

## Introduction:

*This data analysis project explores key aspects of customer behavior and engagement, leveraging a comprehensive dataset that includes information on customer demographics, purchasing patterns, location preferences, and subscription habits.*

*The goal is to uncover actionable insights that can inform strategic decision-making for the business. By delving into subscription status, purchase trends, and other relevant factors, this analysis aims to provide a thorough understanding of the customer base.*

*The project not only sheds light on the current state of customer interactions but also paves the way for targeted strategies to enhance customer satisfaction, increase subscription rates, and optimize marketing efforts.*

## ***Plans:***

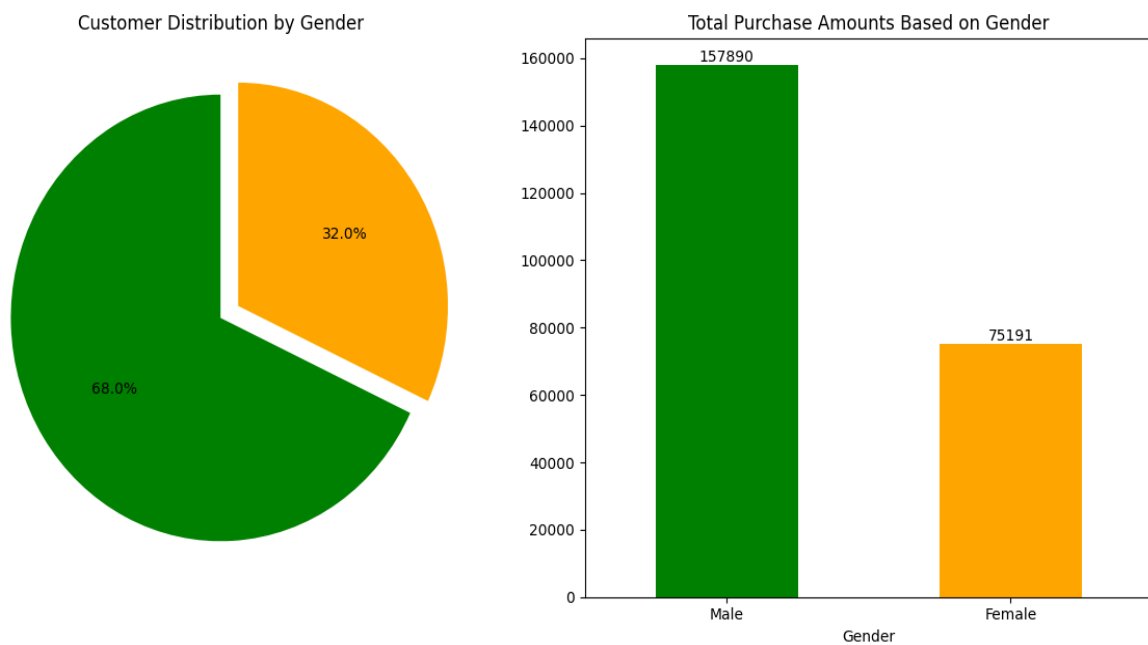
### **1. Main parts:**

- 1. Customer demographics*
- 2. Location analysis*
- 3. Seasonal trends*
- 4. Customer reviews*
- 5. Customer loyalty*
- 6. Subscription status*

### **2. Key insights and suggestions**

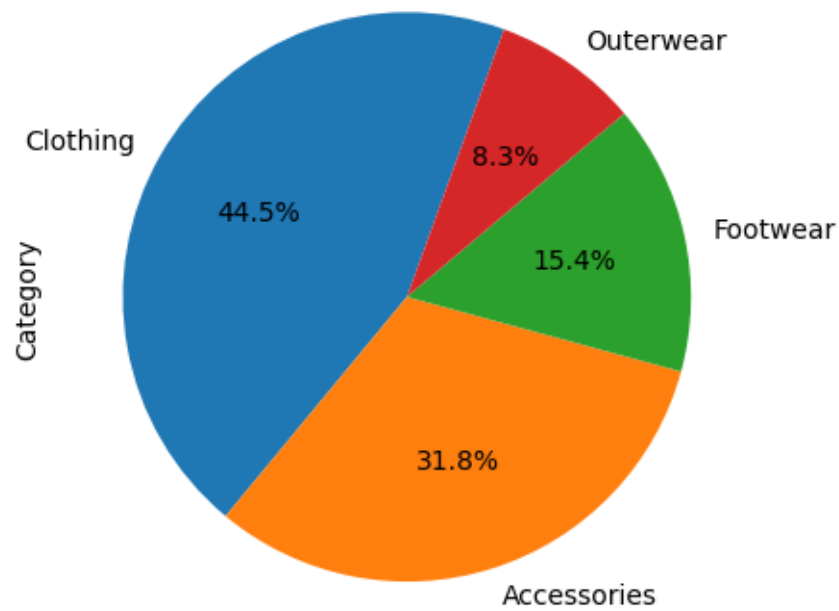
# Customer Demographics:

- The distribution of gender's rate and their spending:

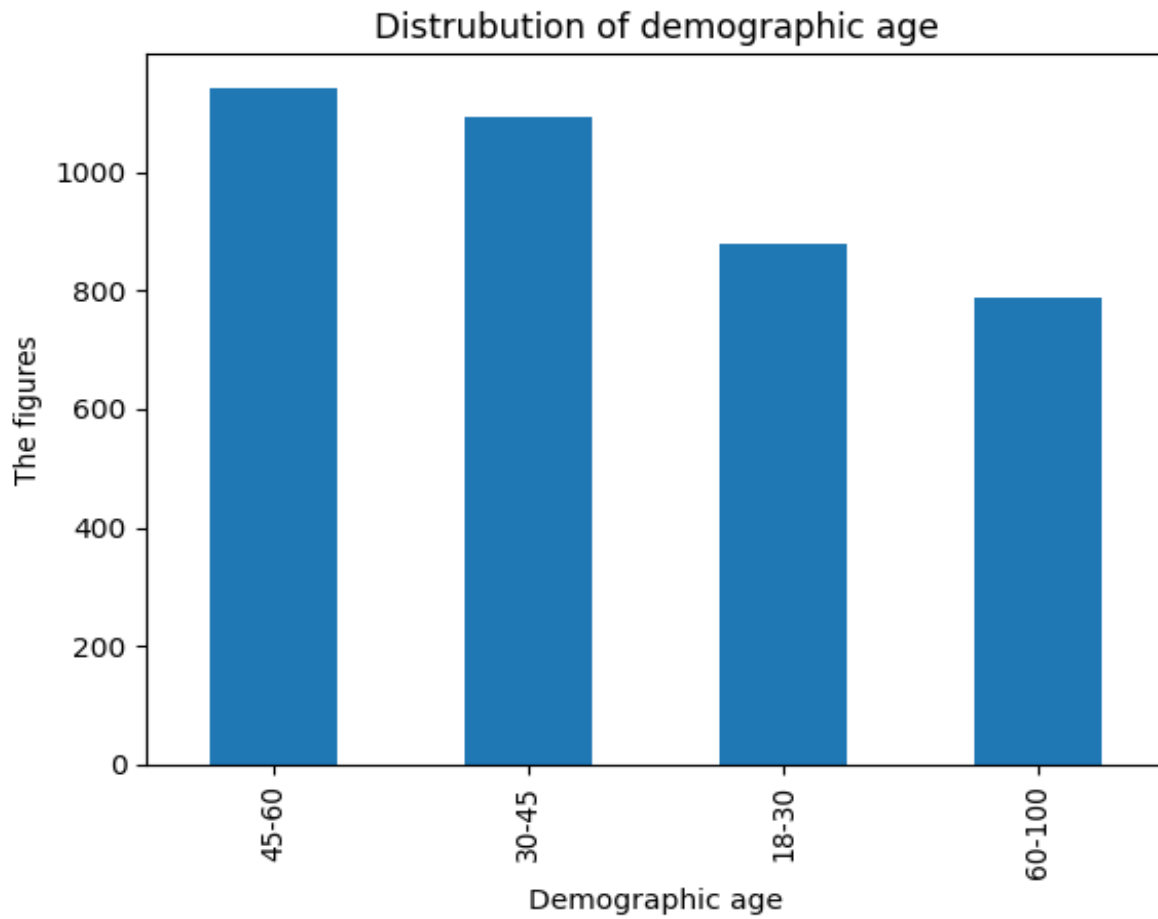


The gender distribution indicates that males constitute twice the proportion of females, reflecting similar spending patterns.

