



Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases across product categories to drive 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



Customer Demographics

44

Average Age

Range: 18-70 years old

50%

Gender Split

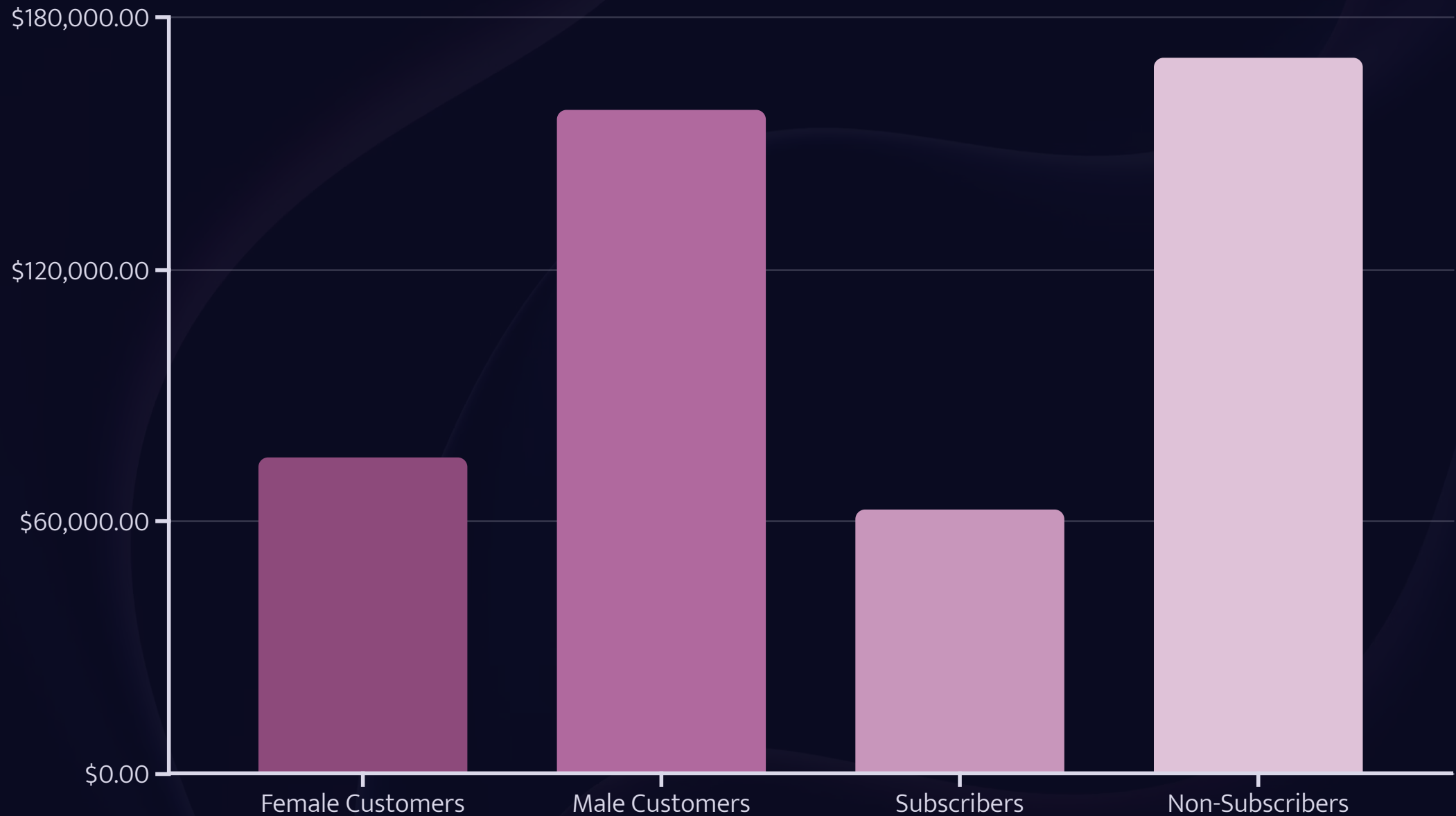
Balanced male and
female customers

27%

Subscribers

1,053 active
subscriptions

Revenue Analysis by Segment



Male customers and non-subscribers drive majority of revenue.

