



Coup de Coeur 

DECODING CONSUMER & PRODUCT TRENDS

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Agenda

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W H A T

Brought us to this project

Lisa

Exploring customer behavior through social science is valuable for me, as it uncovers factors beyond economics that influence purchasing decisions.

Lidia

In the future, I want to analyze consumer insights and market trends to driving product development and innovation that's truly customer-centric.

Sarmistha

I have a deep interest in fashion brands, so the project resonated with my personal interests.

KAGGLE

DATA SOURCE:

Consumer Behavior and Shopping Trends dataset

“*COUP DE COEUR*”

/KU D(Ə) Kœʁ/

French: love at first sight, thunderstruck

Coup de Coeur USP is their focus on customer centricity, ensuring that every piece strikes “love at first sight”.

In order to achieve this goal, they need:

- Consumers & consumer behavior insights
- Product trends insights

Coup de Coeur Dashboard

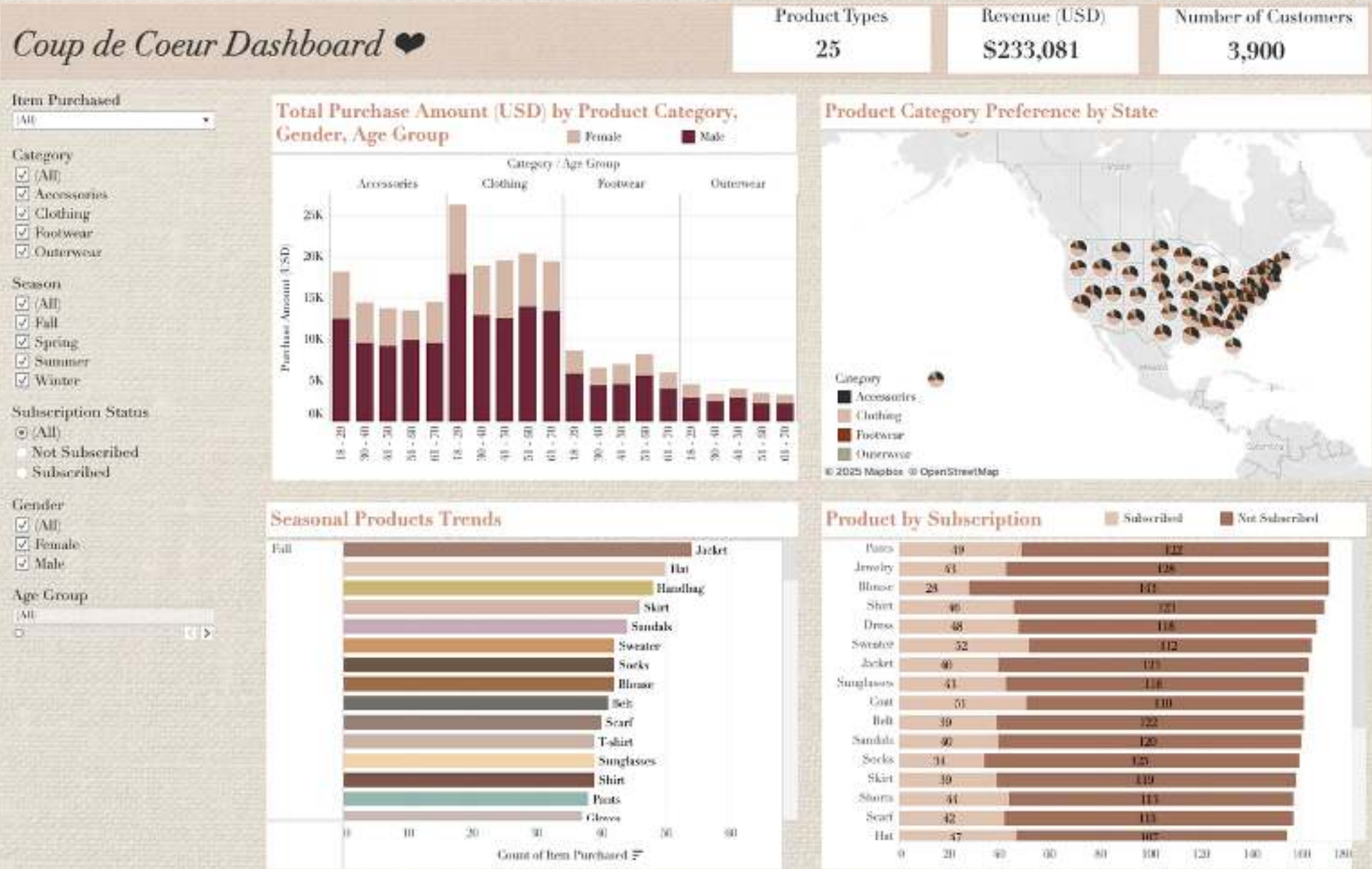
facilitates collaboration, enhance efficiency

