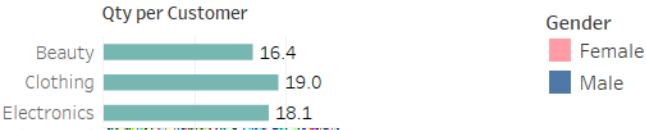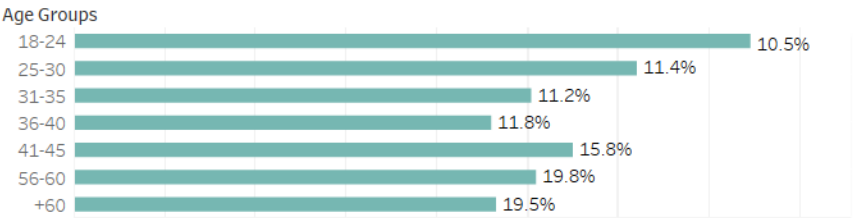# Customer Behaviour Analysis

Questions to Explore:

- How does customer age and gender influence their purchasing behavior?
- Are there discernible patterns in sales across different time periods?
- Which product categories hold the highest appeal among customers?
- What are the relationships between age, spending, and product preferences?
- How do customers adapt their shopping habits during seasonal trends?
- Are there distinct purchasing behaviors based on the number of items bought per transaction?
- What insights can be gleaned from the distribution of product prices within each category?
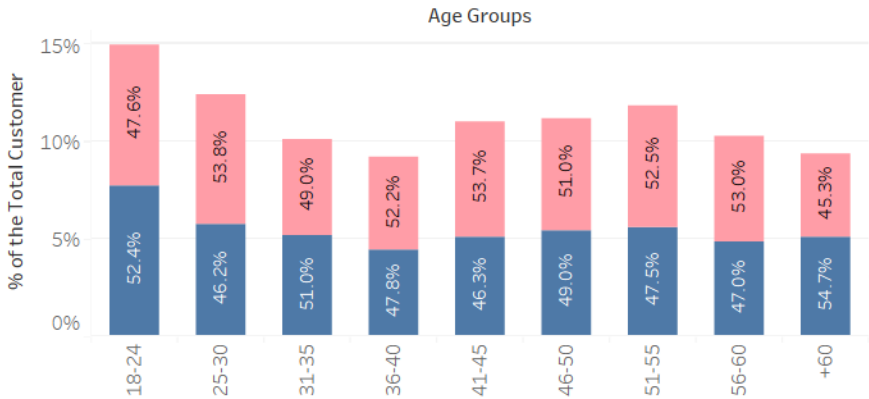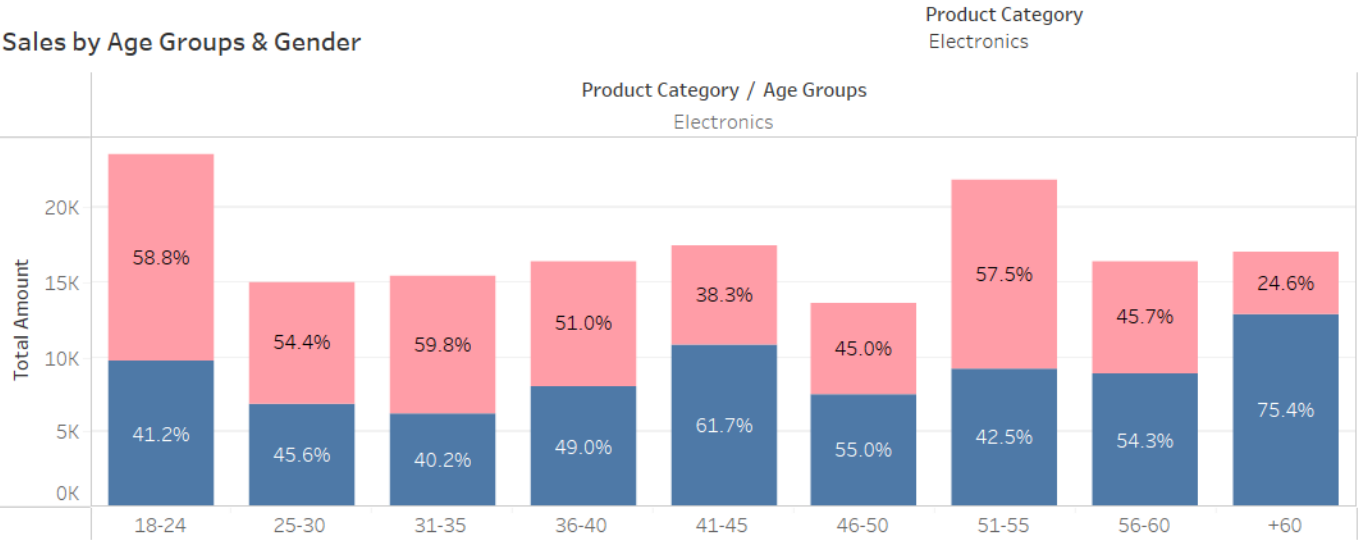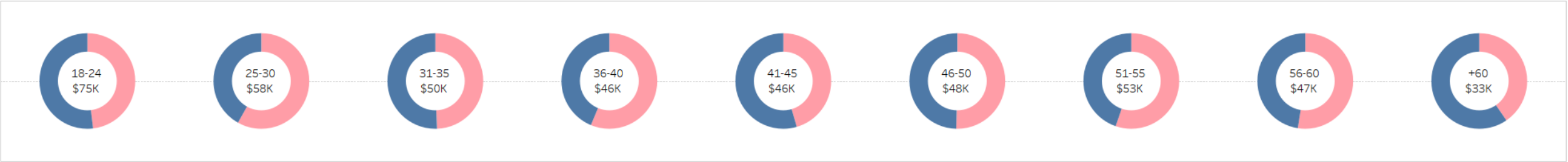
Customer Analysis