The distrubution of categories

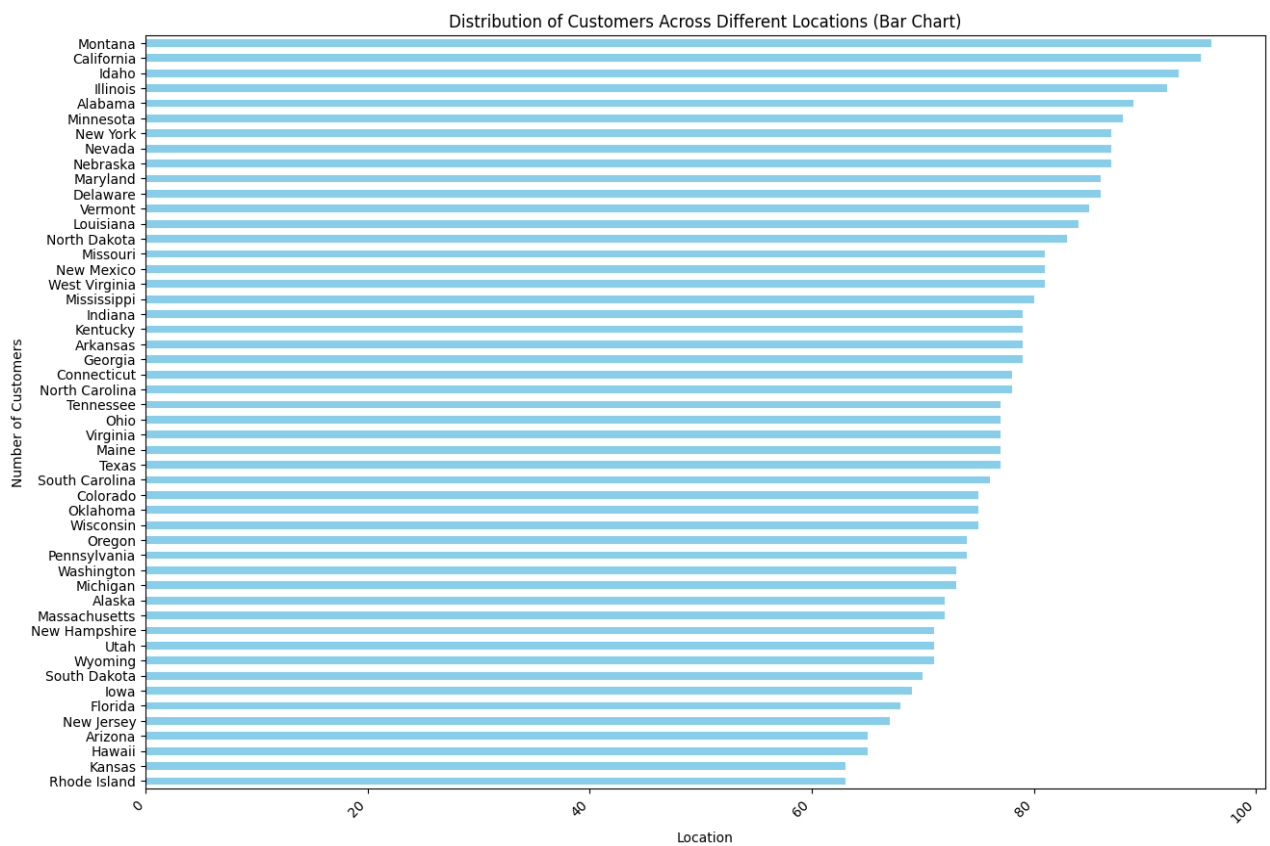


Clothing emerges as the preferred category, capturing 45% of sales according to the pie chart.

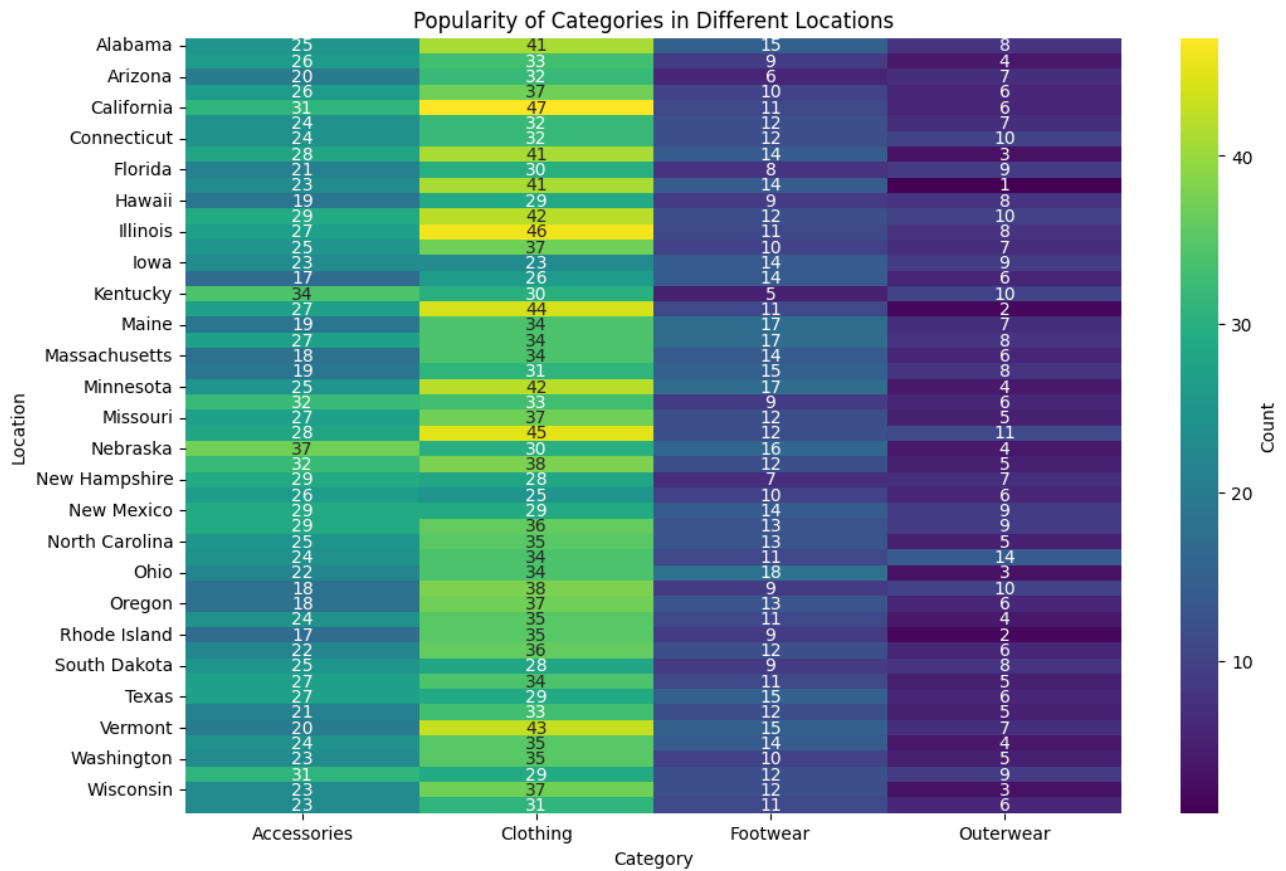


The majority of customers fall within the 45 to 60 age range, with an average age of 44.