Marketing Team:

- product ideation
- marketing campaigns

Product Managers, Product Optimization, Innovation Hub:

- data-driven decisions on product assortment
- production quantities
- retail channels



Coup de Coeur 

Thank you

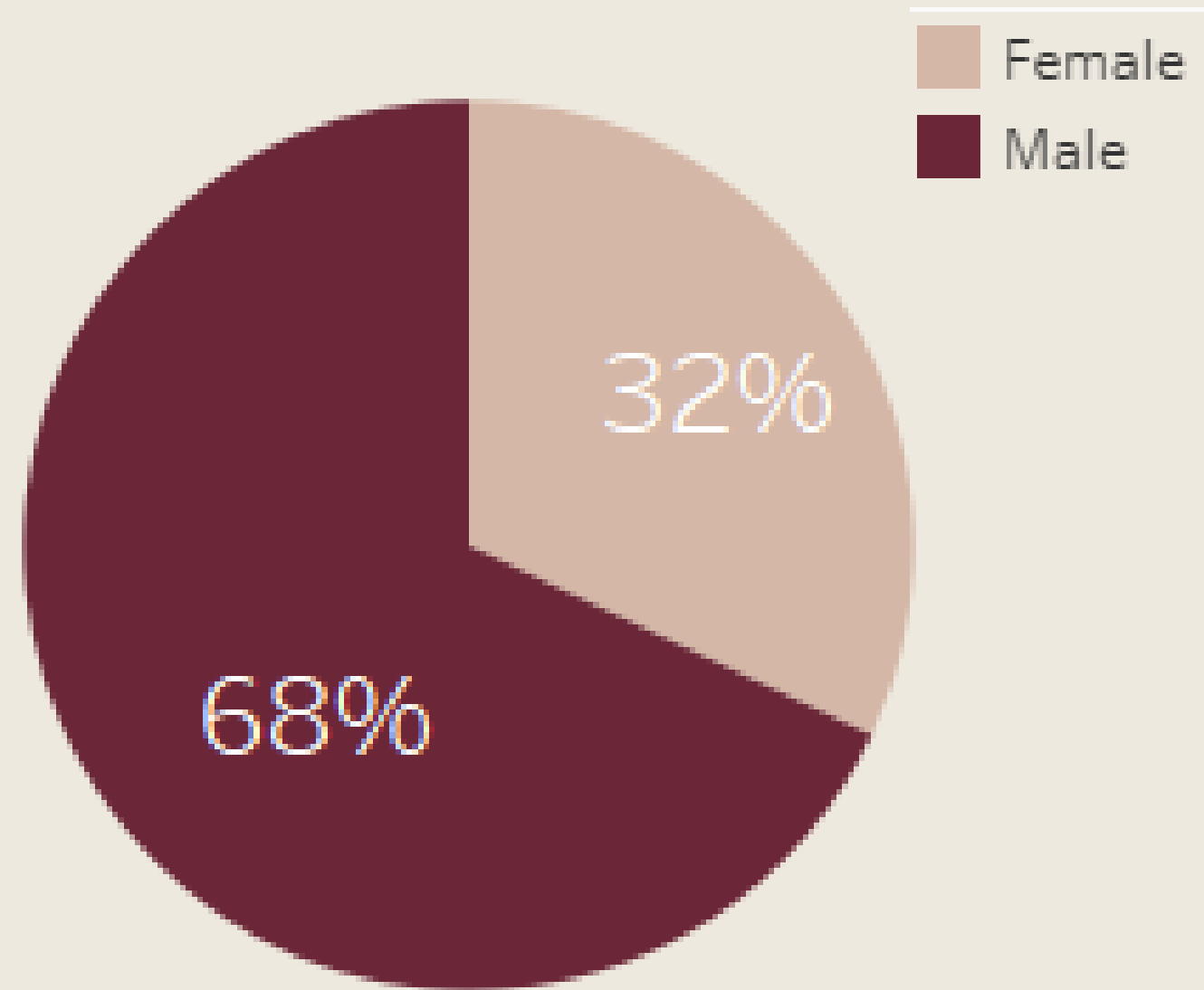
L I S A , L I D I A , S A R M I S T H A

