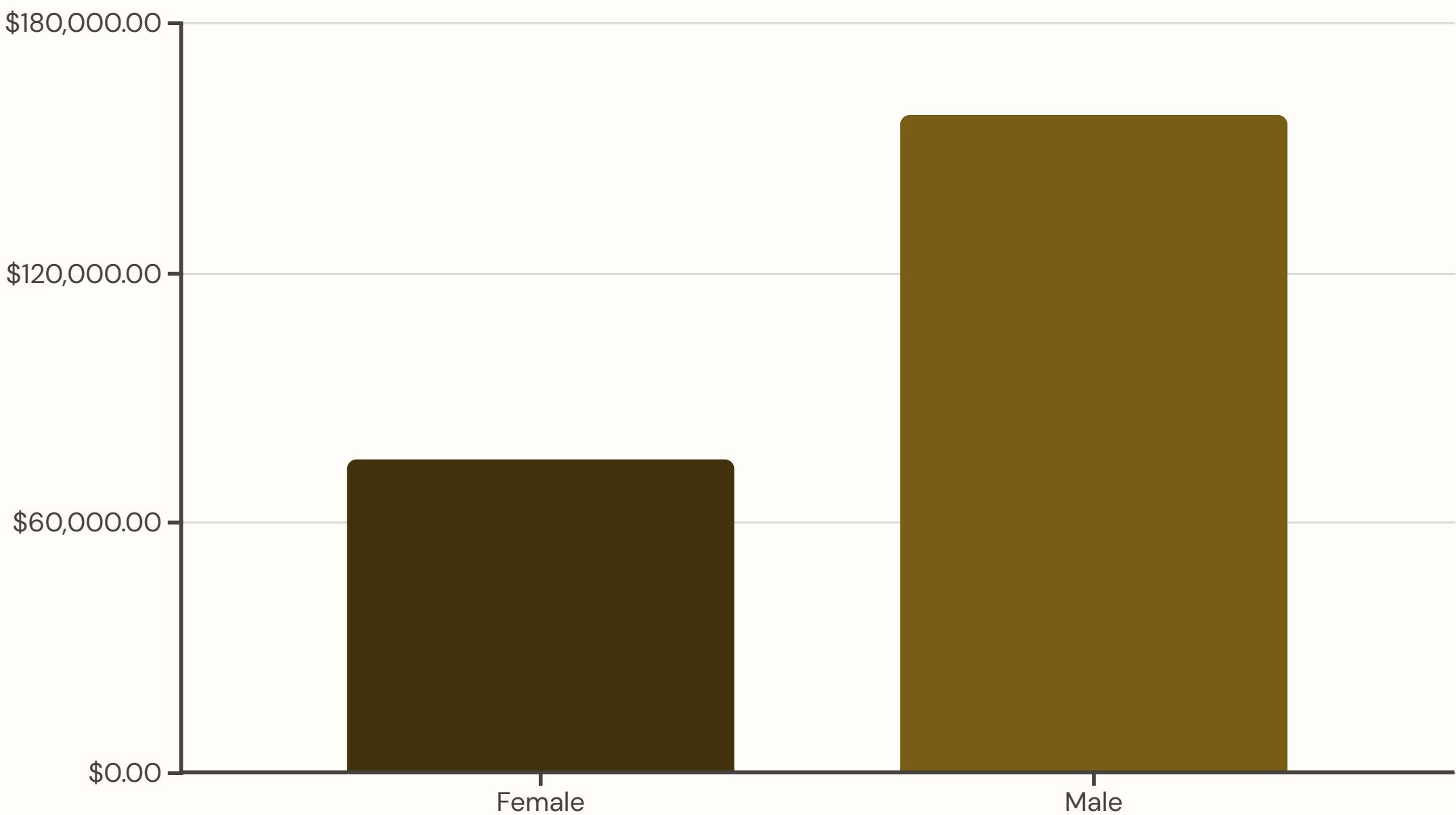
Average: 44 years

Gender Split

Male: 2,652 customers

Female: 1,248 customers

Revenue by Gender



Male customers generate **\$157,890** in revenue versus female customers at **\$75,191**—a significant gap indicating opportunity for targeted female customer engagement.

Customer Segmentation

3,116

Loyal
Customers

High lifetime value,
repeat buyers

701

Returning
Customers

Moderate
engagement, growth
potential

83

New Customers

First-time buyers,
acquisition focus



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Subscription Impact

Subscribers

1,053 customers

Avg Spend: \$59.49

Revenue: \$62,645

Non-Subscribers

2,847 customers

Avg Spend: \$59.87

Revenue: \$170,436

Non-subscribers generate **2.7x more revenue**—opportunity to convert high-value non-subscribers into subscription model.

