

Customer Behavior Analysis

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Story 1

Introduction

Content

Monthly and Yearly Sales Trend

Problem Statement

- Sales Trend Over Time
- Customer Age Distribution (Histogram)
- Customer Gender Distribution
- Sales by Product Category
- Quantity Sold per Category
- Average Purchase Amount by Payment Method
- Payment Method Distribution
- Churned vs Active Customer Count
- Avg Purchase Amount by Churn Status
- Monthly Sales Trend
- Sales Trend
- Total Returns By Product Category
- Returns vs Total Purchases
- Total 10 customer Spending category wise
- Age vs Total Purchase Amount
- Product Category preference by Gender



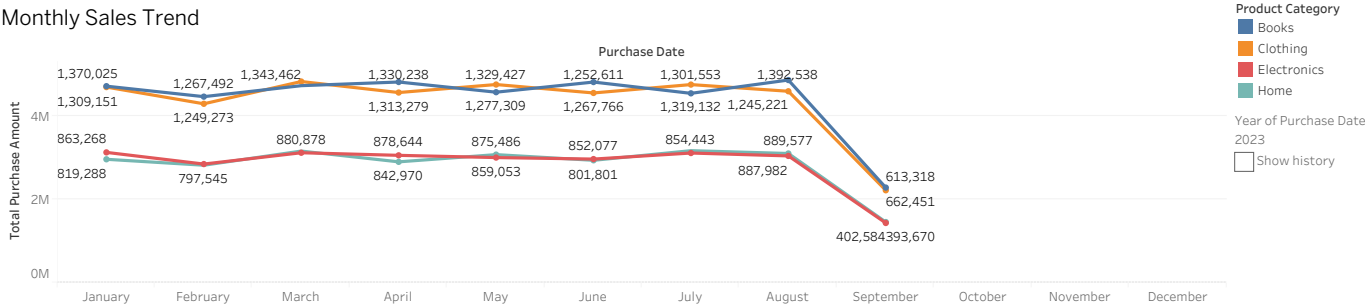
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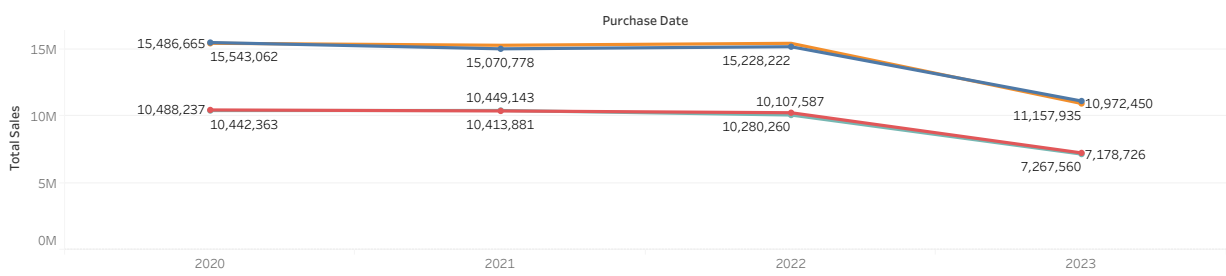
Monthly and Yearly Sales Trend