 python™ *data exploration*

 *data visualization*

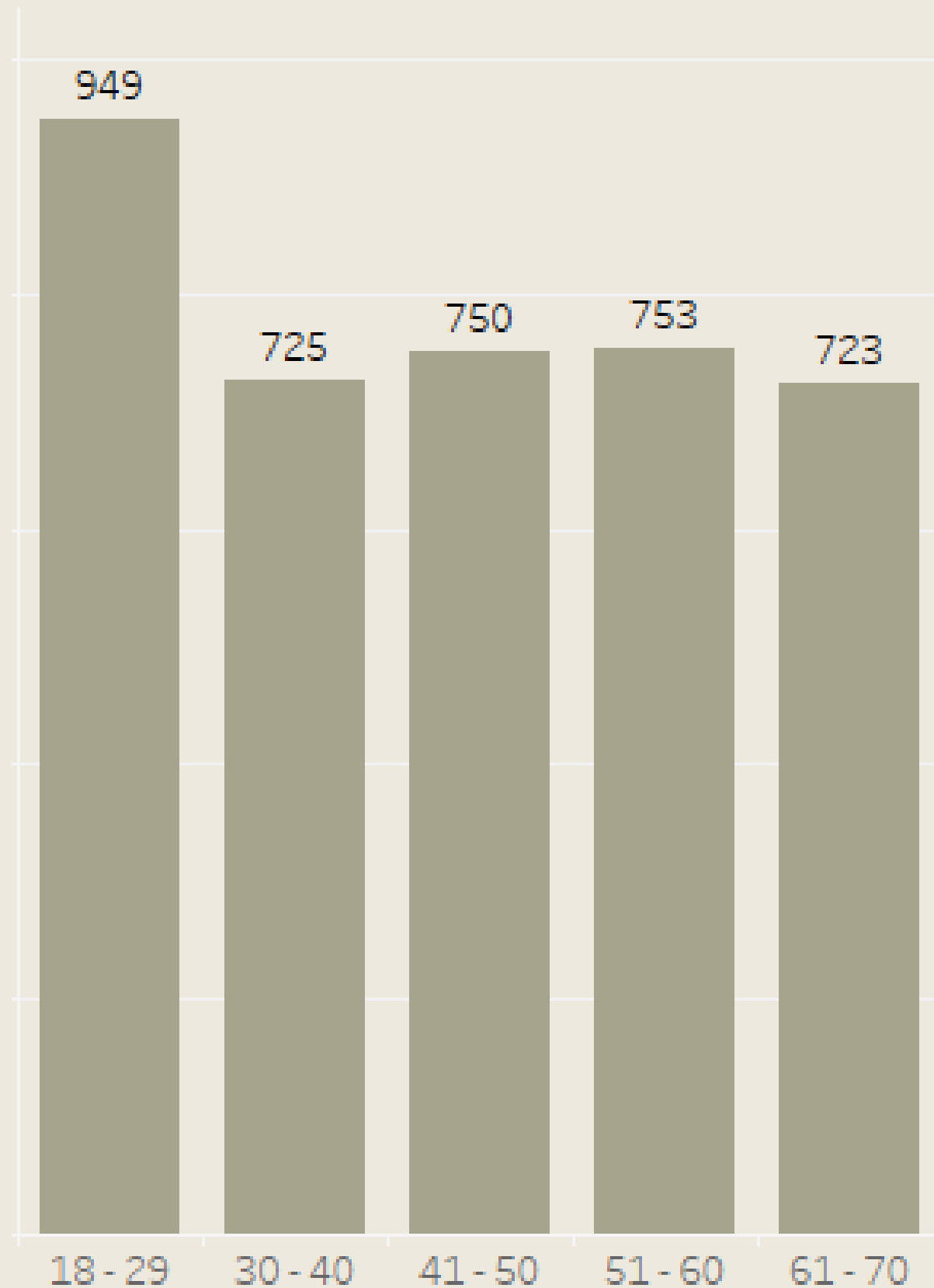
Appendix / Graphs and Insights

Percentage Distribution of Customers across Different Genders



The majority of customers are male, making up the largest portion of the customer base. Males represent the dominant group in every age cluster.

