

Customer Shopping Behavior Analysis

3,900 Transactions | Strategic Insights



Python • SQL • Power BI

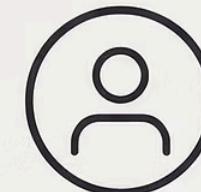
Dataset Overview

3,900

Purchases Analyzed

18

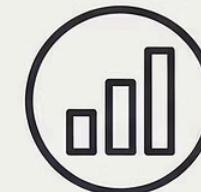
Data Features



Demographics



Purchase Details



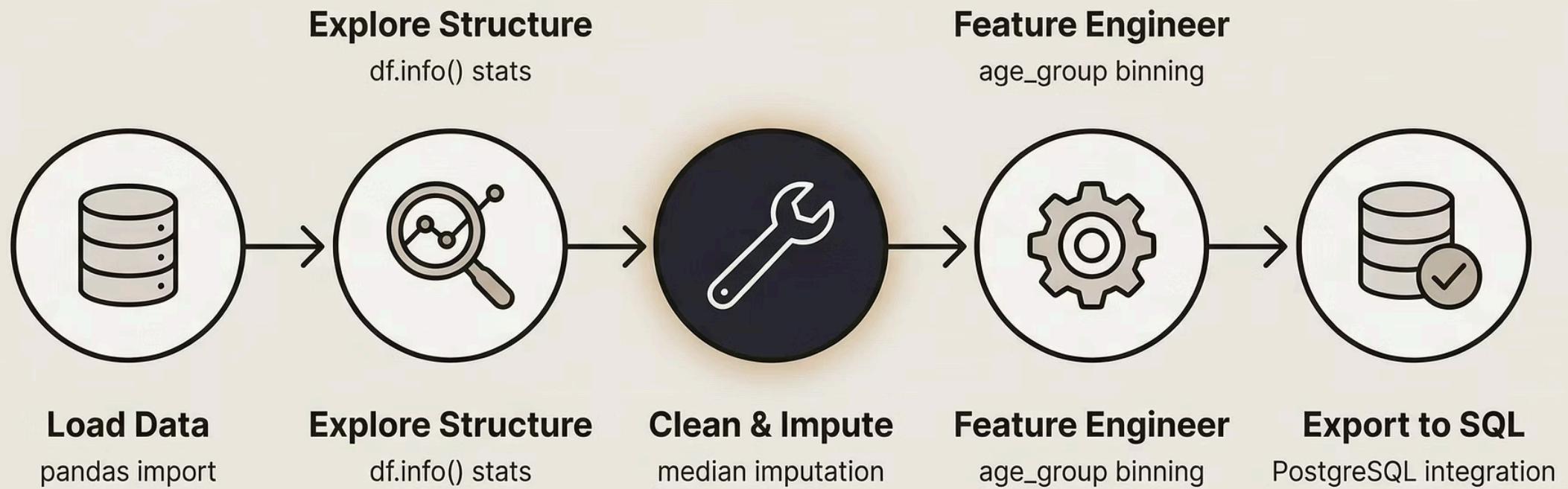
Behavior Metrics



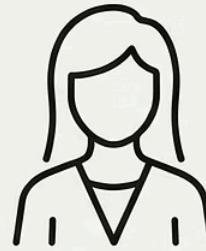
Geographic Data

37 Missing Values - Handled via Median Imputation

Python Data Preparation Pipeline

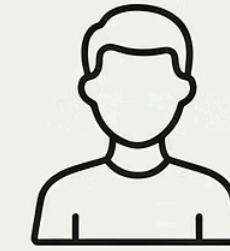


Revenue Analysis by Gender



\$75,191

Total Revenue



\$157,890

Total Revenue

68% from Male Customers A small orange icon showing a black upward-pointing arrow inside a rounded rectangle.

