Customer Shopping Behavior Analysis

Turning shopping data into smart decisions!

Data Analyst or Marketing Specialist

Project Overview

Data-Driven Strategic Decisions

This analysis covers **3,900 purchases** across multiple categories, focusing on understanding spending patterns, customer segments, and product preferences to drive strategic decisions.

Project Goals

Understanding Data Scope and Objectives

This project aims to analyze **3,900 purchases** from multiple categories, focusing on customer spending patterns, segment identification, and product preferences to enhance strategic decision-making.

Dataset Composition

Key Features of Our Data Analysis

This dataset comprises **3,900 rows** and **18 columns**, capturing essential features such as Age, Gender, Location, and Purchase Amount to facilitate in-depth analysis of shopping behavior.

Data Preparation

Cleaning Process for Reliable Insights

The data preparation process involved **standardizing column names**, addressing missing values, and developing new features. This ensures high-quality data for accurate analysis and actionable insights.

Revenue by Gender Insights

Comparing Male and Female Spending

$158,000

$75,000

Male Revenue Total

Represents approximately double the female revenue.

Female Revenue Total

Significantly lower than male revenue figures.

High-Spending Discount Users

Discounts Attract High-Value Customers

839 Customers

Customers Using Discounts

Discounts engage high-value shoppers effectively.

Above Average Spending

Average Purchase Amount

High spenders reveal discount success.

Subscribers vs Non-Subscribers

Analyzing Revenue Share and Loyalty Potential

$62,645

Total Revenue from Subscribers

Subscribers contribute a smaller revenue share.

$170,436

Total Revenue from Non-Subscribers

Non-subscribers dominate overall revenue generation.

Repeat Buyers and Subscriptions

Targeting loyal customers for growth

2,518

Repeat Buyers

Total repeat buyers with 5+ purchases

958

Non-Repeat Buyers

Total customers with less than 5 purchases

Top Products

Accessories and footwear are highly rated

Gloves

Rated at 3.86, popular for warmth and style.

Sandals

Enjoyed a rating of 3.80, perfect for summer wear.

Boots

With a rating of 3.82, favored for durability and comfort.

Hats

Scored 3.78, essential for sun protection and fashion.

Shipping Type Comparison

Upsell Opportunity with Express Shipping

$60.48

$58.46

Average Spend for Express Shipping

Customers using express shipping spend more.

Average Spend for Standard Shipping

Standard shipping customers spend slightly less overall.

Discount-Dependent Products

Apparel Pricing Strategy Insights

52%

Average discount on top products

Highest Discount Rate

Hats have the **highest discount** at 52%.

49.6%

Sneakers follow closely with a **49.6% discount**.

Customer Segmentation

Understanding Our Strong Loyal Base

Loyal Customers

We have **3,116 loyal** customers committed to us.

New Customers

Our customer base includes **83 new** customers this period.

Returning Customers

There are **701 returning** customers who shop frequently.

Growth Potential

Focused strategies can **boost loyalty** among new customers.

Top Products

Accessories and clothing dominate purchase frequency

Accessories First
Jewelry is the top-selling accessory category.

Clothing Favorites
Pants lead as the most popular clothing item.

Footwear Appeal
Sandals are preferred among footwear purchases.

Diverse Offerings
A variety of styles attract various customer segments.

Revenue by Age Group

Young Adults Are Prime Targets

$62,143

Young Adult Revenue

Highest spending among all age groups

$59,197

Middle-aged Revenue

Strong contribution to overall sales

Power BI Dashboard Highlights

Key Metrics and Recommendations Overview

Average Purchase: $59.76

Average Rating: 3.75

Average Purchase Amount

Reflects overall customer spending behavior.

Average Customer Rating

Indicates customer satisfaction with products.

Transforming data into **delightful insights**

Data Insight Team