MARC SHOPPING TRENDS & CUSTOMER BEHAVIOR ANALYSIS

ABSTRACT

This project examines shopping trends and customer behavior at Marc, a retail store specializing in clothing, footwear, outerwear and accessories. The objectives of this analysis are to identify key purchasing patterns, assess the performance of different product categories, understand the impact of promotional activities, evaluate customer preferences based on demographic factors and provide actionable recommendations to optimize sales strategies and enhance the overall customer experience.

The findings reveal significant patterns, such as higher sales among **male customers**, with **clothing** emerging as the most popular category. Seasonal trends indicate **fall** as the **strongest sales** period while **summer** has the **lowest sales** thus requiring **more strategic focus**. The study also highlights the impact of **promo codes** on customer spending, with **males** leading in their use. Additionally, **preferred payment methods**, **shipping choices** and **product sizes** offer valuable insights for **optimizing sales strategies**. Based on these findings, recommendations are provided to target specific customer segments, promote sales, enhance promotional efforts and improve the overall shopping experience. This analysis offers a **strategic framework** for **boosting customer engagement**, **increasing sales** and **fostering long-term business growth.**

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INTRODUCTION

Understanding customer shopping trends and purchasing behavior is essential for developing effective marketing strategies and improving business performance. This project aims to analyze various aspects of customer behavior, including purchasing patterns by gender, age group, product category, payment method and seasonal trends at Marc. By examining these factors, the study identifies key drivers of sales, popular product preferences and the impact of promotional activities on customer spending.

The analysis also explores how different customer segments interact with various product categories, highlighting the most commonly purchased items and the preferred shipping methods. In addition, the relationship between subscription status, the use of promo codes and the overall sales performance is assessed to uncover actionable insights.

Through this comprehensive analysis, the goal is to provide data-driven recommendations that will help optimize sales strategies, enhance customer experience, foster customer loyalty and drive long-term success.

PROBLEM STATEMENT

Despite the growing importance of understanding customer behavior in the retail sector, businesses often struggle to effectively analyze shopping trends across diverse customer segments. There is a need for comprehensive insights into how factors like demographics, product categories, seasonal trends, and promotional activities impact purchasing decisions. This lack of detailed, data-driven understanding can lead to missed opportunities for targeted marketing, inefficient sales strategies, and under optimized customer engagement.

The objective of this project is to analyze customer purchasing patterns across various factors—such as gender, age group, product category, payment method, and seasonality—to uncover actionable insights that can inform business decisions. By examining these trends, businesses can better understand customer preferences, enhance promotional efforts, optimize sales strategies, and improve the overall shopping experience.

PROJECT OBJECTIVES

My Primary Objectives for this project are :

1. Analyze customer demographics and purchasing patterns by gender, age, and location.
2. Identify top-performing product categories, popular items and preferred product sizes.
3. Examine seasonal sales trends and opportunities for growth.
4. Assess the impact of promo codes and discounts on customer spending.
5. Analyze preferred payment methods and shipping choices.
6. Evaluate the effect of subscription status on sales performance.
7. Provide actionable recommendations to optimize sales strategies.
8. Offer a strategic framework to drive long-term business growth and customer engagement.

METHODOLOGY

For this project, I used **SQL** for Data Cleaning & Analysis, followed by **Microsoft Power BI** to create interactive dashboards and visualizations to show shopping trends, customer behavior and product performance.

DATA DESCRIPTION

The data for this project was sourced from Kaggle. You can access the dataset here . Below is a breakdown of the key columns in the dataset and their relevance to this analysis:

Customer ID: This column serves as a unique identifier for each customer, enabling us to differentiate between individuals.

Age: The age column provides insights into the age demographics of our customers, helping us understand their preferences and behaviors.

Gender: This column showcases the gender of the customers, enabling us to analyze buying patterns based on gender.

Item Purchased: Here, we can identify the specific products that customers have bought, allowing us to gain an understanding of popular choices.

Category: The category column categorizes the products into different groups such as clothing, footwear, and more, aiding us in analyzing trends within specific product categories.

Purchase Amount (USD): This column reveals the amount customers spent on their purchases, providing insights into their spending habits.

Location: The location column indicates the geographical location of customers, which can help identify regional trends and preferences.

Size: This column denotes the size of the purchased products, assisting in understanding size preferences across different categories.

Color: Here, we can determine the color preferences of customers, aiding in analyzing color trends and their impact on purchasing decisions.

Season: The season column allows us to identify the season during which customers made their purchases, enabling us to explore seasonal shopping trends.

Review Rating: This column showcases the ratings given by customers, providing valuable feedback on product satisfaction and quality.

Subscription Status: This column indicates whether customers have opted for a subscription status, which can help us understand customer loyalty and engagement.

Shipping Type: Here, we can identify the different shipping methods used to deliver products to customers, shedding light on preferred shipping options.

Discount Applied: This column indicates whether a discount was applied to the purchased products, enabling us to analyze the impact of discounts on customer behavior.

Promo Code Used: Here, we can identify whether customers utilized promo codes during their purchases, helping us evaluate the effectiveness of promotional campaigns.

Payment Method: The payment method column showcases the various methods used by customers to make their purchases, allowing us to analyze preferred payment options.

Frequency of Purchases: This column provides insights into the frequency at which customers make purchases, helping us identify patterns and customer buying habits.

DATA IMPORT AND DATABASE SETUP

I imported the data into MySQL Workbench using the Import Table Wizard for cleaning and analysis.

