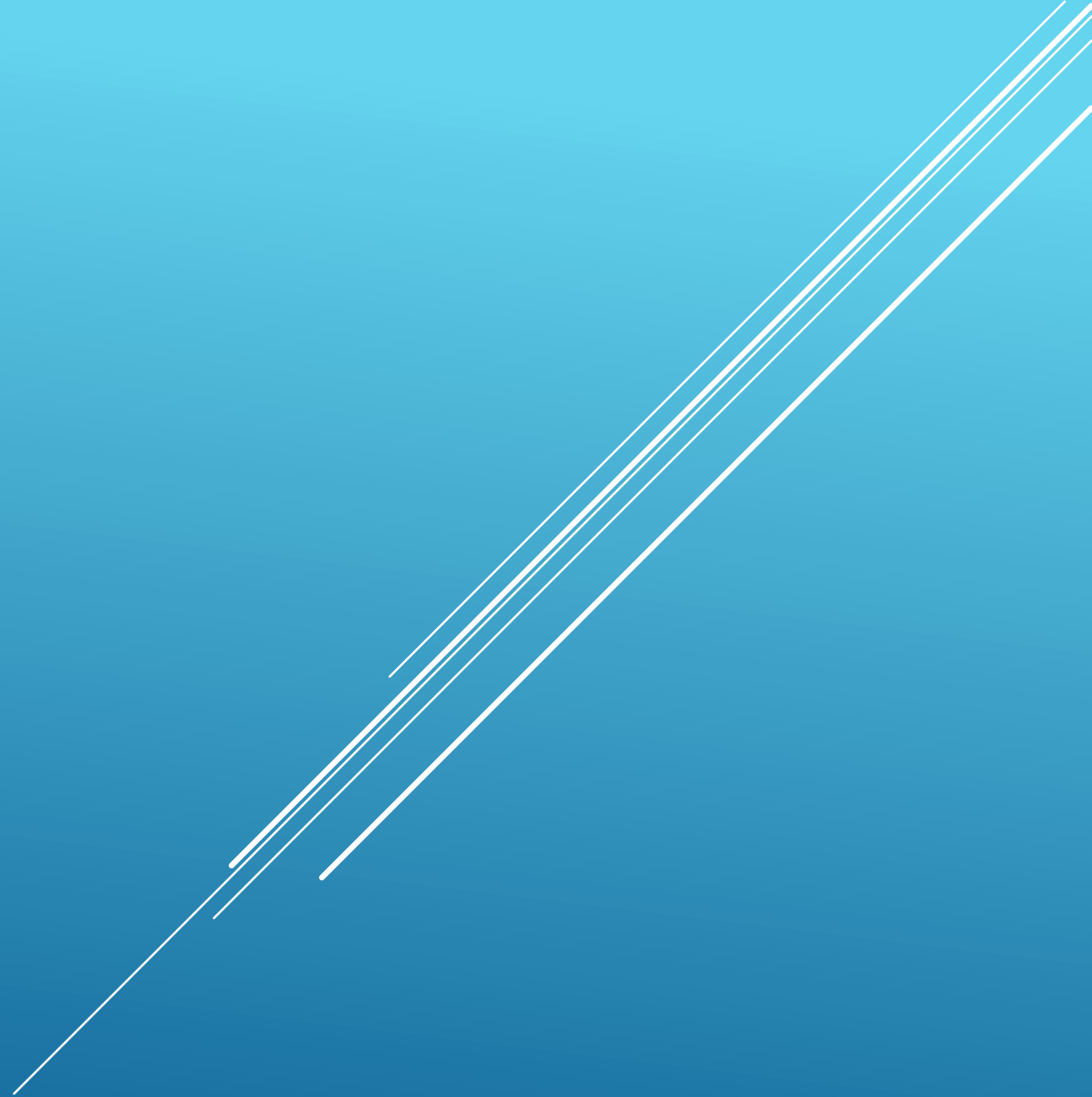# *SHOPPING TREND ANALYSIS*

Data Analysis Project

By: Ravendra Patel

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INTRODUCTION

▶ *Dataset Overview*

1. **Number of rows- 3900**
2. **Number of columns- 19**
3. **Source of dataset- Kaggle**

▶ *Problem Statements*

1. **Identify popular product categories & high performing segments.**
2. **Develop customer segmentation & high performing segments.**

DATA SUMMARY & EDA FINDINGS

▶ **Key Trends & Insights:**

1. Customer Segmentation :

- Majority of customers fall into the "Regular buyers" segment.
- "Rare buyers" customers contribute the least to overall purchases.

2. Top-Selling Products & Categories :

- The top 10 purchased items include Blouse, Jewelry, Pants, Shirts, Dress, Sweater, Jacket, Belt, Coat & Sunglasses.

- Categories like Clothing & Accessories dominate the sales.

3. Revenue Insights :

. Highest revenue is generated from Montana (MT) with $5784 as revenue in total, followed by Illinois (IL) & California (CA).

. Low revenue regions include Kansas (KS), Hawaii (HI) & Florida (FL).

4. Purchase Behavior :

. Average purchase amount per customer is $60.

. The percentage increase in revenue is approximately 135.35%.

DATA DRIVEN RECOMMENDATIONS :

1. **Improve Engagement with Occasional & Rare Buyers**

   Insight: Most revenue comes from Frequent & Regular buyers.

   Recommendation: Implement loyalty programs or personalized discounts for Occasional & Rare buyers to increase retention.

2. **Focus on Top-Selling Products**

   Insight: Certain products like Blouse, jewelry, pants, shirts drive the most sales.

   Recommendation: Invest in higher stock levels & better promotions for these high demand items to maximize revenue.

3. Target High-Revenue Regions for Expansion

Insight: Some states/cities like Montana, Illinois & California contribute the most revenue.

Recommendation: Increase marketing efforts & store presence in high-revenue areas.

4. Address Low Revenue Regions

Insight: Some locations have low sales.

Recommendation: Conduct market research to identify reasons (low demand, pricing issues, etc.) & adjust strategies accordingly.

5. Increase Average Purchase Value

Insight: Current average purchase per customer is $60.

Recommendation: Encourage bundled offers or discounts for bulk purchases to increase order value.