Customer Segmentation



Top-Rated Products

Gloves

3.86 rating

Sandals

3.84 rating

Boots

3.82 rating

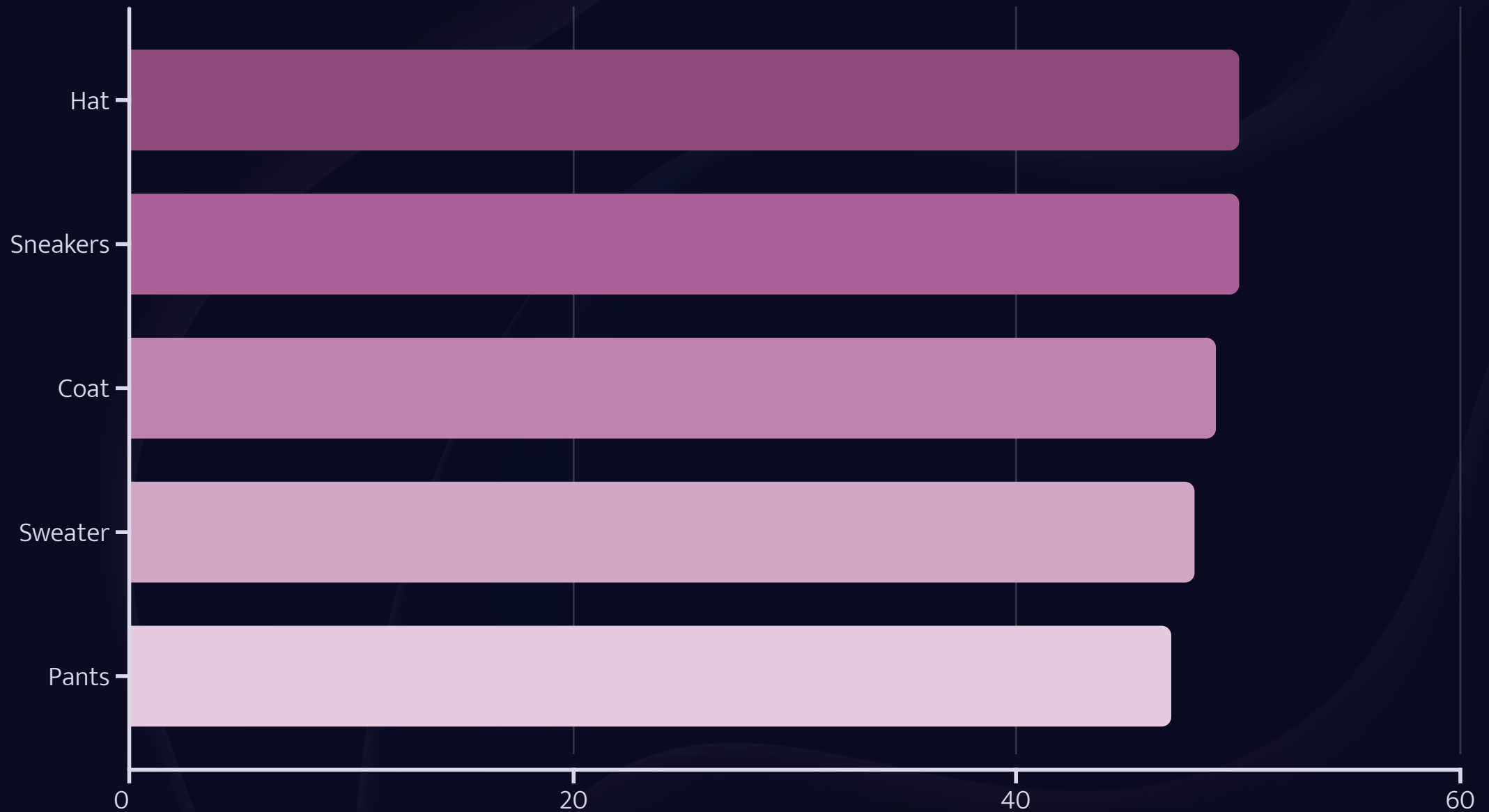
Hat

3.80 rating

Skirt

3.78 rating

Discount Dependency by Product



Certain products heavily rely on discounts to drive sales.