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



Top 3 Products by Category

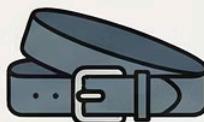
Accessories



Jewelry
171



Sunglasses
161



Belt
161

Clothing



Blouse
171



Pants
171



Shirt
169

Footwear



Sandals
160



Shoes
150



Sneakers
145

Outerwear

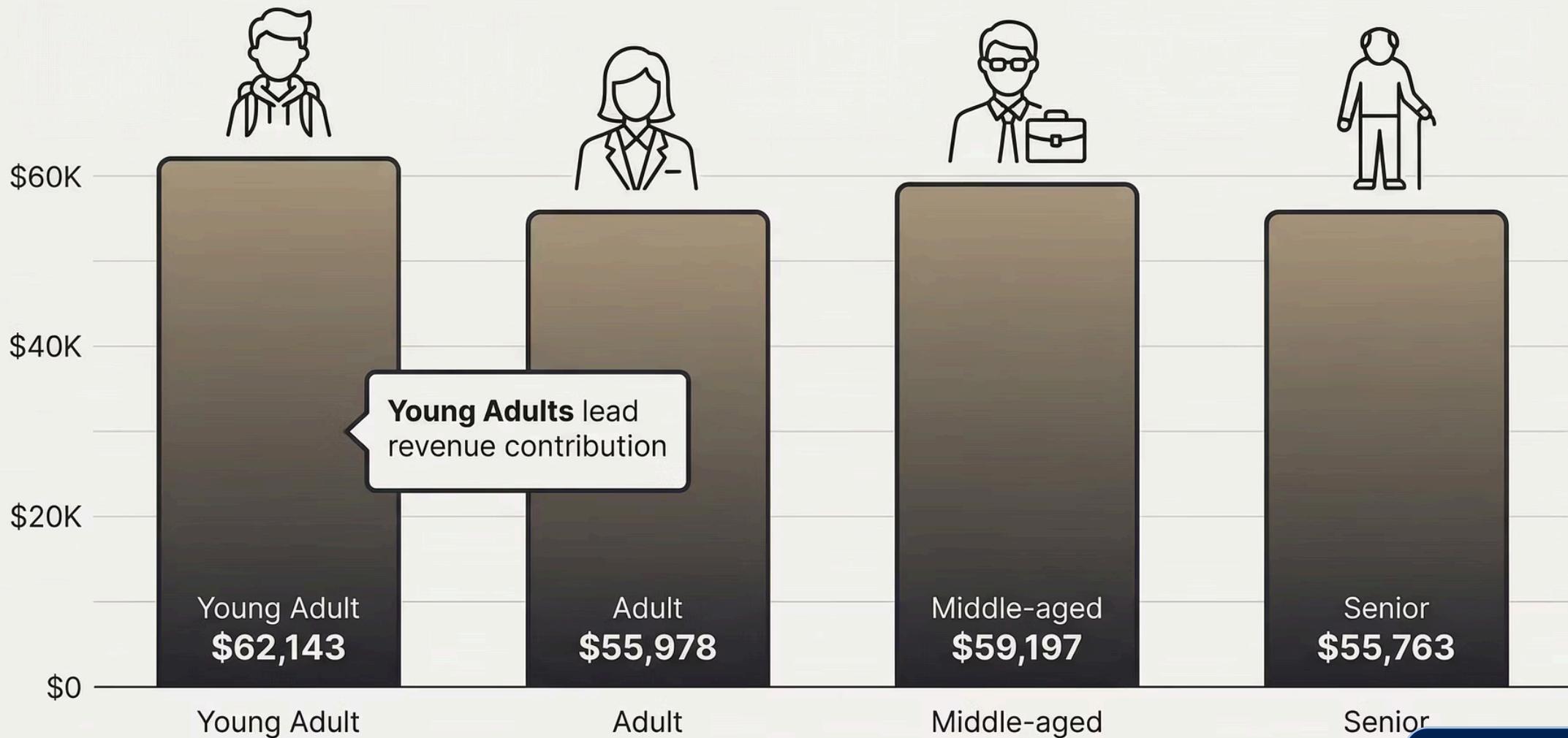


Jacket
163



Coat
161

Revenue by Age Group



Strategic Recommendations



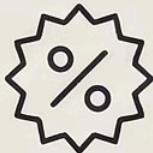
Boost Subscriptions

Focus on premium tiers to increase recurring revenue.



Loyalty Programs

Develop a tiered reward system to enhance retention.



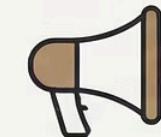
Review Discounts

Optimize promotional offers for better profit margins.



Product Positioning

Realign core messaging to match market needs.



Targeted Marketing

Utilize data analytics for personalized campaigns.