Retail Data Analysis Report

1. Revenue by Gender

- Female: $75,191
- Male: $157,890
- Insight: Male revenue is 2.1× higher; focus on female acquisition opportunities.

2. Discount vs High Spend

- Customers using discounts can exceed the average purchase amount (~$59.7).
- Action: Discounts drive higher basket sizes for targeted products.

3. Top 5 Products by Review Rating

Product	Avg Rating
Gloves	3.86
Sandals	3.84
Boots	3.82
Hat	3.80
Skirt	3.78

- Observation: Ratings are clustered; no standout product.

4. Purchase Amount by Shipping

Shipping	Avg Purchase
Standard	$58.46
Express	$60.48

- Insight: Express shipping customers spend slightly more (+$2.02).

5. Subscription Impact

Subscription	Customers	Avg Spend	Total Revenue
Yes	1,053	$59.49	$62,645
No	2,847	$59.87	$170,436

- Insight: Subscribers do not spend more on average; non-subscribers drive 73% of revenue.

6. Products with Highest Discount Use

Product	Discount Rate
Hat	50%
Sneakers	49%
Coat	49%
Sweater	48%
Pants	47%

- Observation: Price-sensitive or overstocked items.

7. Customer Segmentation

Segment	Count
Loyal	3,116
Returning	701
New	83

- Insight: Loyal customers dominate (~78% of base).

8. Top Products per Category

Category	Top Product	Orders
Accessories	Jewelry	171
Clothing	Blouse	171
Footwear	Sandals	160
Outerwear	Jacket	163

- Observation: Strong but balanced category demand.

9. Repeat Buyers & Subscription

Subscription	Repeat Buyers (>5 purchases)
No	2,518
Yes	958

- Insight: Most repeat buyers do not subscribe.

10. Revenue by Age Group

Age Group	Revenue
Adult	$62,143
Young Adult	$59,197
Middle Aged	$55,978
Senior	$55,763

- Insight: Revenue well-distributed; Adults & Young Adults lead slightly.

Summary Insights

- Revenue Drivers: Male customers and loyal buyers.
- Subscriptions: Underperform; only 27% of revenue from subscribers.
- Discount Strategy: Effective on high-volume items but requires margin monitoring.
- Customer Base: Highly loyal, low new acquisition.
- Demographics: Balanced; no extreme dependency on age.