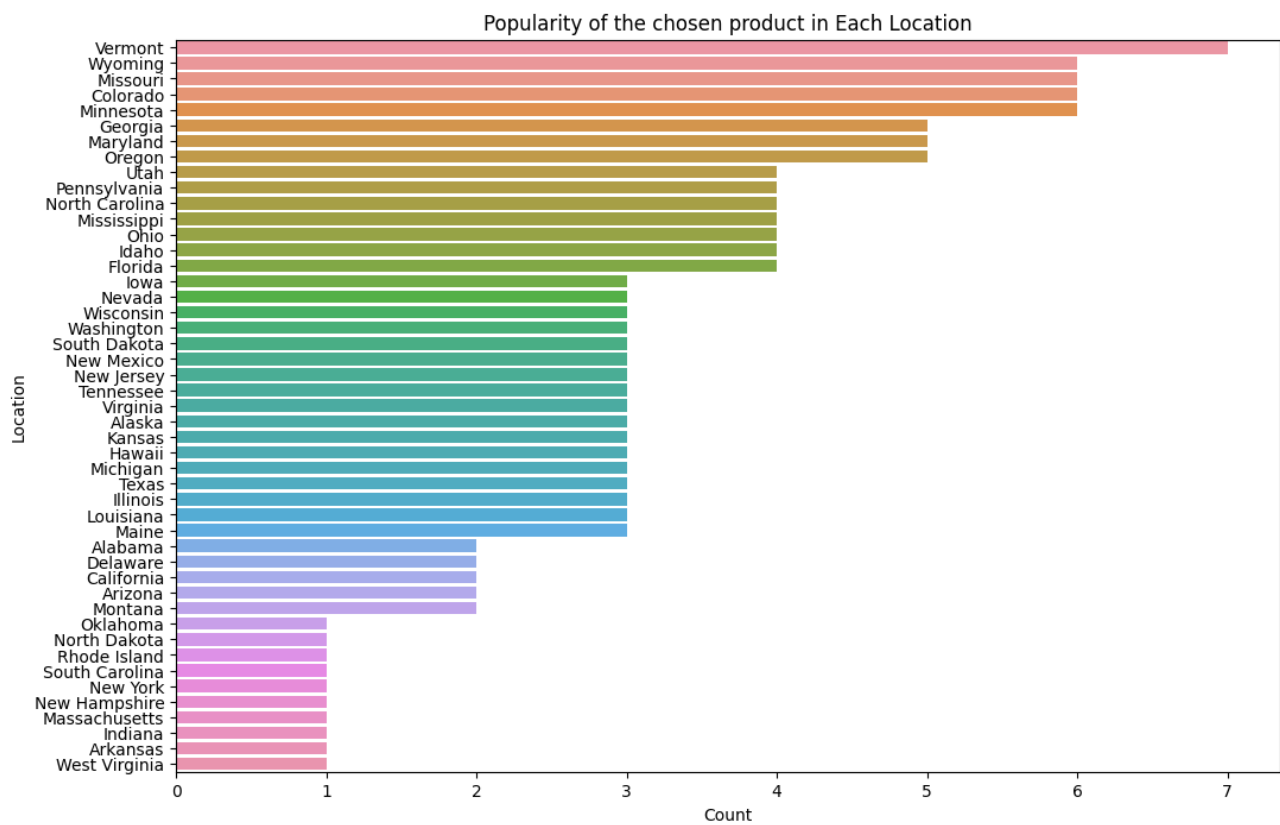
# Location analysis



The bar chart highlights the popularity of different locations, with Montana, California, and Idaho leading in customer visits.



Further exploration reveals location-specific preferences, such as Accessories being favored in Kentucky, Nebraska, and Washington.