Gender and Age Distribution

Monthly Sales Trend



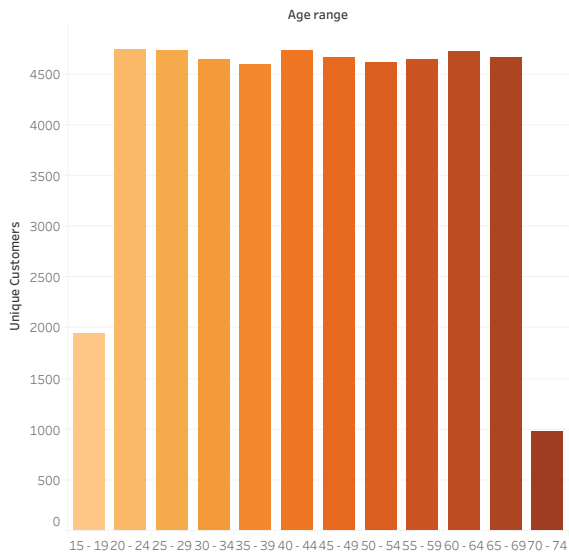
Sales Trend



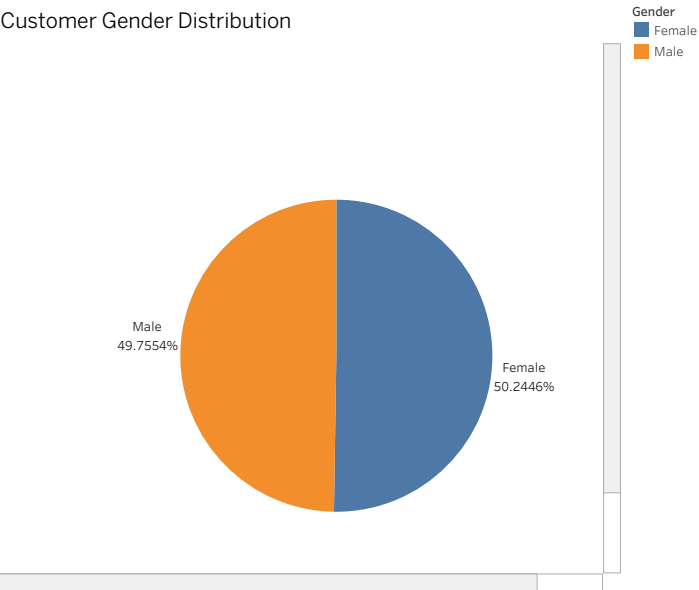
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Monthly and Yearly Sales Trend	Gender and Age Distribution	Sales per Category
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Customer Age Distribution (Histogram)



Customer Gender Distribution



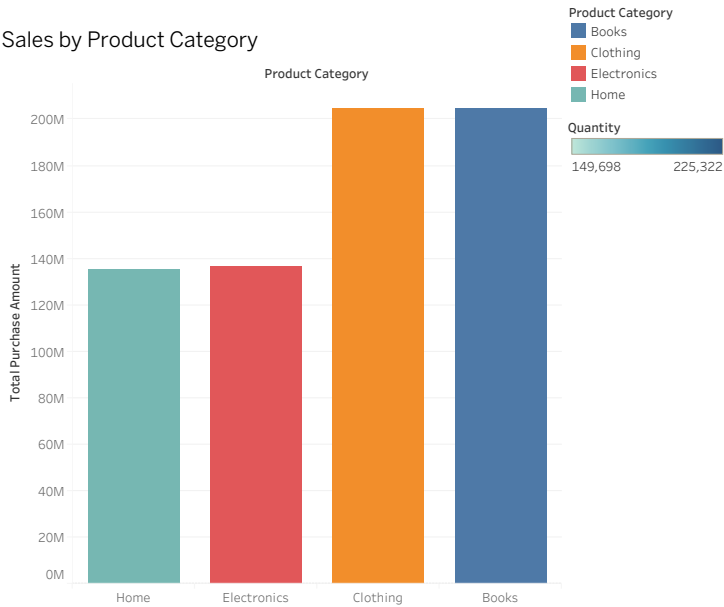
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Gender and Age Distribution	Sales per Category	Payment Method
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Quantity Sold per Category