Total Number of Customers Segmented by Age Group



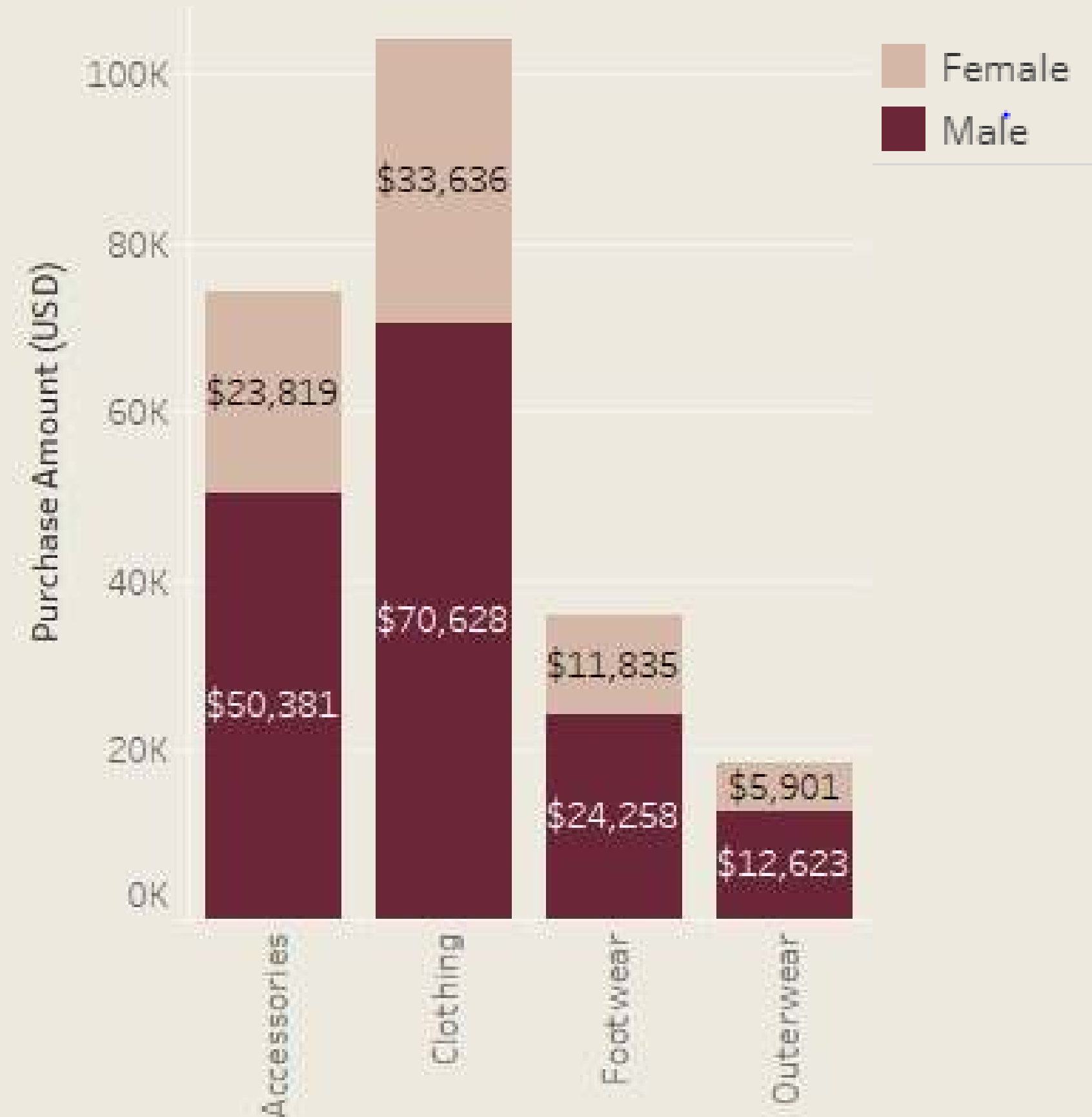
The customer age group ranges from 18 to 70, covering a wide demographic. The most significant segment falls within the 18-29 age group, making up the largest share of customers.