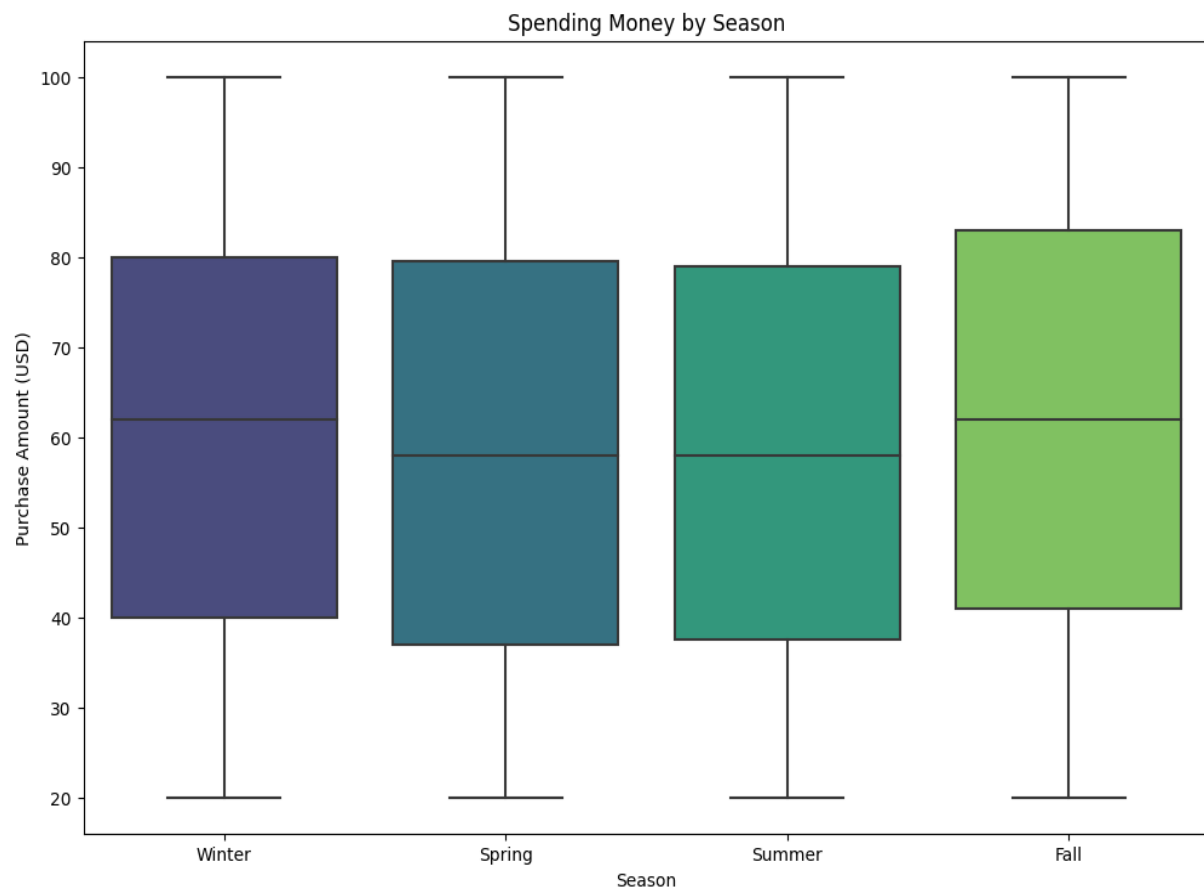


Detailed charts illustrate the popularity of 'Sneakers' across different locations.