Age Groups

Age Group	Percentage
18-24	10.5%
25-30	11.4%
31-35	11.2%
36-40	11.8%
41-45	15.8%
56-60	19.8%
+60	19.5%

Sales per Customer

Category	Sales
Beauty	$3.1K
Clothing	$3.3K
Electronics	$3.3K

Qty per Customer

Category	Qty
Beauty	16.4
Clothing	19.0
Electronics	18.1

Gender
- Female
- Male

Age Groups by Gender

Age Groups — % of the Total Customer

Age Group	Male	Female
18-24	52.4%	47.6%
25-30	46.2%	53.8%
31-35	51.0%	49.0%
36-40	47.8%	52.2%
41-45	46.3%	53.7%
46-50	49.0%	51.0%
51-55	47.5%	52.5%
56-60	47.0%	53.0%
+60	54.7%	45.3%

Sales by Age Groups & Gender

Product Category — Electronics

Product Category / Age Groups — Electronics

Total Amount

Age Group	Male	Female
18-24	41.2%	58.8%
25-30	45.6%	54.4%
31-35	40.2%	59.8%
36-40	49.0%	51.0%
41-45	61.7%	38.3%
46-50	55.0%	45.0%
51-55	42.5%	57.5%
56-60	54.3%	45.7%
+60	75.4%	24.6%

Sales by Age Groups & Gender

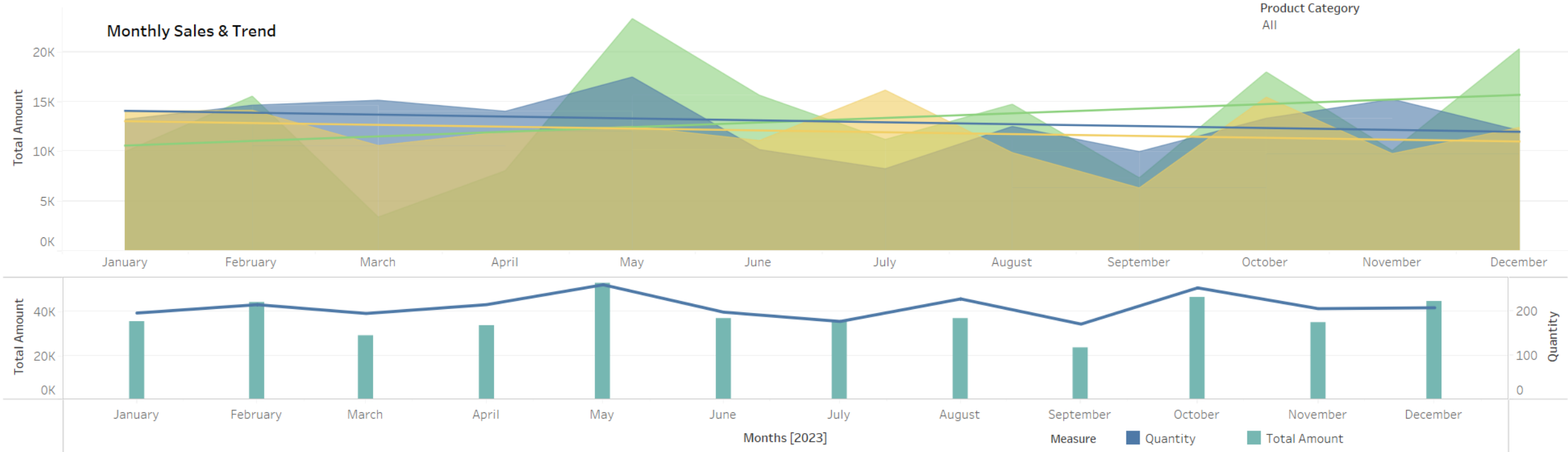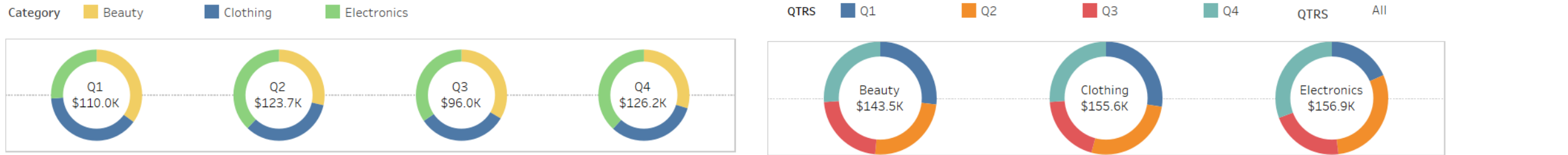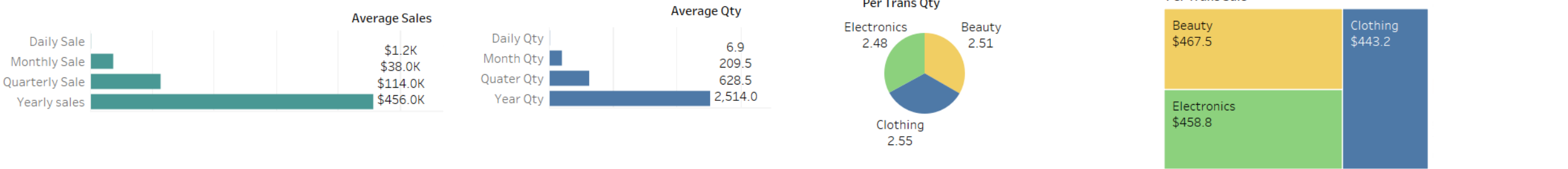| Age Group	Sales
18-24	$75K
25-30	$58K
31-35	$50K
36-40	$46K
41-45	$46K
46-50	$48K
51-55	$53K
56-60	$47K
+60	$33K