DATA CLEANING AND TRANSFOMATION

Here I checked for duplicates in the data and then standardized it

Check for duplicates

```sql
-- DATA CLEANING
-- Check for duplicates
SELECT Customer_ID, COUNT(*)
FROM sales_info
GROUP BY Customer_ID
HAVING COUNT(*) > 1;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Customer_ID	COUNT(*)

No duplicates were found in the data.

Standardize Data

- Checked if any trim is required or presence misspelt words, none was found.

```sql
-- STANDARDIZE DATA
-- Check if any trim is required or misspelt words and Modify
SELECT DISTINCT Item_Purchased
FROM sales_info
ORDER BY 1;

SELECT DISTINCT Category
FROM sales_info
ORDER BY 1;

SELECT DISTINCT Location
FROM sales_info
ORDER BY 1;

SELECT DISTINCT Color
FROM sales_info
ORDER BY 1;

SELECT DISTINCT Season
```

```sql
SELECT DISTINCT Season
FROM sales_info
ORDER BY 1;

SELECT DISTINCT Payment_Method
FROM sales_info
ORDER BY 1;

SELECT DISTINCT Location
FROM sales_info
ORDER BY 1;

SELECT DISTINCT Shipping_Type
FROM sales_info
ORDER BY 1;

SELECT DISTINCT PreferredPayment_Method
FROM sales_info
ORDER BY 1;
```

DATA ANALYSIS AND QUERYING

I used SQL to perform the following analyses on the data:

1. **Customer Behavior Analysis**
2. **Product Performance Analysis**
3. **Sales and Marketing Analysis**

Below are screenshots of the SQL queries along with the corresponding questions they address.

```sql
-- DATA ANALYSIS
-- CUSTOMER BEHAVIOR ANALYSIS
-- How many unique customers are there
SELECT COUNT(DISTINCT Customer_ID) as Customers_Count
FROM sales_info;

-- What is the overall distribution of customer ages in the dataset?
SELECT ROUND(AVG(Age),0) AS Avg_age
FROM sales_info;

-- What is the mode of the age values?
SELECT age, COUNT(*) AS frequency
FROM sales_info
GROUP BY age
ORDER BY frequency DESC
LIMIT 1;

-- Which gender has the highest Total Sales Amount
SELECT Gender, SUM(PurchasedAmount_USD) AS Total_sales
FROM sales_info
GROUP BY Gender
ORDER BY Total_sales DESC;
```

```sql
-- Which gender has the highest number of purchases
SELECT Gender, COUNT(Gender) AS Number_of_Purchases
FROM sales_info
GROUP BY Gender
ORDER BY Number_of_Purchases DESC;

-- Which Age Category has the highest number of purchases and Total Sales
-- First Add a new column Age_Category to categorize the ages
ALTER TABLE sales_info
ADD COLUMN Age_Category VARCHAR(20) AFTER Age;

UPDATE sales_info
SET Age_Category = CASE
                   WHEN Age < 13 THEN 'Child'
                   WHEN Age BETWEEN 13 AND 19 THEN 'Teenager'
                   WHEN age BETWEEN 20 AND 35 THEN 'Young Adult'
                   WHEN age BETWEEN 36 AND 55 THEN 'Adult'
                   ELSE 'Senior'
                   END;

SELECT Age_Category, COUNT(*) as Number_of_Purchases, SUM(PurchasedAmount_USD) AS Total_Sales
FROM sales_info
GROUP BY Age_Category
```

```sql
SELECT Age_Category, COUNT(*) as Number_of_Purchases, SUM(PurchasedAmount_USD) AS Total_Sales
FROM sales_info
GROUP BY Age_Category
ORDER BY Number_of_Purchases DESC, Total_Sales DESC;

-- How does the frequency of purchases vary across different age groups?
SELECT Age_Category, SUM(CASE WHEN FrequencyOf_Purchases = 'Weekly' THEN 1 ELSE 0 END) AS Weekly,
                     SUM(CASE WHEN FrequencyOf_Purchases = 'Bi-Weekly' THEN 1 ELSE 0 END) AS Bi_Weekly,
                     SUM(CASE WHEN FrequencyOf_Purchases = 'Fortnightly' THEN 1 ELSE 0 END) AS Fortnightly,
                     SUM(CASE WHEN FrequencyOf_Purchases = 'Quarterly' THEN 1 ELSE 0 END) AS Quarterly,
                     SUM(CASE WHEN FrequencyOf_Purchases = 'Every 3 Months' THEN 1 ELSE 0 END) AS Every_3_Months,
                     SUM(CASE WHEN FrequencyOf_Purchases = 'Annually' THEN 1 ELSE 0 END) AS Annually
FROM sales_info
GROUP BY Age_Category
ORDER BY Weekly DESC ;

-- Most common to least common interval between purchases (ordering frequency_of_purchases)
SELECT FrequencyOf_Purchases, COUNT(FrequencyOf_Purchases) AS Count_of_Frequency
FROM sales_info
GROUP BY FrequencyOf_Purchases
ORDER BY Count_of_Frequency DESC;

-- Are there any specific colors that are more popular among customers?
```

```sql
-- Are there any specific colors that are more popular among customers?
SELECT Color, COUNT(*) AS Customer_Count
FROM sales_info
GROUP BY Color
ORDER BY Customer_Count DESC;