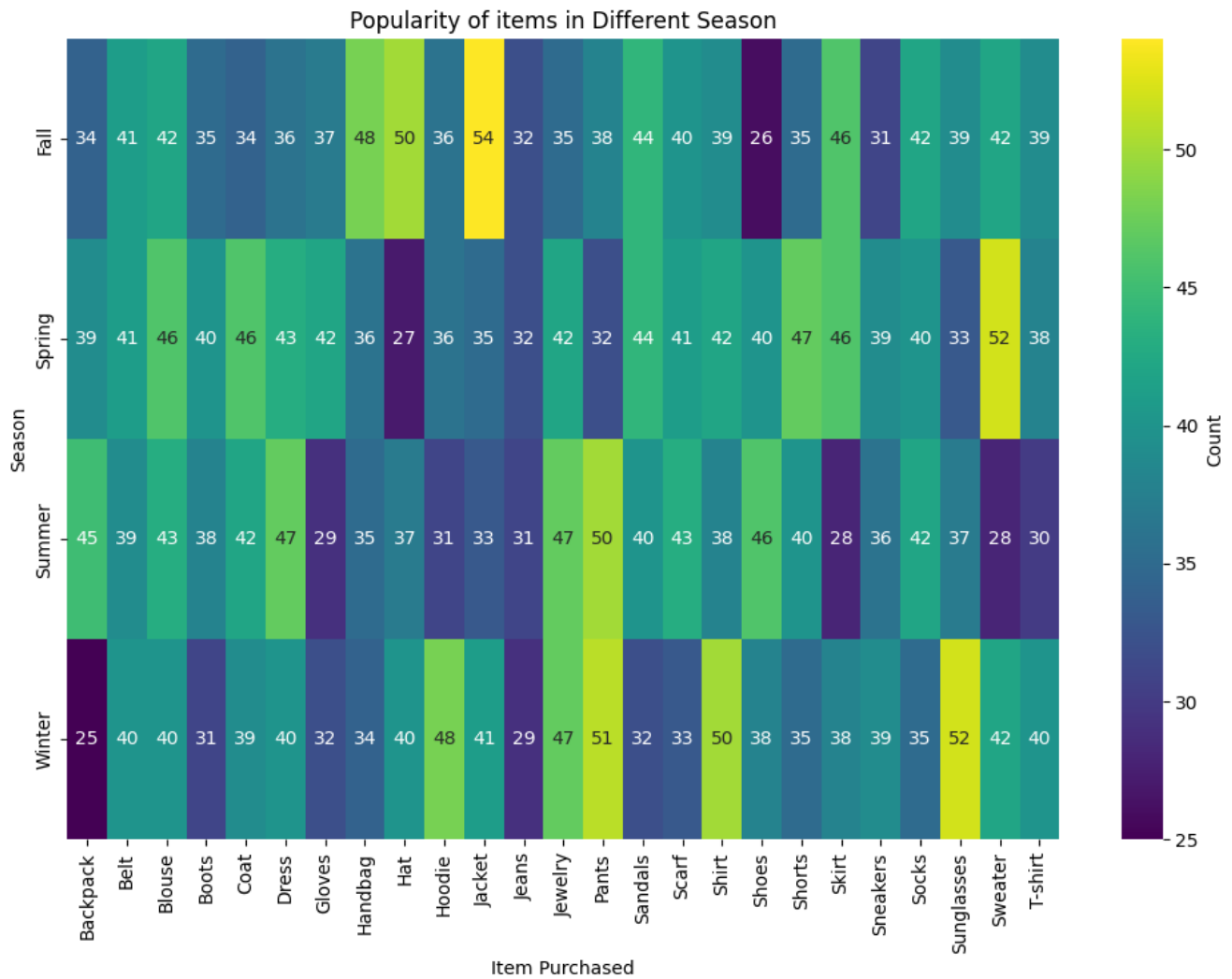


# Seasonal trends

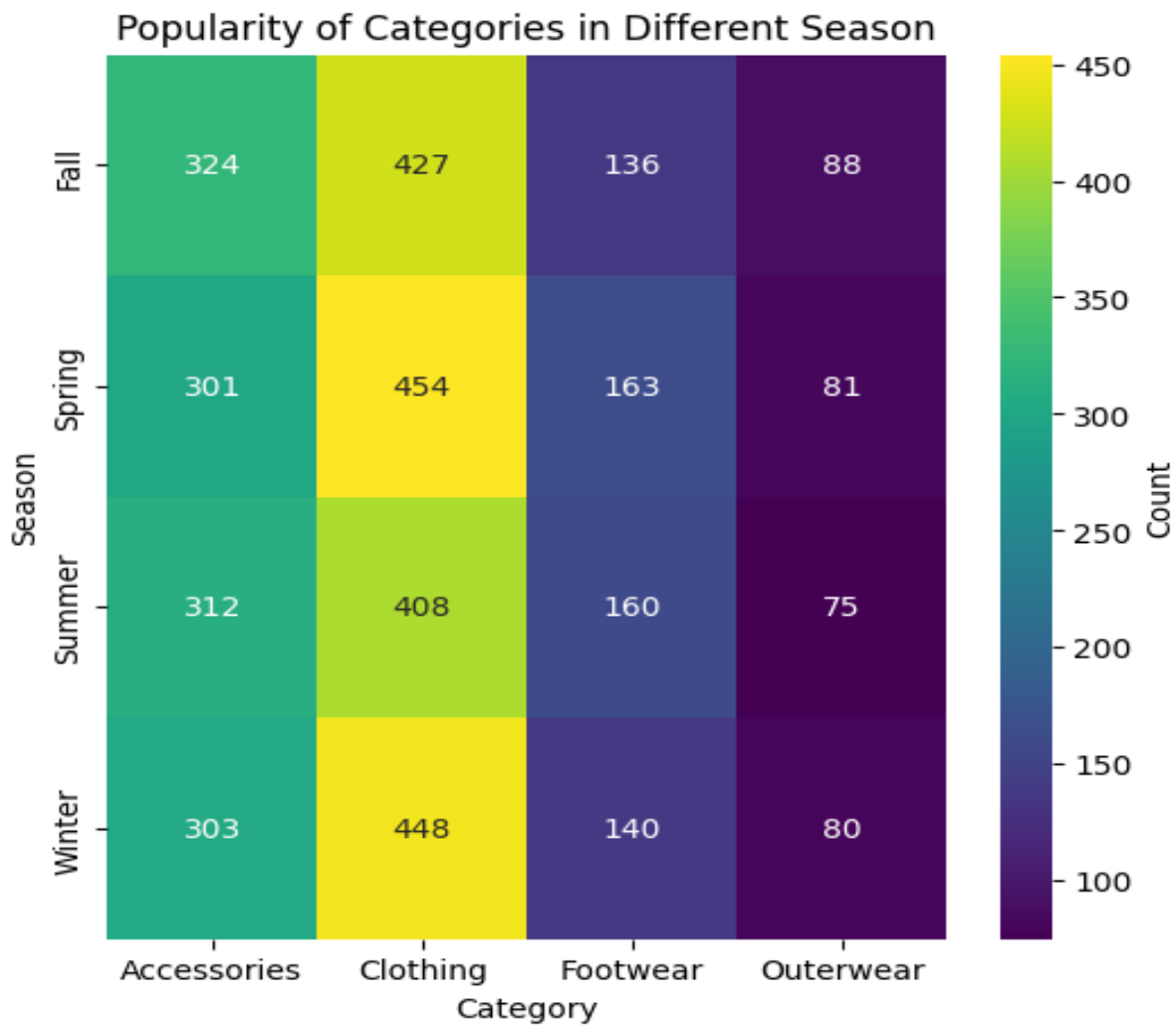
- *The number of customers does not depend on a season.*
- *Does spending depend on seasons? Yes, it is, here is picture of it*



Seasonal spending patterns indicate a notable increase in fall purchases.

