

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

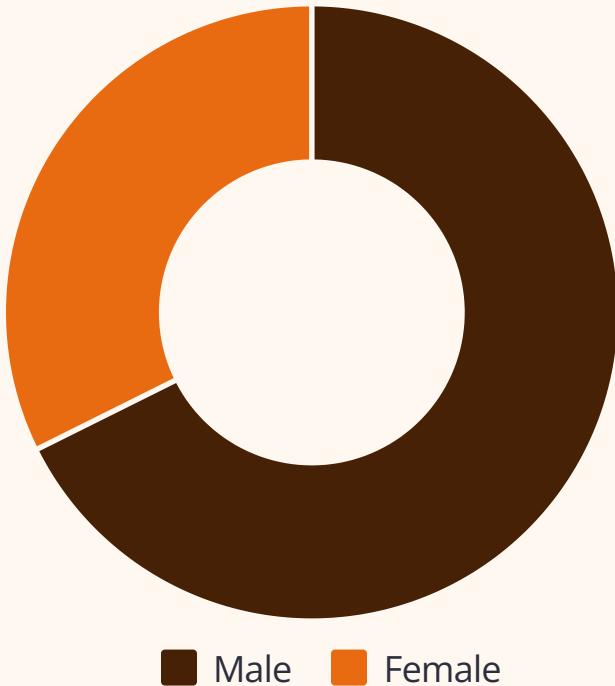
Customers demonstrate
strong brand loyalty

\$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



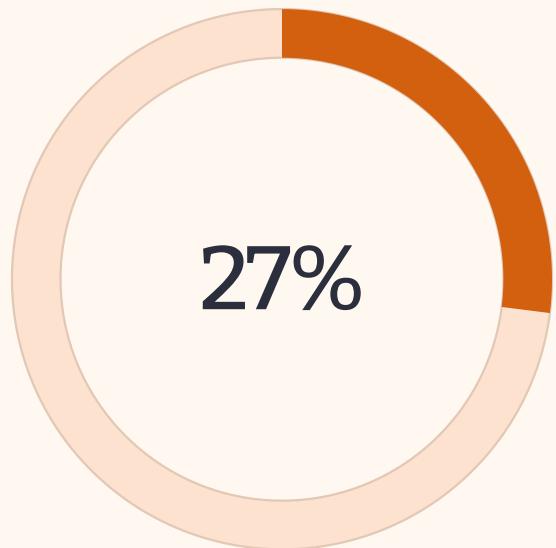
Outerwear

Jacket

163 orders • Balanced category strength

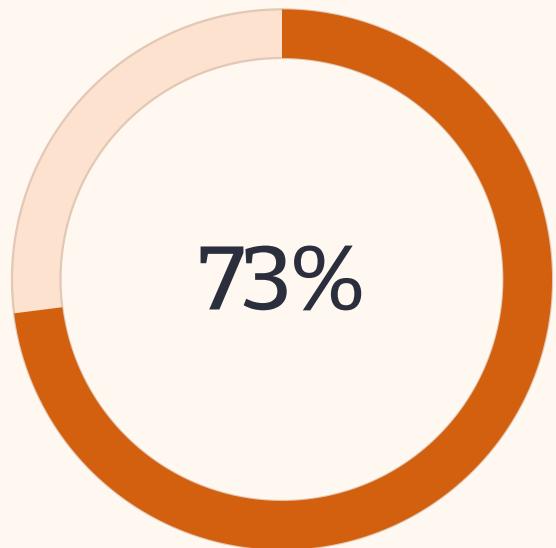
Well-distributed demand across all major product categories with no extreme dependencies

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

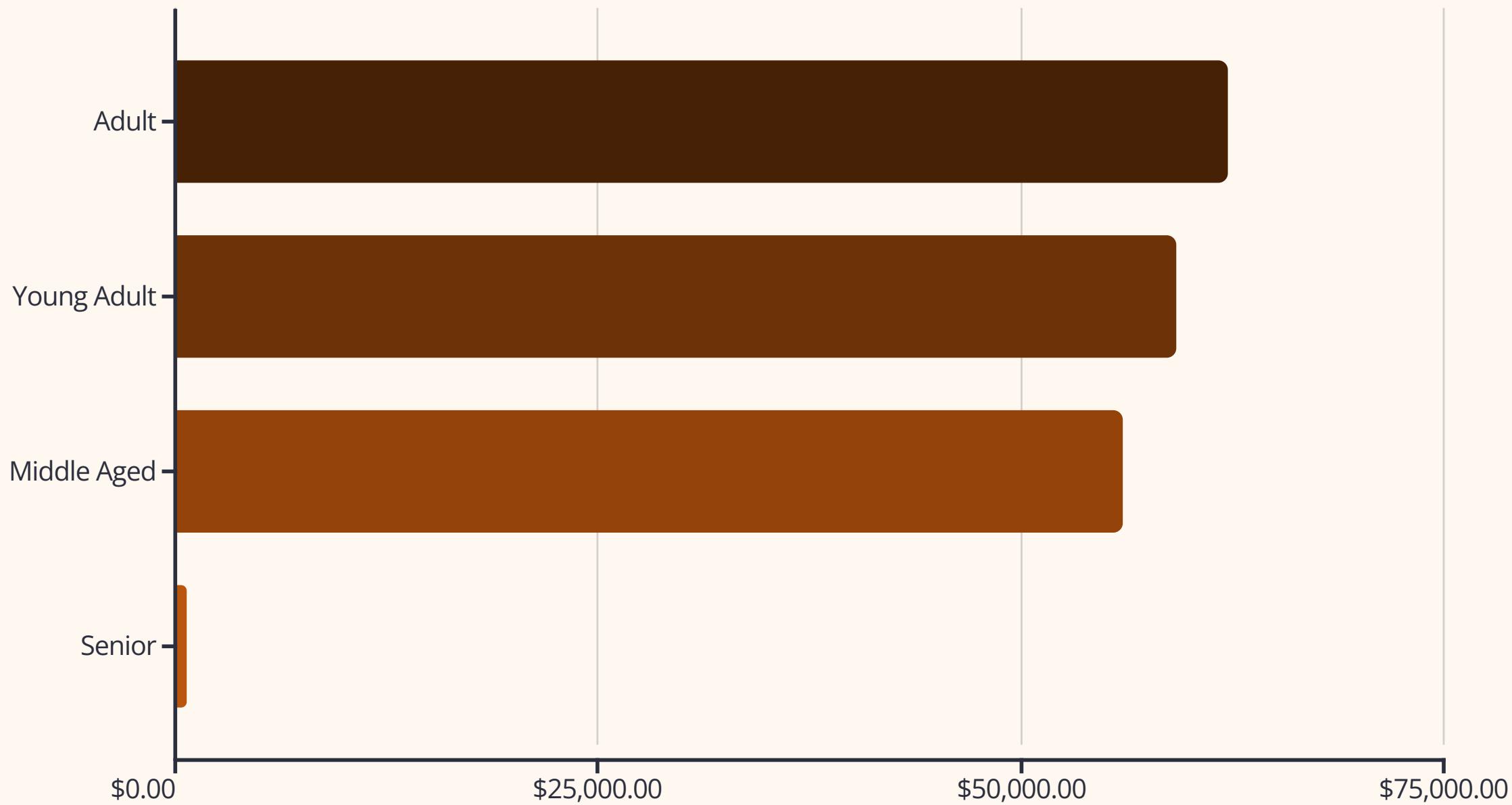
Express Shipping

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