-- What are the number of customers that purchased with a subscription vs. without
SELECT Subscription_Status, COUNT(*) AS Customer_Count
FROM sales_info
GROUP BY Subscription_Status
ORDER BY Customer_Count DESC;

-- How many subscribed customers use discounts vs unsubscribed?
SELECT Subscription_Status,Discount_Applied, COUNT(Discount_Applied) AS Discounted_Customers
FROM sales_info
GROUP BY Discount_Applied,Subscription_Status;

-- PRODUCTS ANALYSIS
-- How many distinct items and categories are sold?
SELECT COUNT(DISTINCT Item_purchased) as Items, COUNT(DISTINCT Category) as Categories
FROM sales_info;
```

```sql
-- Check the Items and categories names
SELECT DISTINCT Item_purchased
FROM sales_info;

SELECT DISTINCT Category
FROM sales_info;

-- How does the average purchase amount vary across different product categories?
SELECT Category, ROUND(AVG(PurchasedAmount_USD),2) AS Average_PurchasedAmount
FROM sales_info
GROUP BY Category;

-- Which category has the most number of purchases and Total_Sales?
SELECT Category, COUNT(*) AS Number_of_Purchases, SUM(PurchasedAmount_USD) AS Total_Sales
FROM sales_info
GROUP BY Category
ORDER BY Total_Sales DESC, Number_of_Purchases DESC;

-- What are the most commonly purchased items in each category?
WITH CTE_rank AS
(
SELECT Item_Purchased, Category, COUNT(Item_Purchased) AS Item_count, ROW_NUMBER() OVER(PARTITION BY Category ORDER BY COUNT(Item_Purchased) DESC) AS row
FROM sales_info
```

```sql
-- What are the most commonly purchased items in each category?
WITH CTE_rank AS
(
SELECT Item_Purchased, Category, COUNT(Item_Purchased) AS Item_count, ROW_NUMBER() OVER(PARTITION BY Category ORDER BY COUNT(Item_Purchased) DESC) AS row
FROM sales_info
GROUP BY Item_Purchased, Category
)
SELECT Item_Purchased, Category,Item_count, row_num
FROM CTE_rank
WHERE row_num = 1;

--  Are there any correlations between the size of the product and the purchase amount?
SELECT Size, COUNT(*) AS Customer_Count
FROM sales_info
GROUP BY Size
ORDER BY Customer_Count DESC;

-- Which shipping type is preferred by customers for different product categories?
SELECT Category, Shipping_Type, COUNT(*) AS Customer_Count
FROM sales_info
GROUP BY Category, Shipping_Type
ORDER BY Customer_Count DESC;
```

```sql
-- What are the top 5 Product Category & Items' Average Ratings?
SELECT Category, Item_Purchased, ROUND(AVG(Review_Rating),2) AS Average_rating
FROM sales_info
GROUP BY Category, Item_Purchased
ORDER BY Average_rating DESC
LIMIT 5;

-- What are the bottom 5 Product Category & Items' Average Ratings?
SELECT Category, Item_Purchased, ROUND(AVG(Review_Rating),2) AS Average_rating
FROM sales_info
GROUP BY Category, Item_Purchased
ORDER BY Average_rating ASC
LIMIT 5;

-- What are the General Category Average Ratings?
SELECT Category, ROUND(AVG(Review_Rating),2) AS Average_rating
FROM sales_info
GROUP BY Category
ORDER BY Average_rating DESC
LIMIT 5;

-- SALES AND MARKETING ANALYSIS
-- Which season has the most number of purchases and Total Sales?
```

```sql
-- SALES AND MARKETING ANALYSIS
-- Which season has the most number of purchases and Total Sales?
SELECT Season, COUNT(*) AS Number_of_Purchases, SUM(PurchasedAmount_USD) AS Total_Sales
FROM sales_info
GROUP BY Season
ORDER BY Total_Sales DESC, Number_of_Purchases DESC;

-- What are the seasonal sales by category?
SELECT Season,Category, SUM(PurchasedAmount_USD) AS Total_Sales
FROM sales_info
GROUP BY Season, Category
ORDER BY Season, Total_Sales DESC;

-- Which payment method is the most popular among customers?
SELECT Payment_Method, COUNT(*) AS Number_of_Customers
FROM sales_info
GROUP BY Payment_Method
ORDER BY Number_of_Customers DESC ;

-- Are there any notable differences in purchase behavior between subscribed and non-subscribed customers?
SELECT Subscription_Status, COUNT(Subscription_Status) as CustomerPurchase_Count
FROM sales_info
GROUP BY Subscription_Status
```

```sql
-- Are there any notable differences in purchase behavior between subscribed and non-subscribed customers?
SELECT Subscription_Status, COUNT(Subscription_Status) as CustomerPurchase_Count
FROM sales_info
GROUP BY Subscription_Status
ORDER BY CustomerPurchase_Count;

-- Do customers who use promo codes tend to spend more than those who don't?
SELECT PromoCode_Used, Gender, SUM(PurchasedAmount_USD) AS Total_Sales
FROM sales_info
GROUP BY PromoCode_Used, Gender
ORDER BY Total_Sales DESC;

-- What is the Popularity of shipping types & Impact on sales?
SELECT Shipping_Type, COUNT(*) AS Number_of_Customers,
       SUM(PurchasedAmount_USD) AS Total_Sales
  FROM sales_info
 GROUP BY Shipping_Type
 ORDER BY Number_of_customers DESC, Total_Sales DESC;