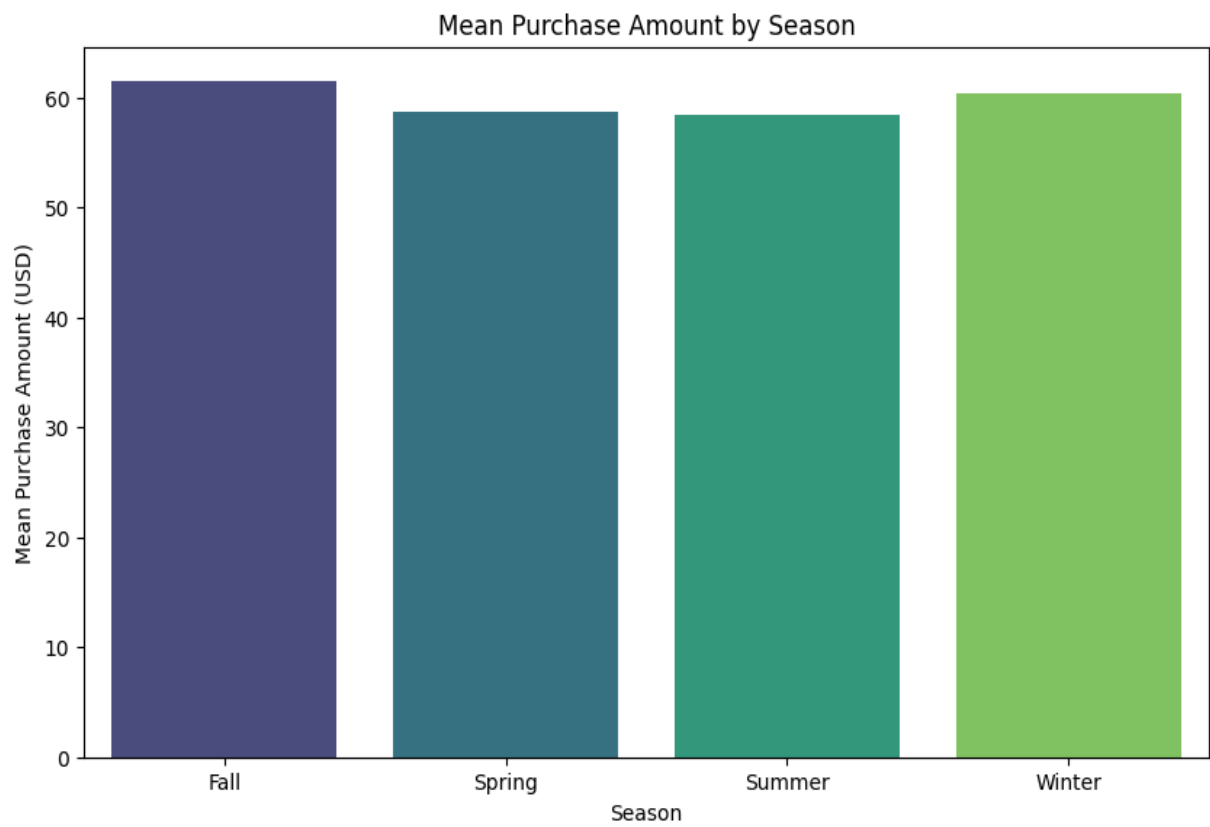


Detailed illustrations identify specific items trending in each season, such as backpacks being more popular in summer.



Analyzing how purchase amounts change with seasons.

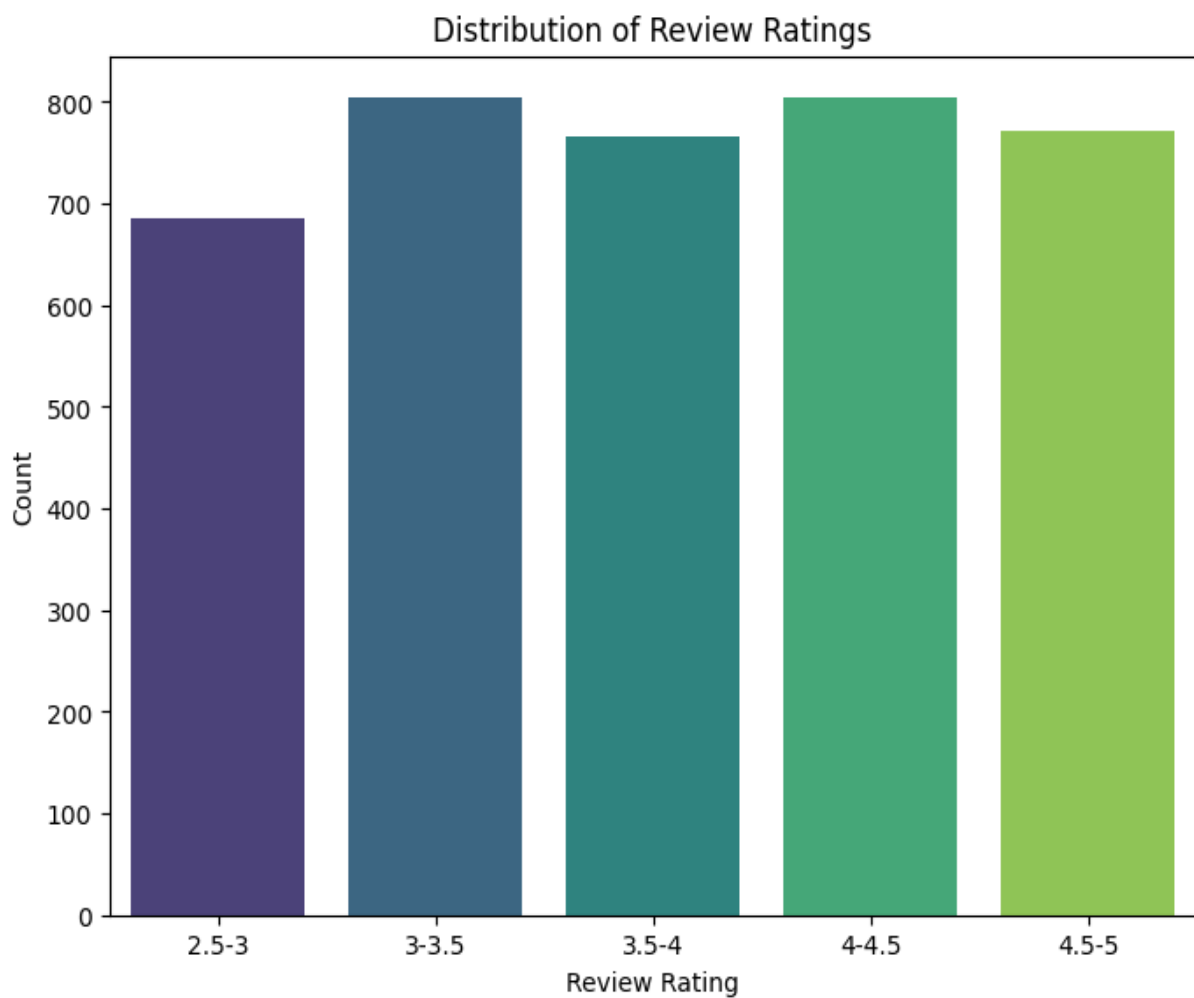
In fall and winter, people spend more money for purchasing, in comparison to spring and summer.



Spending varies with seasons, with fall and winter witnessing higher expenditures compared to spring and summer.

