

# Customer Shopping Analysis

Strategic insights for revenue growth and customer engagement



OVERVIEW

# Revenue Performance Snapshot

**\$233K**

Total Revenue

Combined male and female  
customer spend

**2.1x**

Male Advantage

Male customers generate  
significantly higher revenue

**78%**

Loyal Base

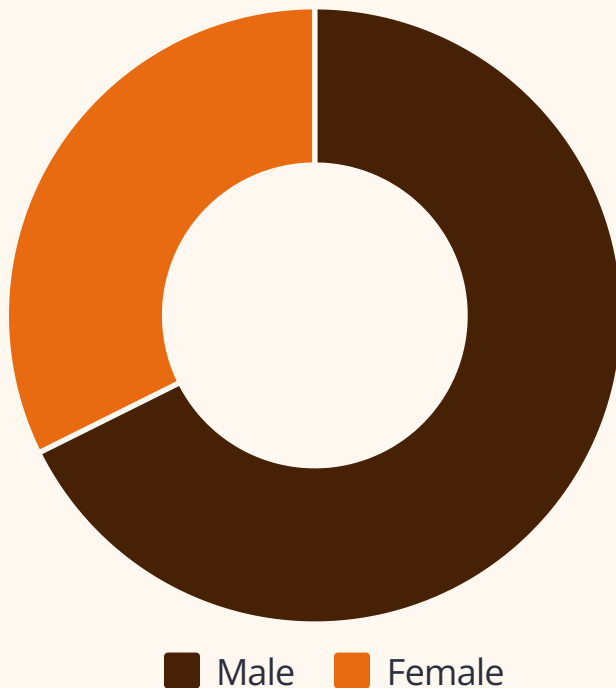
Customers demonstrate  
strong brand loyalty

**\$59.70**

Average Basket

Consistent spending across  
customer segments


# Gender Revenue Analysis



## Key Opportunity

Male customers drive 68% of revenue at \$157,890

Female segment shows untapped potential at \$75,191

 **Action:** Develop targeted acquisition campaigns for female shoppers to balance revenue streams



# Discount Strategy Performance



## Basket Size Impact

Discounted purchases exceed \$59.70 average spend



## Strategic Pricing

Promotions drive higher-value transactions effectively



## Product Focus

Target price-sensitive categories for maximum ROI

# Top Products by Category



Accessories

**Jewellery**

171 orders • Strong consistent demand



Clothing

**Blouse**

171 orders • Top apparel performer



Footwear

**Sandals**

160 orders • Highest rated at 3.84



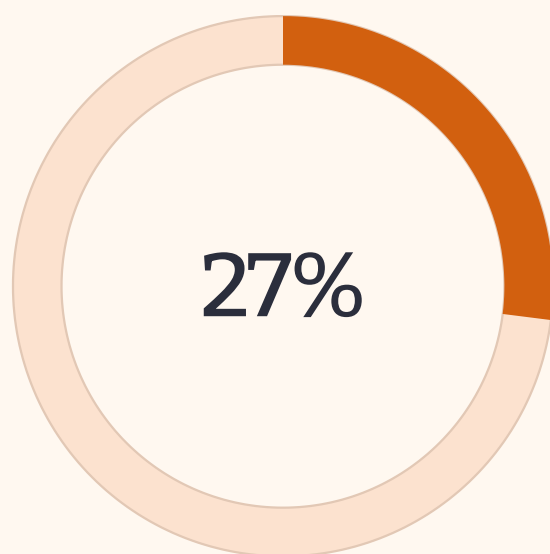
Outerwear

**Jacket**

163 orders • Balanced category strength

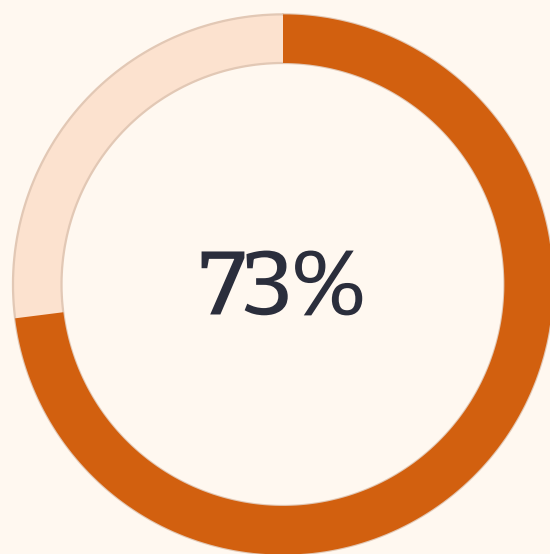
Well-distributed demand across all major product categories with no extreme dependencies

# Subscription Economics



Revenue Share

From subscribed customers




Non-Subscriber

Majority revenue source

## Subscriber Profile

- 1,053 active subscribers
- \$59.49 average spend (vs \$59.87 non-subscribers)
- \$62,645 total contribution