-- How does the presence of a discount affect the purchase decision of customers?
SELECT Discount_Applied, Gender, COUNT(*) as Number_of_Purchases
FROM sales_info
GROUP BY Discount_Applied, Gender;
```

```sql
-- Are there any noticeable differences in purchase behavior between different locations?
SELECT Location, COUNT(*) AS Customer_Count
FROM sales_info
GROUP BY Location
ORDER BY Customer_Count DESC;

-- How does the average purchase amount AND total purchased amount differ between male and female customers?
SELECT Gender, SUM(PurchasedAmount_USD) AS Total_PurchasedAmount, ROUND(AVG(PurchasedAmount_USD),2) AS Average_PurchasedAmount
FROM sales_info
GROUP BY Gender;

-- Add a new column Average_PurchasedAmount for the calculated average purchased amount per gender
ALTER TABLE sales_info
ADD COLUMN Average_PurchasedAmount FLOAT AFTER PurchasedAmount_USD;

WITH CTE AS
(
SELECT Gender, ROUND(AVG(PurchasedAmount_USD),2) AS Average_PurchasedAmount
FROM sales_info
GROUP BY Gender
)

UPDATE tdi_project.sales_info
```

```sql
FROM sales_info
GROUP BY Gender;

-- Add a new column Average_PurchasedAmount for the calculated average purchased amount per gender
ALTER TABLE sales_info
ADD COLUMN Average_PurchasedAmount FLOAT AFTER PurchasedAmount_USD;

WITH CTE AS
(
SELECT Gender, ROUND(AVG(PurchasedAmount_USD),2) AS Average_PurchasedAmount
FROM sales_info
GROUP BY Gender
)