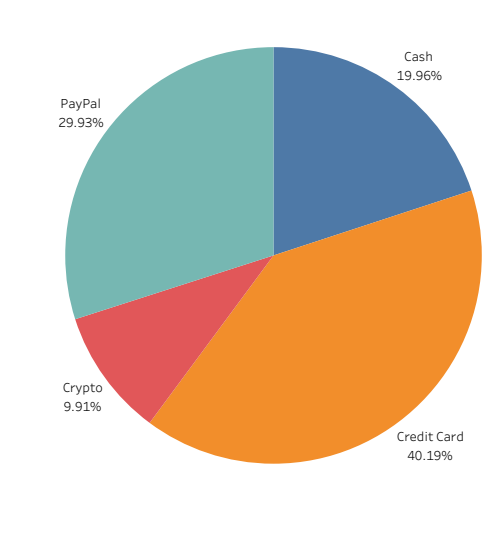
Sales by Product Category



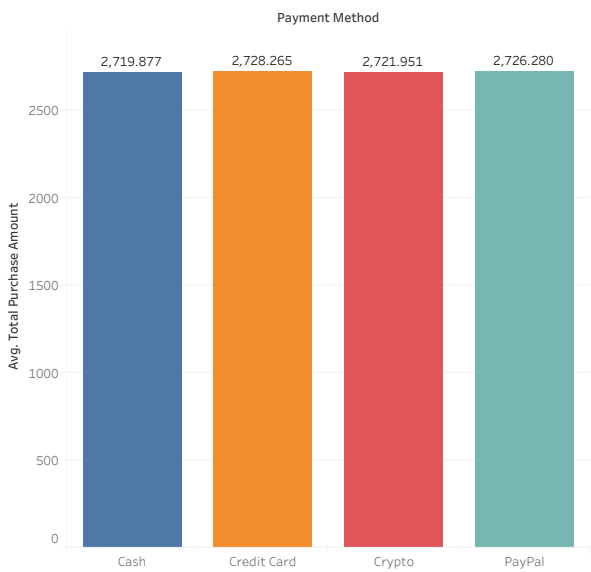
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Sales per Category	Payment Method	Churn Rate
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Payment Method Distribution



Average Purchase Amount by Payment Method



Payment Method

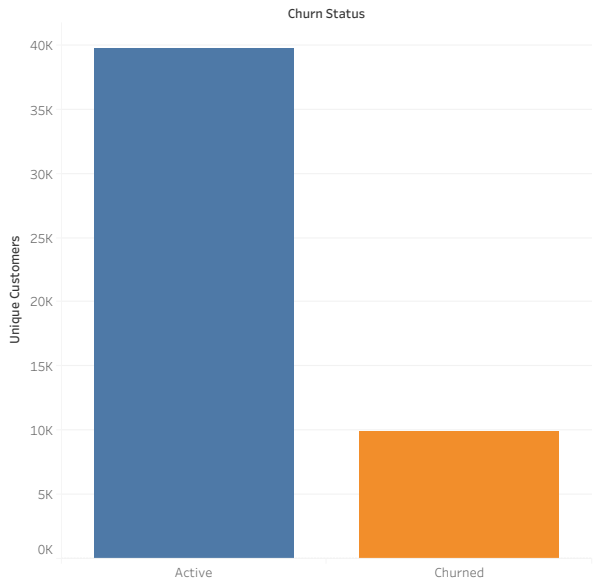
- Cash
- Credit Card
- Crypto
- PayPal



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Payment Method	Churn Rate	Returns
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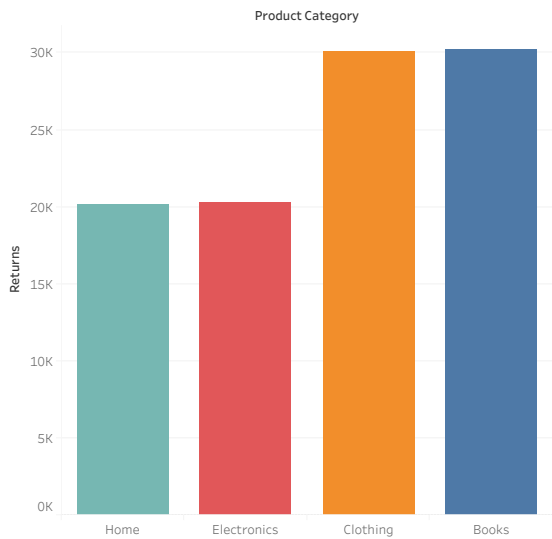
Churned vs Active Customer Count



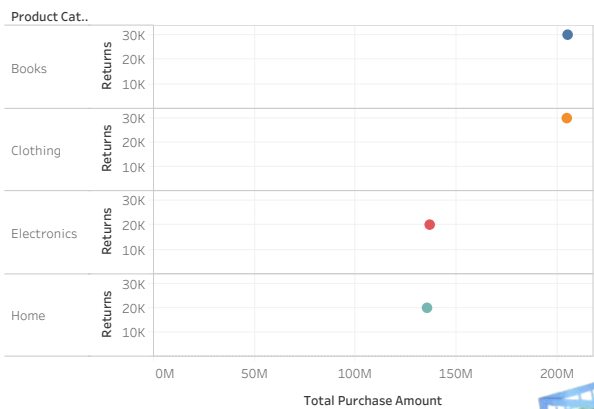
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Churn Rate	Returns	Top 10
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Total Returns By Product Category