Average Purchase Amount (USD) Segmented by Age Group and Gender



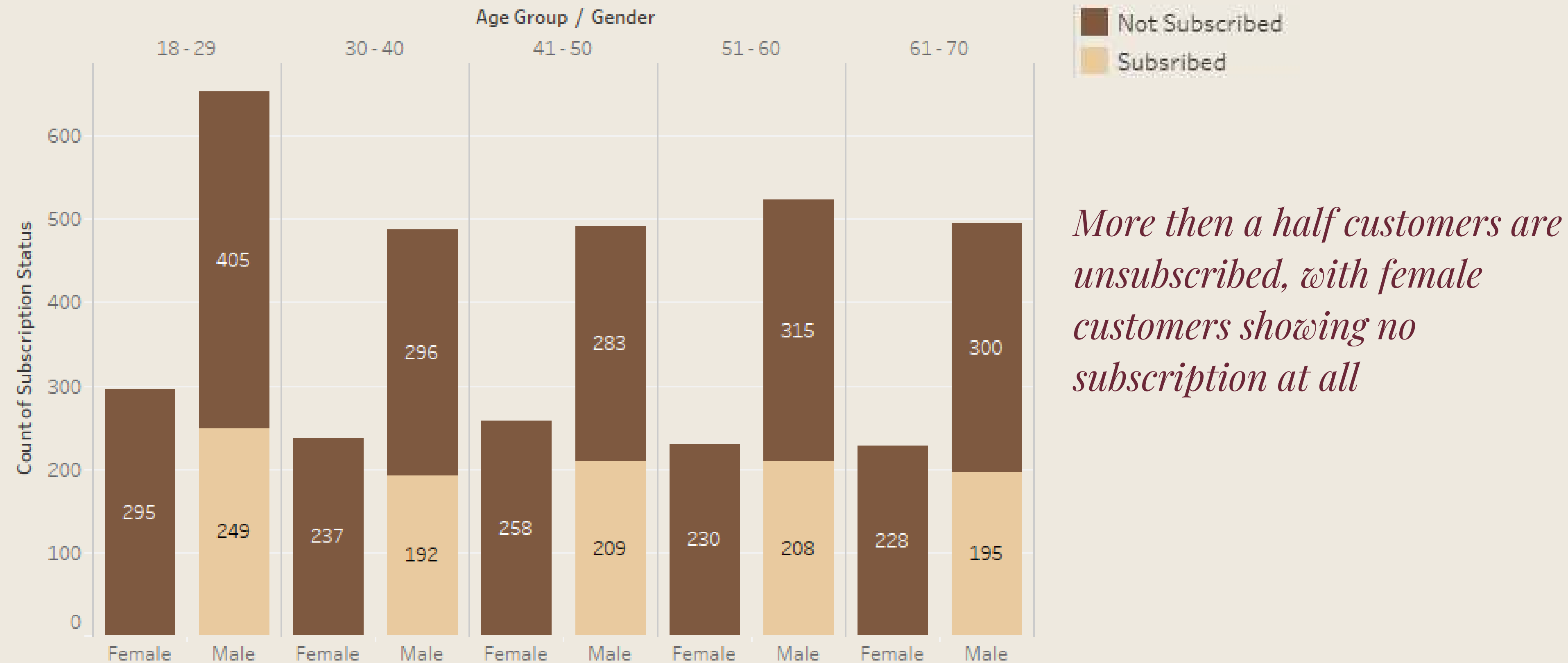
No significant variation in spending habits was detected. The range of only \$3 suggests that factors such as age and gender do not strogly influence expenditure behaviour concerning the average amount.