UPDATE tdi_project.sales_info
JOIN CTE
ON sales_info.Gender = CTE.Gender
SET sales_info.Average_PurchasedAmount =CTE.Average_PurchasedAmount;
```

RESULTS AND FINDINGS

- There was a total of **3900 purchases** made and **total sales** was **$233,081.**
- There were **4 distinct product categories**(Clothing, Footwear, Outerwear, Accessories) having 25 items.
- There were **50 distinct locations** where customers made purchases.
- The overall distribution of customer ages in the dataset exhibits an **average age** of **44 years** and a **mode** at **69 years**.

Sales and Number of Purchases by Gender

- **Total Sales** amount for **Male** is **$157,890** which is **higher** than **Female $75,191** making it **67.74%** of the Sales Amount.
- **Males** made the **most** number of purchases, a total of **2652** while **Females** made **1248.**

Sales by Age Group and Product Category

- **Adults** lead in total sales, particularly in **Clothing** with $38,421 and 640 purchases, followed by **Accessories** ($28,088) and **Footwear** ($14,930).
- **Seniors** have strong sales in **Accessories** ($21,102) and **Clothing** ($29,680), though with fewer purchases than Adults.
- **Young Adults** show similar purchasing patterns, especially in **Clothing** ($31,966) and **Accessories** ($22,475).

- **Teenagers** contribute the least to sales across all categories, with a total of $2,535 in Accessories and $4,197 in Clothing.
- **Adults** in Product Category **Clothing** made up **16.41%** of Number of Purchases.

Frequency of Purchases across different Age Groups

- Frequency of purchases varied across different age groups, with the **adult category (Ages 36-55)** exhibiting the **highest frequency** of purchases.
- The **most common interval** between purchases is **Every 3 months** having a total of **584 purchases**

Sales and Number of Purchases by Product Category and Items

- Clothing had the highest total sales of **$104,264** and highest total number of Purchases at 1737, followed by Accessories at 1240 , Footwear at 599, and Outerwear at 324.
- Outerwear has the lowest total sales of **$18,524 and lowest total number of purchases at 324.**
- The **average** purchase amount remained relatively **consistent** across **all categories**, with only minor variations in spending.

Most Commonly Purchased Items in each Category

- **Accessories Category**: The most commonly purchased item in the Accessories category is **jewelry**.
- **Clothing Category**: Within the Clothing category, the most commonly purchased item is **blouse**.
- **Footwear Category**: The most commonly purchased item in the Footwear category is **sandals**.
- **Outerwear Category**: The most commonly purchased item in the Outerwear category is **jacket**.

Seasonal Sales Performance

- **Fall** is the top season, achieving the highest total sales at $60,018.
- **Spring** and **Winter** have nearly identical sales ($58,679 and $58,607, respectively), while **Summer** has the lowest sales at $55,777.
- In all **seasons**, **Clothing** category was **leading** in **sales.**

Correlation between the Size of the Product and the Number of Purchases

- **Size M** had the **most purchases**, with a total of **1755,** followed by **Size L** with **1053 purchases.**

Payment Method by Popularity

- **Credit Card:** 696 purchases
- **Venmo:** 653 purchases
- **Cash:** 648 purchases
- **PayPal:** 638 purchases
- **Debit Card:** 633 purchases
- **Bank Transfer:** 632 purchases

Subscription Status, Discount Applied, Promo Codes

- **Unsubscribed** customers made the **most purchases**, a total of **2847** while **Subscribed** made **1053.**