Returns vs Total Quantity sold per category



Product Category

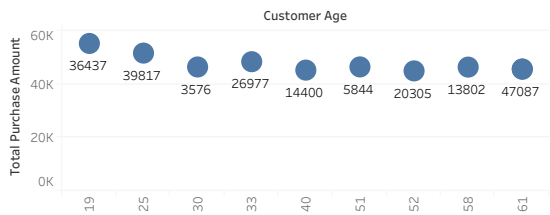
- Books
- Clothing
- Electronics
- Home



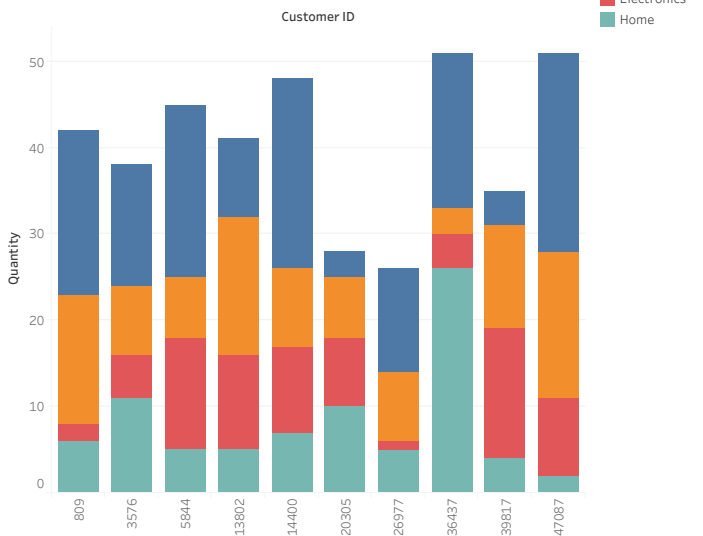
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Returns	Top 10	Product category by Gender
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Age vs Total Purchase Amount