Key Points:
No notable gender difference across all age groups.
Customers aged 18-30 lead in sales across all categories.
In the beauty category, males aged 18-24 outpace female customers.
In the electronics category, male customers dominate purchases.

Sales Analysis

Average Sales

Daily Sale	$1.2K
Monthly Sale	$38.0K
Quarterly Sale	$114.0K
Yearly sales	$456.0K

Average Qty

Daily Qty	6.9
Month Qty	209.5
Quater Qty	628.5
Year Qty	2,514.0

Per Trans Qty

Electronics 2.48
Beauty 2.51
Clothing 2.55

Per Trans Sale

Beauty $467.5	Clothing $443.2
Electronics $458.8	

Category

- Beauty
- Clothing
- Electronics

Q1 $110.0K
Q2 $123.7K
Q3 $96.0K
Q4 $126.2K

QTRS

- Q1
- Q2
- Q3
- Q4

QTRS All

Beauty $143.5K
Clothing $155.6K
Electronics $156.9K

Monthly Sales & Trend

Product Category All

Months [2023]

Measure: Quantity, Total Amount

Forecast Analysis

Projected Scenario: Assuming a 20% boost in sales for the upcoming year, let's explore the potential outcome

Category ▢ Beauty ▮ Clothing ▮ Electronics

Product Category
All

Q1	Q2	Q3	Q4	All
$132.0K	$148.5K	$115.3K	$151.4K	$547.2K
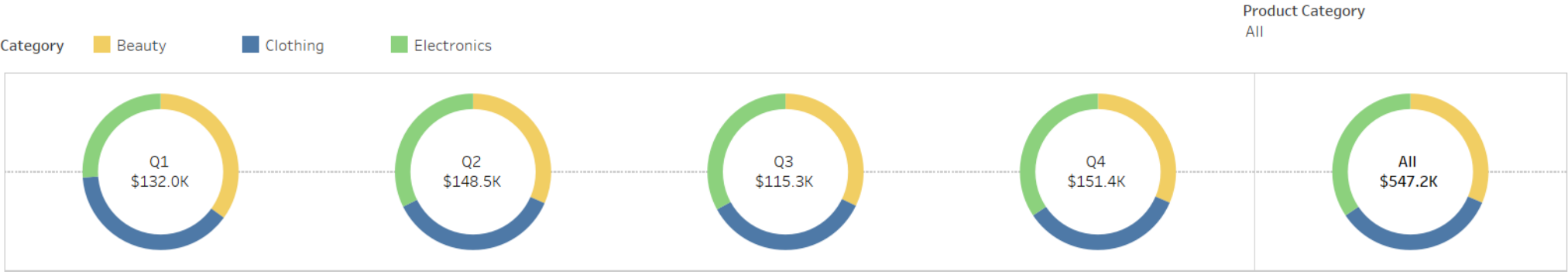
Waterfall chart (Accumulated Monthly Sales)

Product Category
All

Months

Running Sum of Target Sale

600K
400K
200K
0K

January February March April May June July August September October November December Grand Total

QTRS
All

Category Forecast

Beauty	Clothing	Electronics
172.2K	186.7K	188.3K

QTRS
▮ Q1
▮ Q2
▮ Q3
▮ Q4