Shipping & Purchase Behavior

Standard Shipping

\$58.46 avg purchase

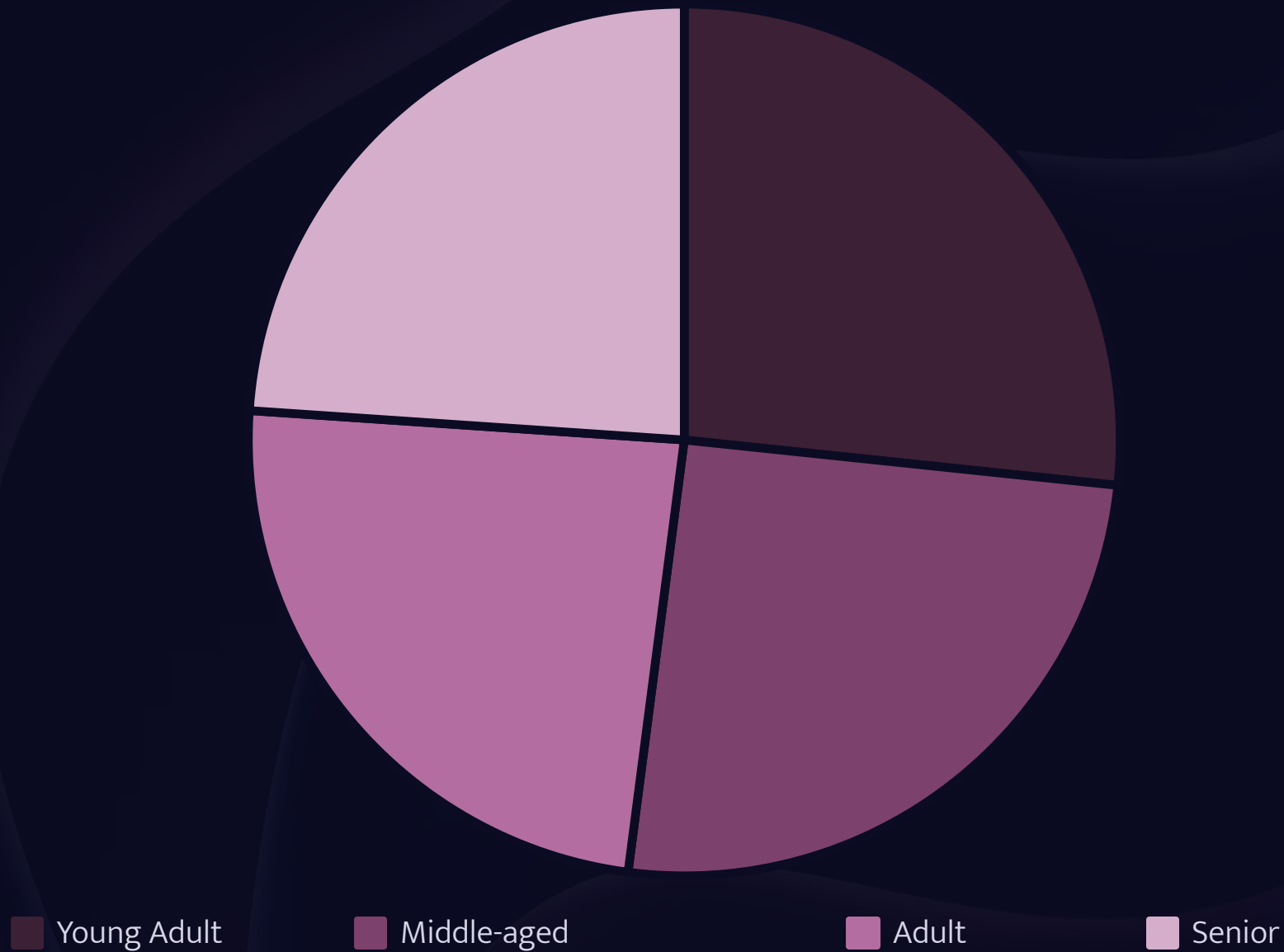
Express Shipping

\$60.48 avg purchase

Express shipping users spend slightly more. High-spending discount users:
839 customers identified.



Revenue by Age Group



Young adults lead revenue generation across all segments.

Strategic Recommendations

1 Boost Subscriptions

Promote exclusive subscriber benefits and rewards

2 Loyalty Programs

Reward repeat buyers to strengthen retention

3 Review Discount Policy

Balance sales growth with margin protection

4 Targeted Marketing

Focus on high-revenue age groups and express-shipping users