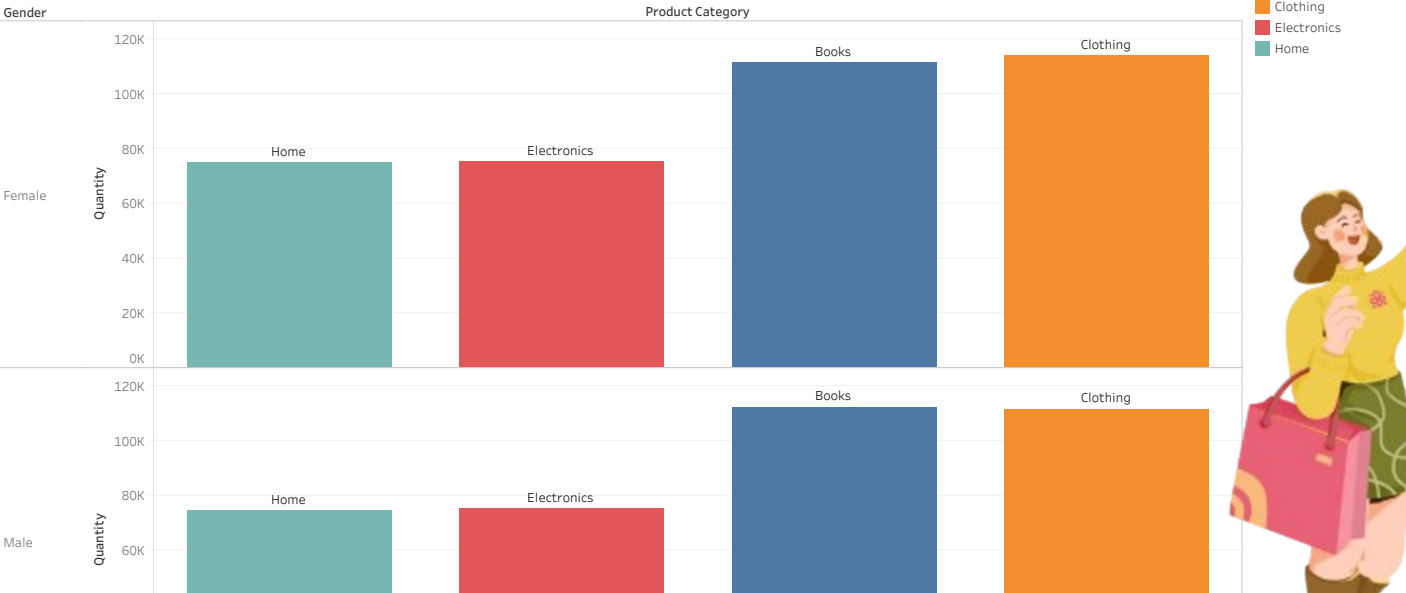


Total 10 customer Spending category wise

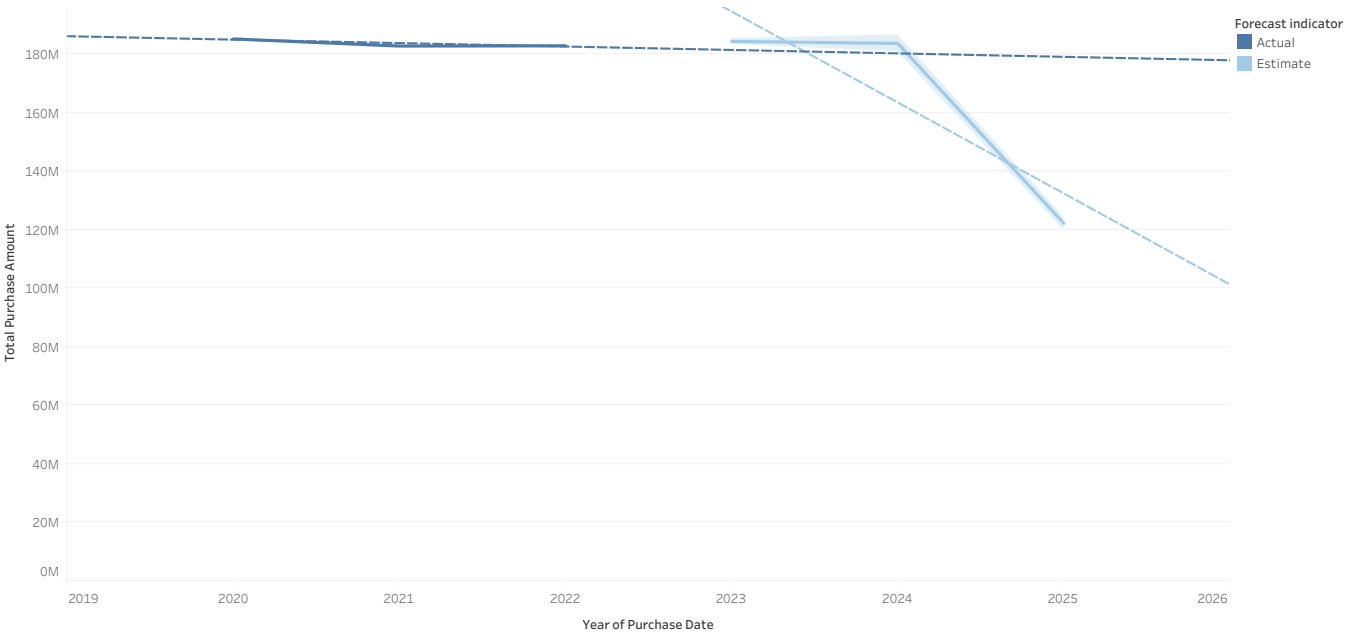


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Product Category preference by Gender



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Forecasting

Conclusion

Thank you

Conclusion

- Most Active Buyers: Customers aged 25–45 show the highest purchase activity.
- Top Categories: Home and Electronics products generate the most revenue.
- Preferred Payments: Credit Card and PayPal are the most used payment methods.
- Churn Insight: Active and churned customers spend almost equally — engagement drives retention more than spend.
- Seasonal Pattern: Sales dip from August to November and rise slightly in December (festive effect).
- Forecast Insight: A slight decline in sales by 2025 indicates a need for improved customer retention and marketing efforts.
- Overall: Visual analytics helped uncover key behaviour trends to support data-driven decisions for business growth.



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Forecasting	Conclusion	Thank you
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