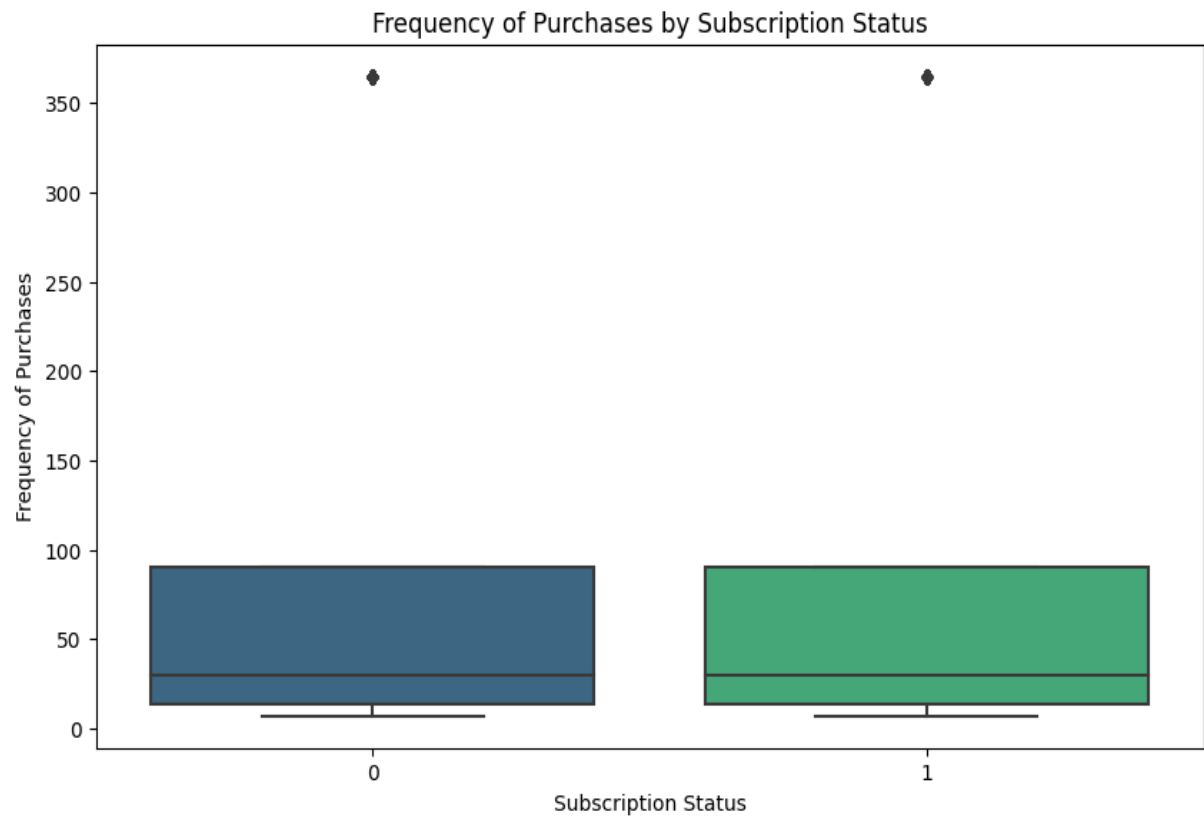
## Customer reviews:

- Review ratings show no correlation with purchase amounts.
- The top three highly-reviewed items are gloves, sandals, and boots, while lower-rated items include shirt, jeans, and blouse.



## Subscription status:

- The average purchase amount is consistent between subscribers and non-subscribers (average: \$59).
- No significant correlation is observed between subscription status and the frequency of purchases.



# Final summarize and suggestions for Business Strategies:

## 1. Targeted Marketing Based on Demographics:

- **Insight:** The distribution of gender reveals a higher proportion of male customers with consistent spending patterns.

- **Recommendation:** Tailor marketing efforts to address the preferences and needs of the predominantly male customer base. Consider gender-specific promotions or product recommendations.

## 2. Maximize Clothing Category Impact:

- **Insight:** Clothing emerges as the most popular category, capturing 45% of sales.

- **Recommendation:** Invest in optimizing the clothing category, introducing new styles, and promoting exclusive offers to further enhance its popularity.

## 3. Age-Centric Strategies:

- **Insight:** The majority of customers fall within the 45 to 60 age range, with an average age of 44.

- **Recommendation:** Develop marketing campaigns and product offerings that resonate with the preferences and lifestyles of the 45 to 60 age group. Tailor messaging to align with their interests.

## 4. Location-Specific Campaigns:

- **Insight:** Montana, California, and Idaho are the top three locations, each with unique preferences.

- **Recommendation:** Implement location-specific marketing campaigns to further engage customers in these regions. Understand and cater to the specific product preferences identified in each location.

## 5. Strategic Seasonal Offerings:

- **Insight:** Seasonal spending patterns indicate a notable increase in fall purchases.
- **Recommendation:** Capitalize on the observed increase in fall spending by introducing seasonal promotions, exclusive items, or loyalty programs to drive customer engagement during this period.

## 6. Product Popularity Utilization:

- **Insight:** High-rated items include gloves, sandals, and boots.
- **Recommendation:** Leverage the positive reviews of these items in marketing and advertising campaigns. Consider bundling or cross-promoting these items to maximize their impact.

## 7. Refine Subscription Strategies:

- **Insight:** The average purchase amount is consistent between subscribers and non-subscribers.
- **Recommendation:** Evaluate the current subscription benefits and consider enhancements to attract more subscribers. Introduce exclusive deals or early access to new products to incentivize subscriptions.

## 8. Customer Engagement through Reviews:

- **Insight:** Review ratings show no correlation with purchase amounts.
- **Recommendation:** Encourage customers to leave reviews by implementing a review incentive program. Leverage positive reviews in marketing materials to build trust and attract new customers.