 **Critical Finding:** Subscription programme underperforms—no spending premium observed

# Segmentation Breakdown



## Loyalty Strength

78% of customer base classified as loyal—exceptional retention rates demonstrate strong brand affinity

## Acquisition Gap

Only 2% new customers indicates limited growth pipeline—requires strategic marketing investment



# Shipping Preferences & Spending

## Standard Shipping

Average purchase: **\$58.46**

Most popular delivery option for cost-conscious shoppers

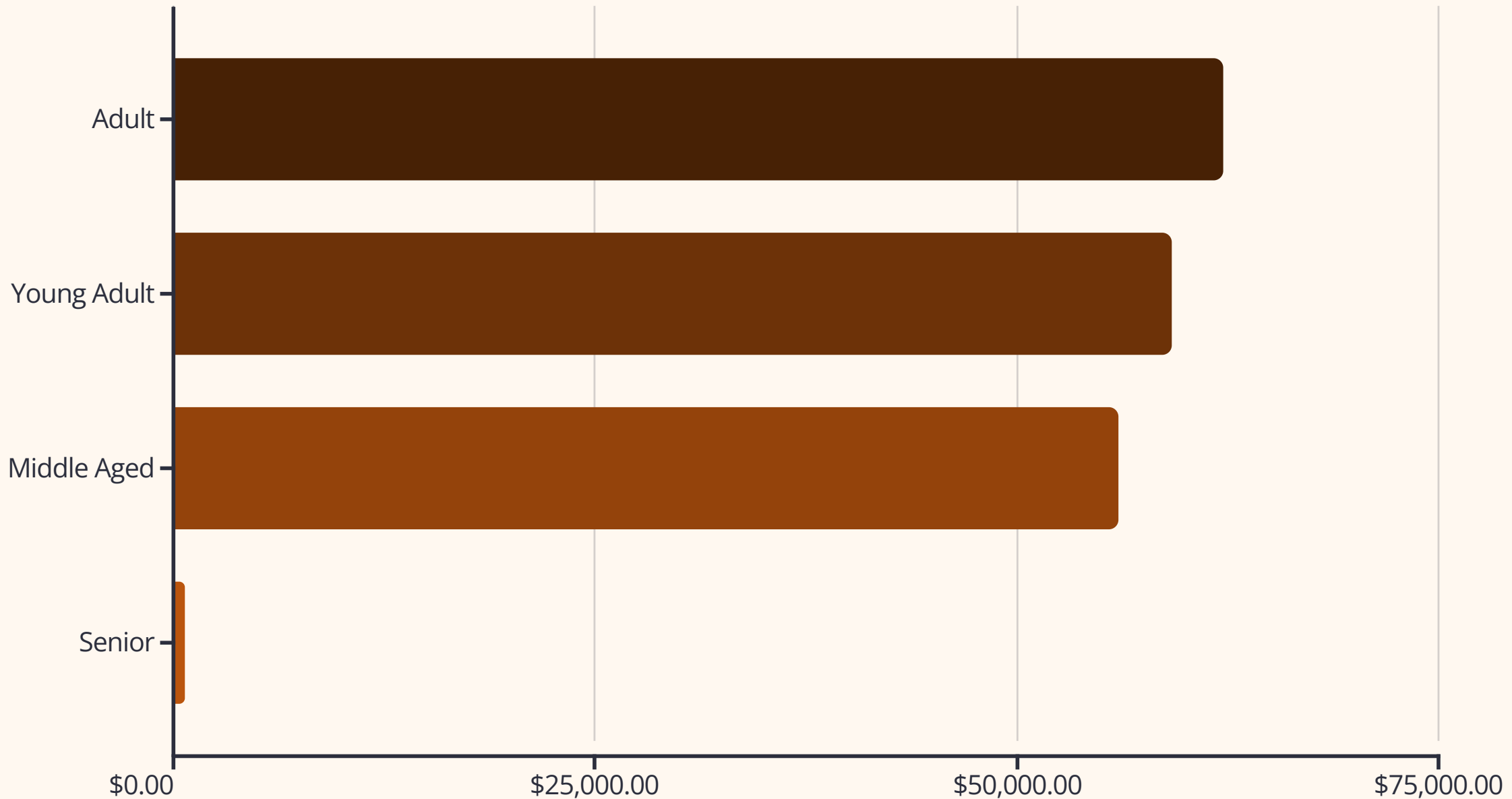
## Express Shipping

Average purchase: **\$60.48**

Premium option attracts higher-value transactions (+\$2.02)

Express shipping correlates with marginally higher basket values—opportunity to upsell at checkout

# Revenue by Age Distribution



# Key Recommendations

01

## Female Customer Acquisition

Launch targeted campaigns to close the 2.1× gender revenue gap

02

## Subscription Programme Review

Restructure offering to justify membership and drive spending premium

03

## Discount Optimisation

Monitor margins on high-discount items (hats, sneakers, coats) whilst leveraging basket-building power

04

## New Customer Pipeline

Increase acquisition investment to balance 78% loyal base with fresh growth