- **Unsubscribed customers** with **no discount applied** in their purchases are **leading** with **2223 number of purchases.**
- Customers who **used promo codes spend more** than **those who don't.**
- **Males** who **used promo code** are the **leading** in sales with **$99411.**
- **Female** customers **don't use promo code** and **discounts** in their purchases, the statistics show only male customers using.

Popularity of Shipping Types & Impact on Sales

- **Free Shipping** was the **most popular** shipping method and had **the highest sales** of **$40,777**.
- **Express shipping** wasn't as popular but had the **2nd highest sales** of **$ 39067.**
- The preferred shipping type for the **clothing** category is **standard shipping.**
- For the **accessories** category, **store pickup shipping** is the preferred option **.**
- **Free shipping** is the preferred shipping type for the **footwear and outerwear** categories.

Color Preference

- **Olive** emerged as the **most popular** color**,** with **177 purchases,** followed closely by **Yellow** at **174 purchases** and **Silver** with **173 purchases.**

Purchase Behavior between different Locations

- Based on the analysis, there are **no significant differences** in **purchase behavior** across locations. All locations show nearly identical total purchases, with no notable variations.

Top 5 Product Category & Items' Average Ratings

Category	Item_Purchased	Average_rating
Accessories	Gloves	3.86
Footwear	Sandals	3.84
Accessories	Hat	3.81
Footwear	Boots	3.81
Accessories	Handbag	3.78

Bottom 5 Product Category & Items' Average Ratings

Category	Item_Purchased	Average_rating
Clothing	Shirt	3.63
Clothing	Jeans	3.65
Clothing	Blouse	3.68
Accessories	Scarf	3.7
Clothing	Shorts	3.71

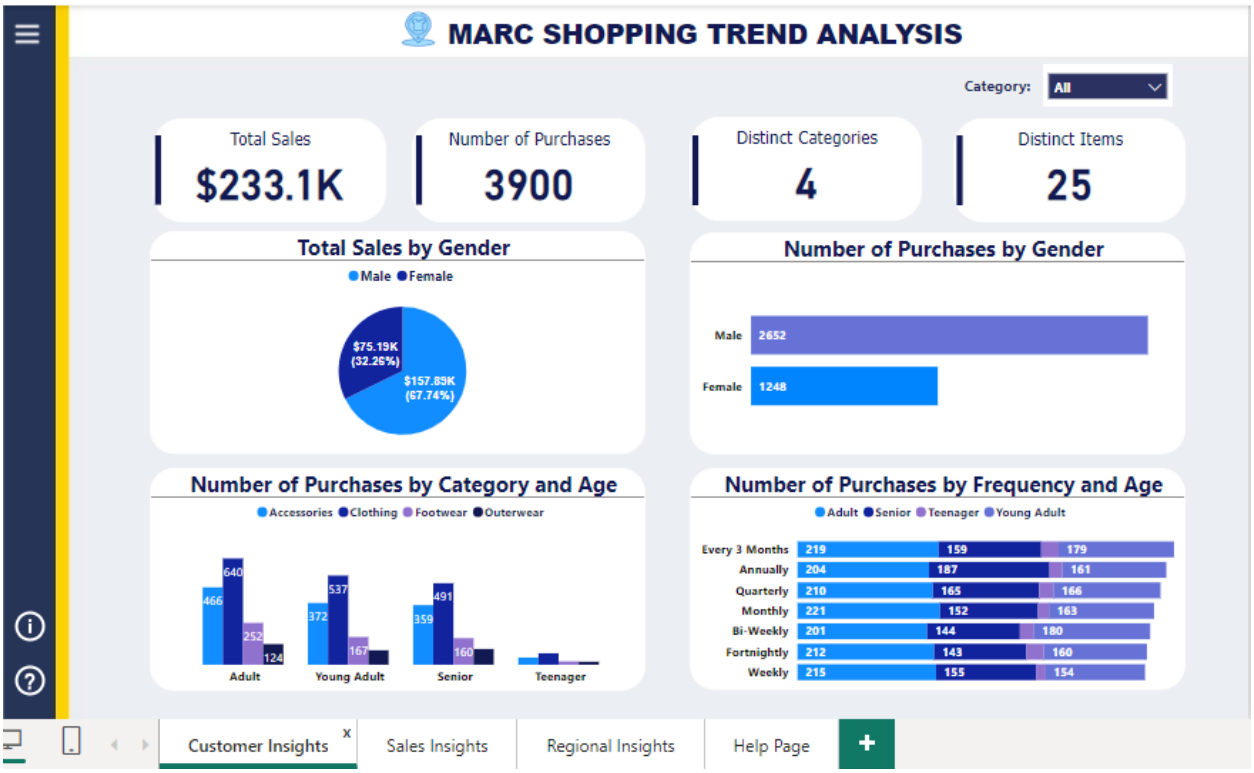
General Category Average Ratings

Category	Average_rating
Footwear	3.79
Accessories	3.77
Outerwear	3.75
Clothing	3.72

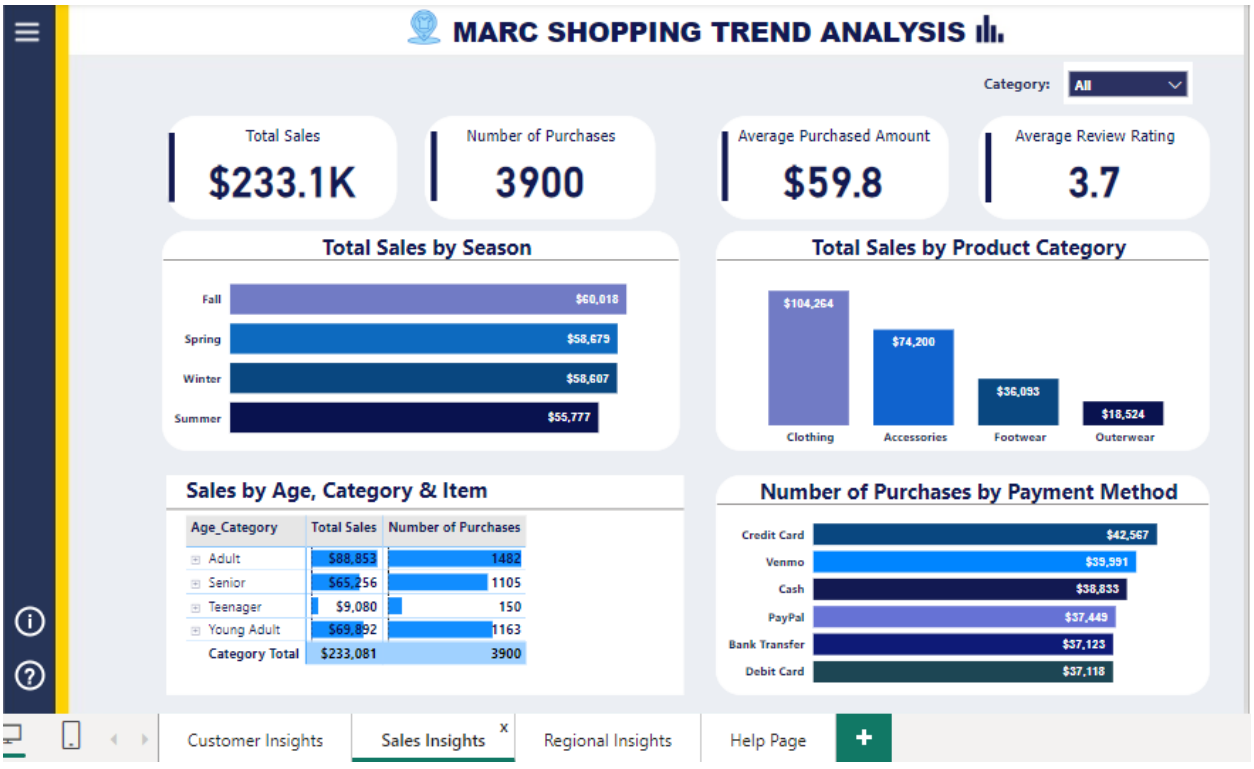
The average rating given by customers for each product category is consistent across all categories, with minimal variations.

DASHBOARD INTERACTIVITY AND USER EXPERIENCE

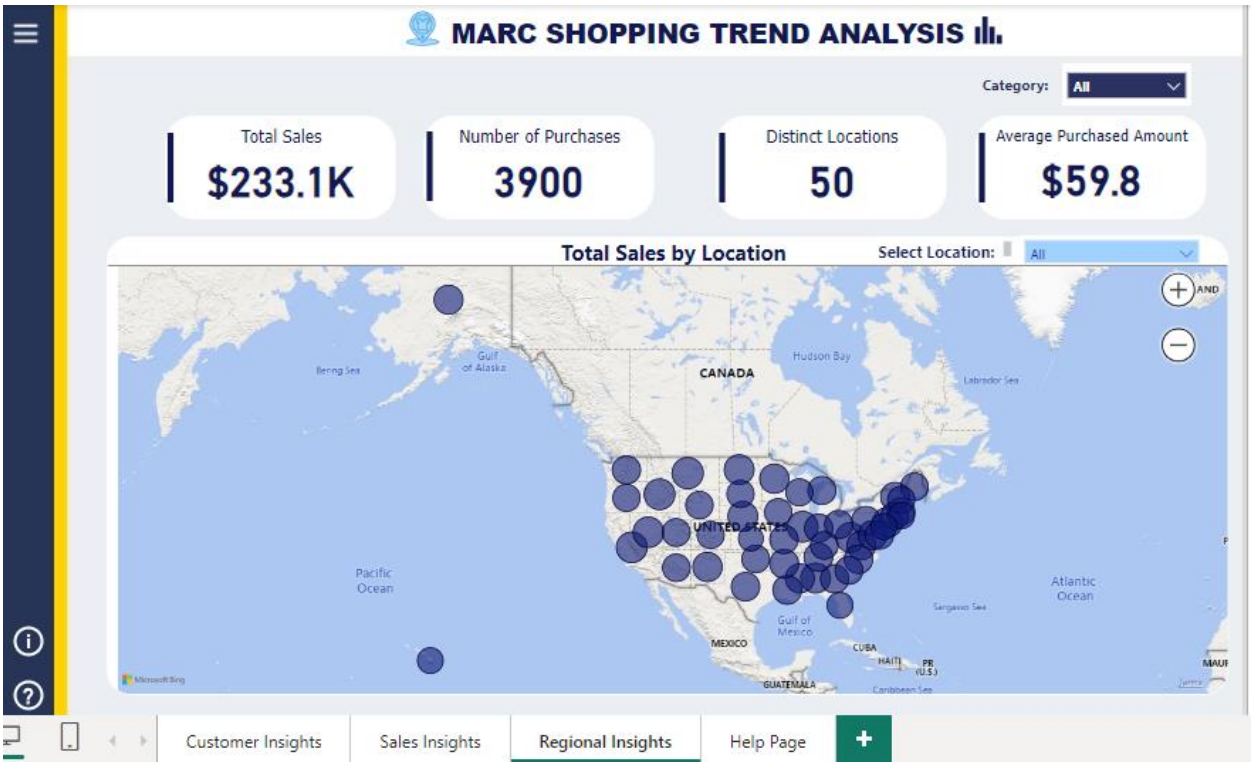
Customer Insights Report Dashboard



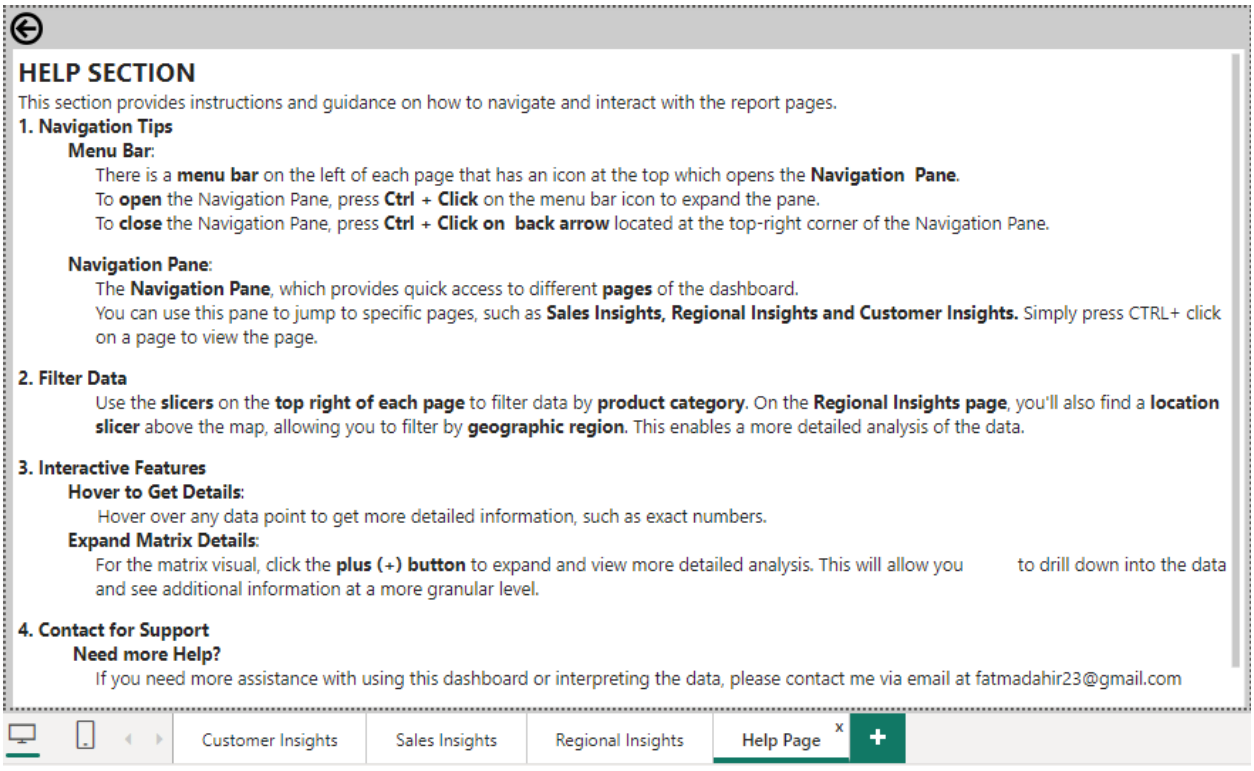
Sales Insights Report Dashboard



Regional Insights Report Dashboard



Help Page



HELP SECTION

This section provides instructions and guidance on how to navigate and interact with the report pages.

1. Navigation Tips

Menu Bar:

There is a **menu bar** on the left of each page that has an icon at the top which opens the **Navigation Pane**.
To **open** the Navigation Pane, press **Ctrl + Click** on the menu bar icon to expand the pane.
To **close** the Navigation Pane, press **Ctrl + Click on back arrow** located at the top-right corner of the Navigation Pane.

Navigation Pane:

The **Navigation Pane**, which provides quick access to different **pages** of the dashboard.
You can use this pane to jump to specific pages, such as **Sales Insights, Regional Insights and Customer Insights.** Simply press CTRL+ click on a page to view the page.

2. Filter Data

Use the **slicers** on the **top right of each page** to filter data by **product category**. On the **Regional Insights page**, you'll also find a **location slicer** above the map, allowing you to filter by **geographic region**. This enables a more detailed analysis of the data.

3. Interactive Features

Hover to Get Details:

Hover over any data point to get more detailed information, such as exact numbers.

Expand Matrix Details:

For the matrix visual, click the **plus (+) button** to expand and view more detailed analysis. This will allow you to drill down into the data and see additional information at a more granular level.

4. Contact for Support

Need more Help?

If you need more assistance with using this dashboard or interpreting the data, please contact me via email at fatmadahir23@gmail.com

Customer Insights | Sales Insights | Regional Insights | Help Page

RECOMMENDATIONS

1. Gender-Based Marketing Strategies

- **Target Male Customers More Strategically**: Since male customers contribute significantly more to both sales ($157,890) and the number of purchases (2,652), marketing campaigns should be tailored to appeal more directly to this segment. Consider offering promotions or loyalty programs that incentivize male customers further, especially for top-selling categories like clothing and accessories.
- **Engage Female Customers with Discounts and Promotions**: Given that female customers make fewer purchases (1,248) and have a lower total sales value ($75,191), targeted campaigns offering discounts, promotions, or exclusive product lines could drive greater engagement and sales. The lack of promo code usage among females is a key area to address through more tailored marketing.

2. Focus on High-Performing Product Categories

- **Prioritize Clothing in Marketing Campaigns**: Clothing consistently performs the best in terms of total sales ($104,264) and the number of purchases (1,737). Continue to push this category with seasonal promotions and targeted campaigns, especially focusing on popular items like blouses.
- **Promote Accessories as an Upsell**: Accessories, though second in sales, present opportunities for bundling with other products like clothing. Consider creating product bundles or cross-promotions that encourage customers to buy accessories along with their clothing purchases, particularly jewelry and handbags.
- **Enhance Outerwear Marketing**: Outerwear has the lowest total sales ($18,524) and number of purchases (324), suggesting a need for repositioning or reevaluating its appeal. Special offers, such as "Buy one get one free" or discounted outerwear with clothing purchases, could help boost sales in this category.

3. Age Group Targeting

- **Leverage Adult and Senior Segments for Upselling**: Adults and seniors contribute significantly to total sales, particularly in clothing and accessories. Tailor specific product recommendations and promotions to these age groups. For example, offer seniors discounts or special offers on clothing or accessories, and target adults with more sophisticated or trendy clothing items.
- **Engage Younger Audiences More Effectively**: Teenagers and young adults show weaker sales across categories. Consider creating more engaging, youth-oriented marketing strategies (e.g., influencer partnerships, social media campaigns, or exclusive product lines) to drive their purchases.

4. Seasonal Sales Strategies

- **Capitalize on Fall Sales**: Fall is the top season for total sales ($60,018). Build on this by introducing fall-themed promotions, exclusive seasonal items, or limited-time offers that cater specifically to fall shopping habits.

- **Optimize for Spring and Winter**: Both spring and winter show strong sales ($58,679 and $58,607, respectively), with clothing leading. Target these seasons with tailored ads for both adults and seniors, focusing on clothing and accessories that fit the season's trends.
- **Address Lower Summer Sales**: Since summer has the lowest sales ($55,777), consider revisiting summer product offerings or adjusting pricing to increase competitiveness in this period.

5. Payment Method and Customer Experience

