

Customer Shopping Behavior Analysis

3,900 Transactions | Strategic Insights

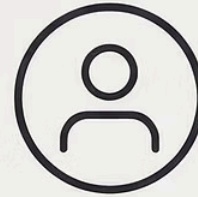


Python • SQL • Power BI

Dataset Overview

3,900

Purchases Analyzed



Demographics



Purchase Details



Behavior Metrics



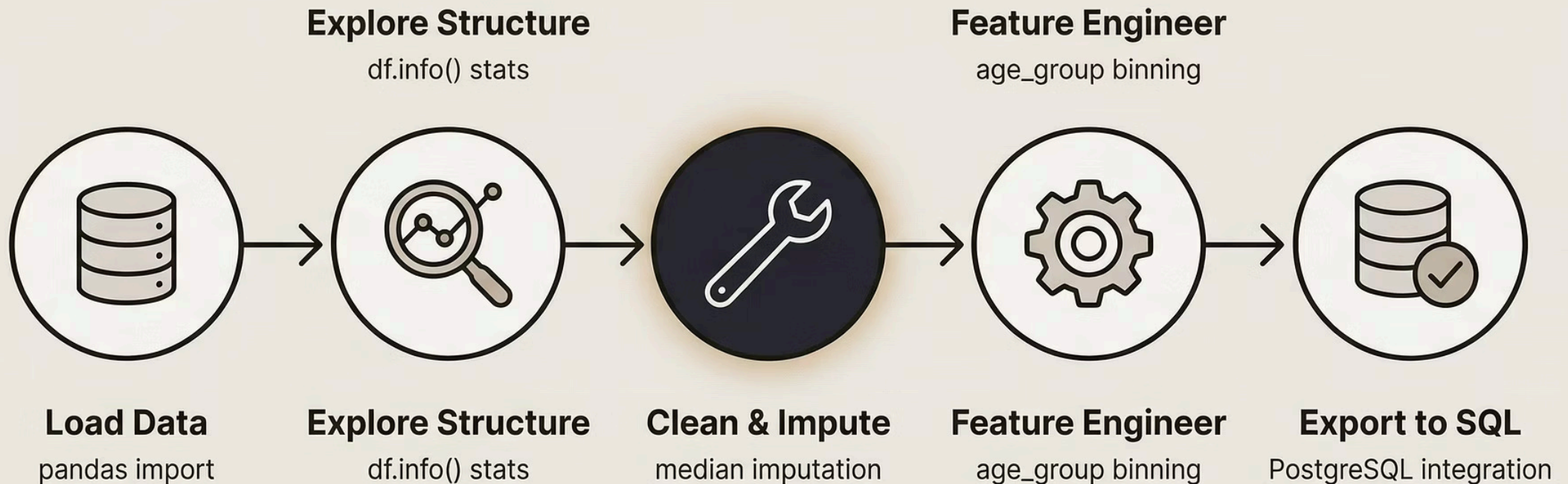
Geographic Data

18

Data Features

37 Missing Values - Handled via Median Imputation

Python Data Preparation Pipeline

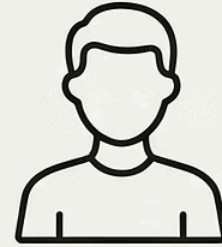


Revenue Analysis by Gender



\$75,191

Total Revenue



\$157,890

Total Revenue



Top-Rated Products

- | | | | |
|----|---|---------|--------|
| 1. |  | Gloves | ★ 3.86 |
| 2. |  | Sandals | ★ 3.84 |
| 3. |  | Boots | ★ 3.82 |
| 4. |  | Hat | ★ 3.80 |
| 5. |  | Skirt | ★ 3.78 |