Top Products by Rating

Gloves

3.86 ★

Sandals

3.84 ★

Boots

3.82 ★

Hat

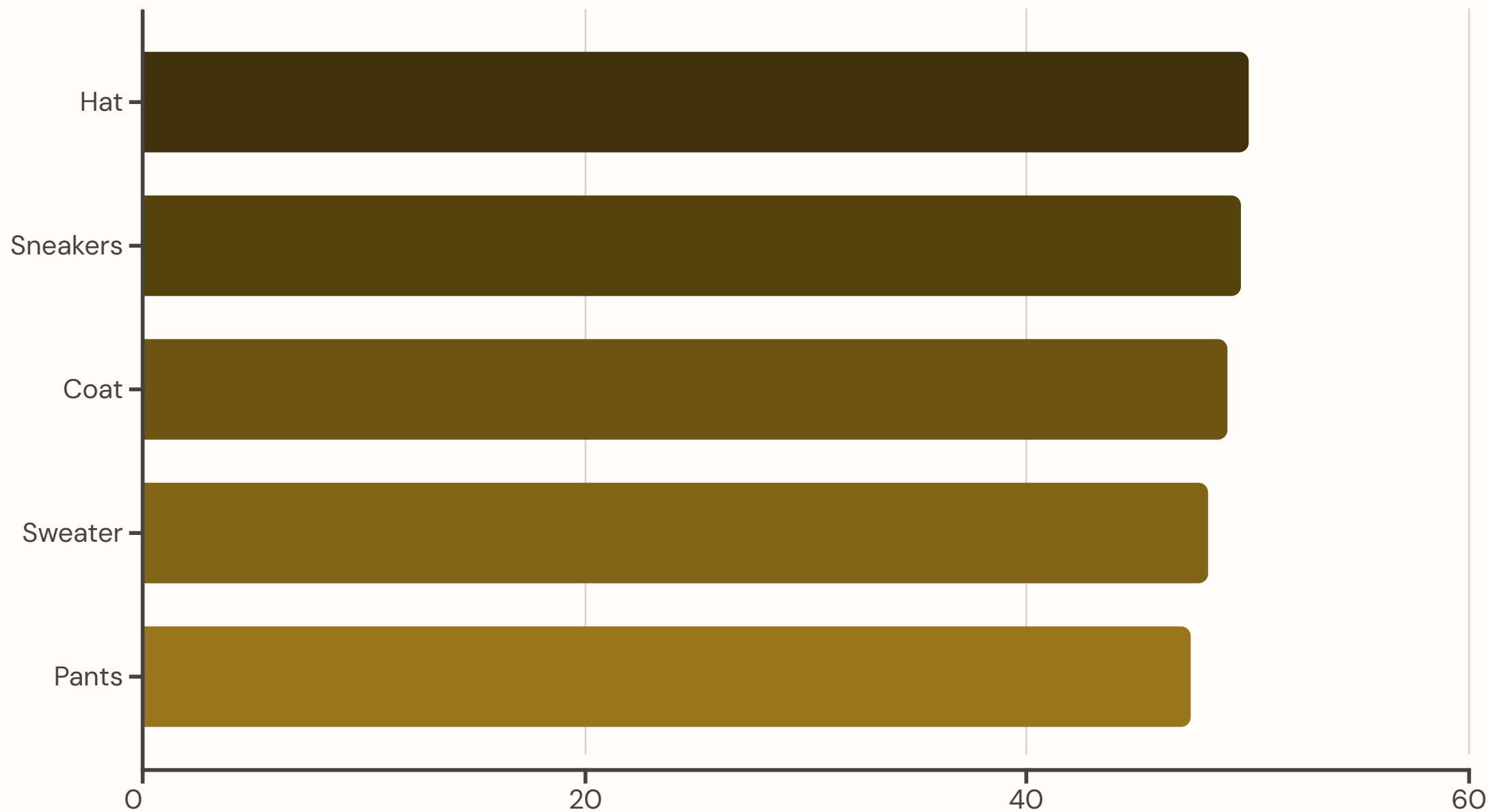
3.80 ★

Skirt

3.78 ★

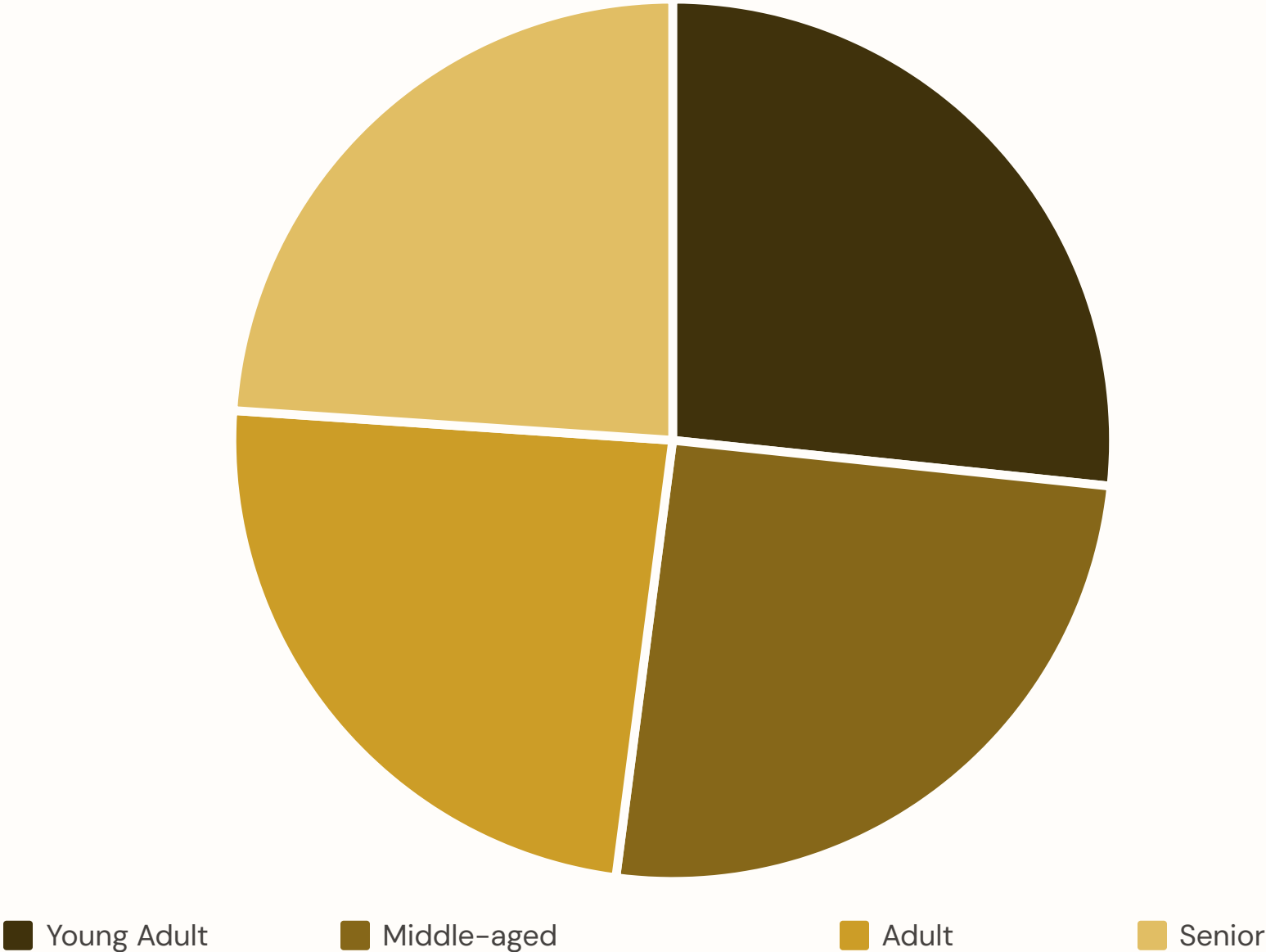
Discount Dependency

Products with highest discount usage rates:



Nearly half of purchases for these items use discounts—review pricing strategy to balance volume with margins.

Revenue by Age Group



Young adults lead revenue generation. Target marketing efforts toward this demographic while expanding senior engagement.

Strategic Recommendations

1 Boost Subscriptions

Promote exclusive benefits to convert high-value non-subscribers

2 Loyalty Programs

Reward repeat buyers to move customers into Loyal segment

3 Review Discount Policy

Balance sales volume with margin control on discount-dependent products

4 Targeted Marketing

Focus on high-revenue age groups and female customer acquisition