- **Promote Credit Card and Venmo Usage**: Given that credit cards and Venmo are the most popular payment methods, further emphasize these options in checkout processes. Offering incentives for using certain payment methods (like cashback or discounts for credit card payments) could drive even higher sales.

6. Subscription Engagement and Promo Codes

- **Encourage Subscriptions for Exclusive Benefits**: Since unsubscribed customers make more purchases, there is an opportunity to boost subscriptions by offering unique perks like early access to sales, special discounts, or exclusive content.
- **Leverage Promo Codes for Increased Sales**: Since customers who use promo codes tend to spend more, continue offering well-targeted promotions to incentivize their use. Focus on increasing awareness among female customers, who currently aren't using promo codes.

7. Optimize Shipping Preferences

- **Enhance Free Shipping Offers**: Free shipping has the highest sales ($40,777) and should continue to be highlighted as a key benefit. Consider expanding free shipping offers for larger orders or specific categories like footwear or outerwear.
- **Tailor Shipping Options by Category**: The preference for **store pickup** in accessories and **free shipping** in footwear and outerwear should guide how you market shipping options. Offering targeted promotions for specific shipping methods based on the product category could enhance customer satisfaction.

8. Color Preferences and Product Positioning

- **Focus on Popular Colors Like Olive**: Olive, yellow, and silver are the most popular colors. You could highlight these colors in marketing materials or launch exclusive color-themed campaigns to further boost sales for products in these shades.

9. Optimize for Size Preferences

- **Stock More of Popular Sizes (Size M)**: Size M had the most purchases (1,755), so ensure that this size is always well-stocked and promoted. Similarly, ensure that popular sizes are easy to find and clearly displayed on your website to improve the shopping experience.

10. Location-Based Strategy

- **Focus on Online vs. In-Store Purchases**: Since there are no noticeable differences in purchase behavior across locations, focusing on online marketing strategies and product availability could streamline operations. You could optimize product placement for e-commerce or expand product lines for locations where demand is high.

11. Customer Frequency and Loyalty Programs

- **Build Loyalty Programs for High-Frequency Purchasers**: Adults (ages 36-55) exhibit the highest frequency of purchases. Implementing a loyalty program that rewards repeat purchases, such as points or tiered membership, could incentivize even more frequent buying behavior.

CONCLUSION

The analysis reveals key opportunities to optimize sales and enhance customer engagement. **Male customers** drive the majority of sales, with **clothing** being the **top**-performing category. There's a clear opportunity to **boost female customer** spending through **tailored promotions** and **incentive**s, as they are currently less engaged with discounts and promo codes. Seasonal trends show **fall** as the peak period, while **summer** requires more strategic focus.Other recommendations include enhancing **shipping options**, leveraging **promo codes**, and targeting **adults and seniors** with **personalized offers**. Also**,** consistent average purchase amounts and uniform customer ratings across product categories suggest steady customer satisfaction. By acting on these insights, Marc can refine marketing strategies, increase sales, and deliver a more personalized and seamless shopping experience.