Shipping & Subscription Insights

Shipping Type Impact



\$58.46
Standard

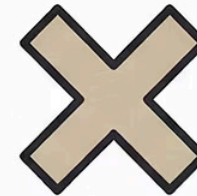


\$60.48
Express

Subscriber vs Non-Subscriber

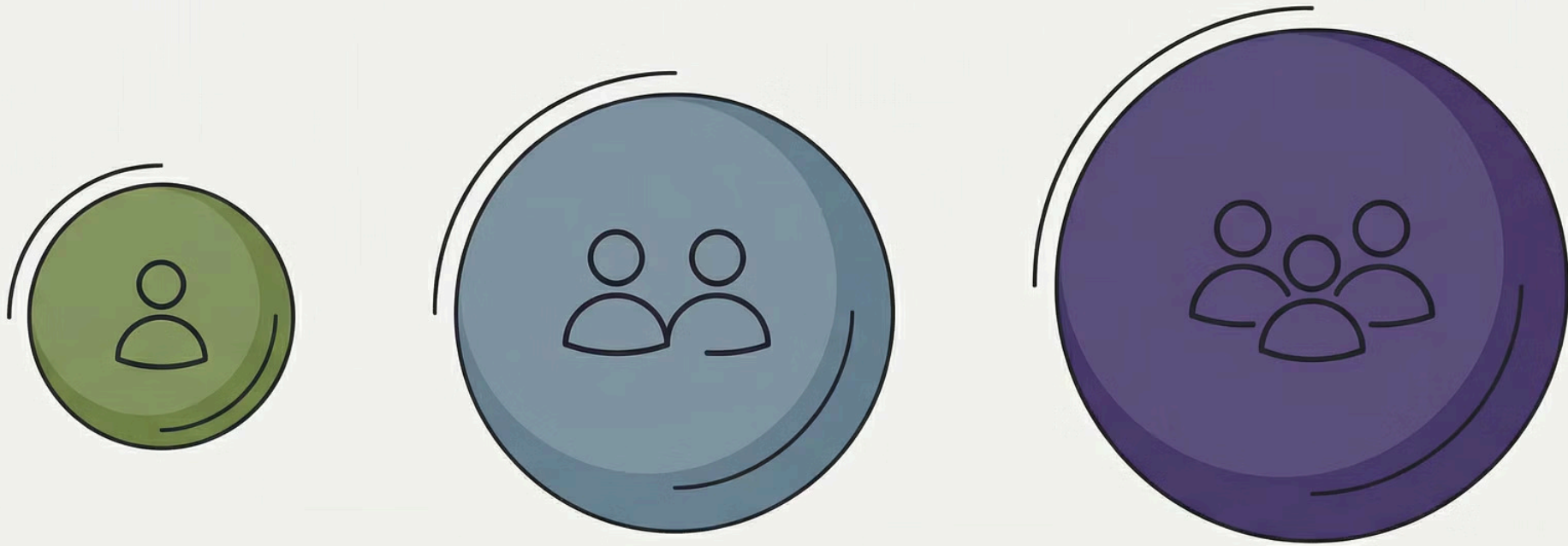


Yes:
\$59.49 avg |
\$62,645 total



No:
\$59.87 avg |
\$170,436 total

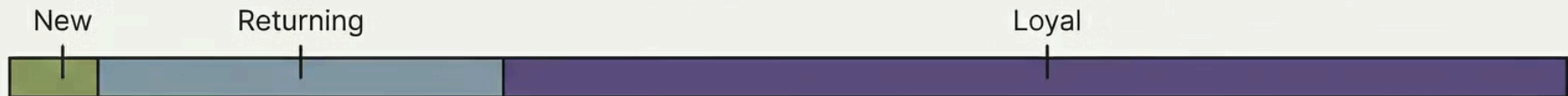
Customer Segments



New 83
customers

Returning
701 customers

Loyal
3,116 customers



Top 3 Products by Category

Accessories



Jewelry
171



Sunglasses
161



Belt
161

Clothing



Blouse
171



Pants
171



Shirt
169

Footwear



Sandals
160



Shoes
150



Sneakers
145

Outerwear

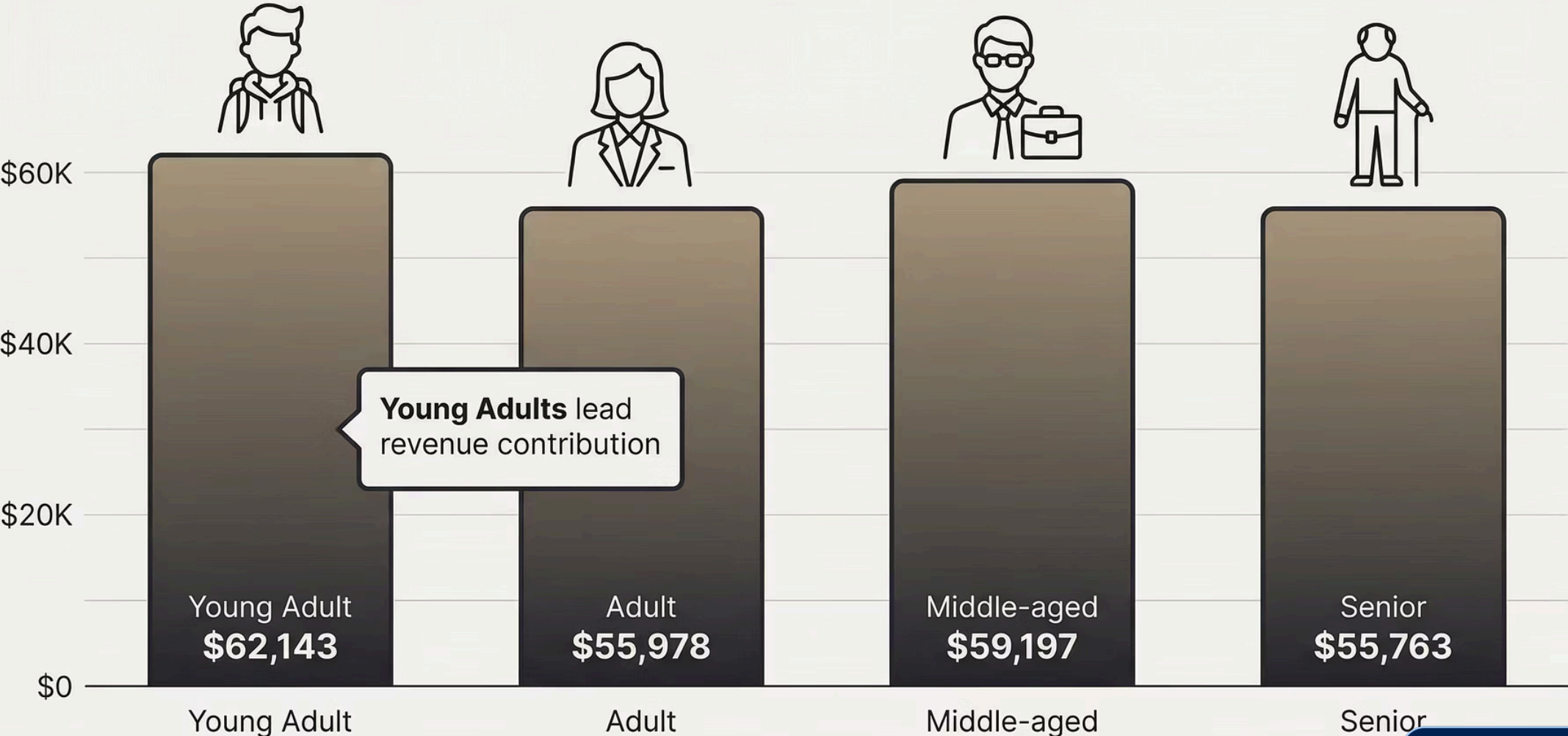


Jacket
163



Coat
161

Revenue by Age Group



Strategic Recommendations



Boost Subscriptions

Focus on premium tiers to increase recurring revenue.



Loyalty Programs

Develop a tiered reward system to enhance retention.



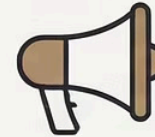
Review Discounts

Optimize promotional offers for better profit margins.



Product Positioning

Realign core messaging to match market needs.



Targeted Marketing

Utilize data analytics for personalized campaigns.