Total Purchase Amount (USD) by Product Category and Gender

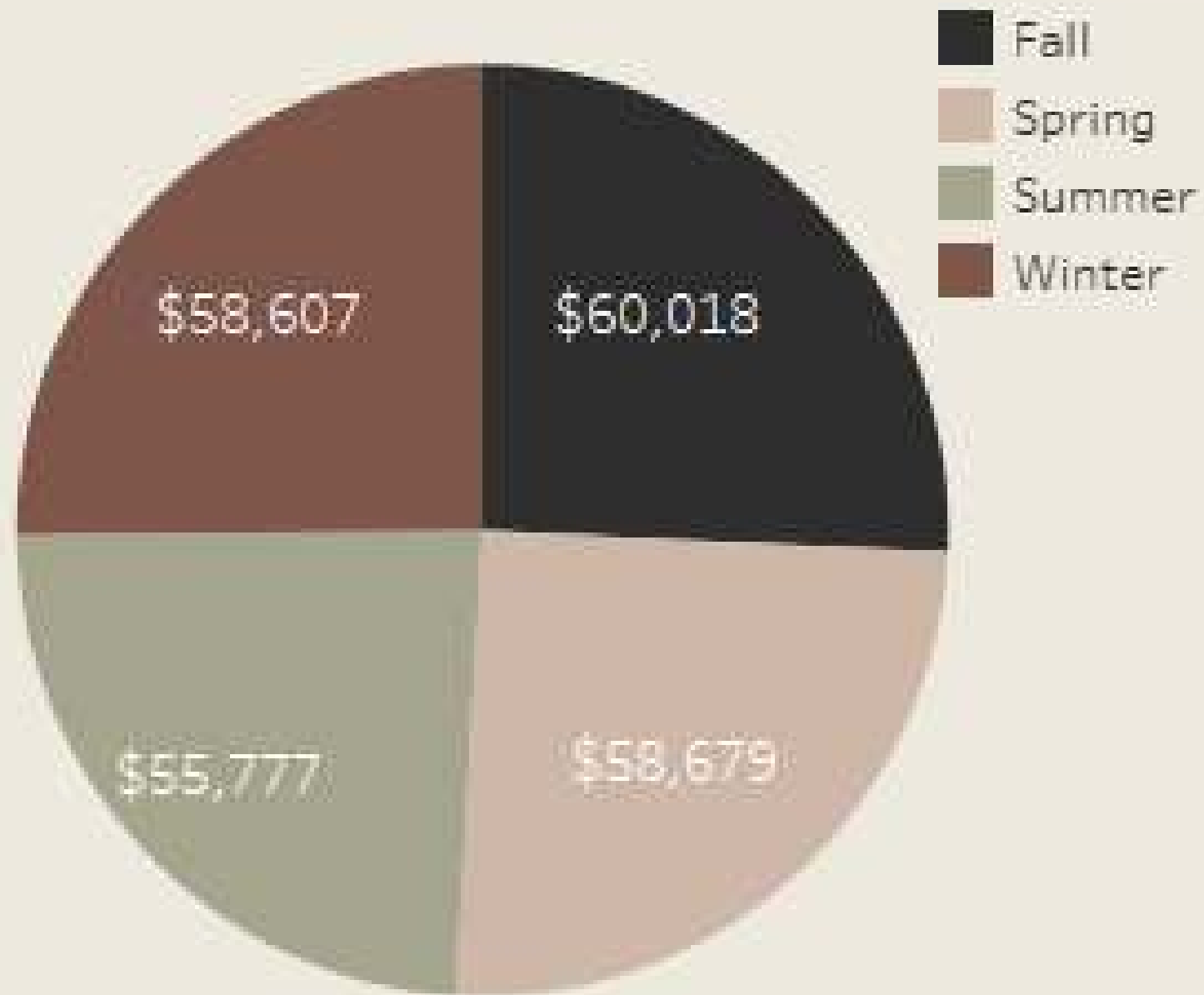


Considering the total purchase amount. clothing is the most purchased category across different age groups and genders, followed closely by accessories, which show slightly lower sales.

Subscription Status by Age Group and Gender

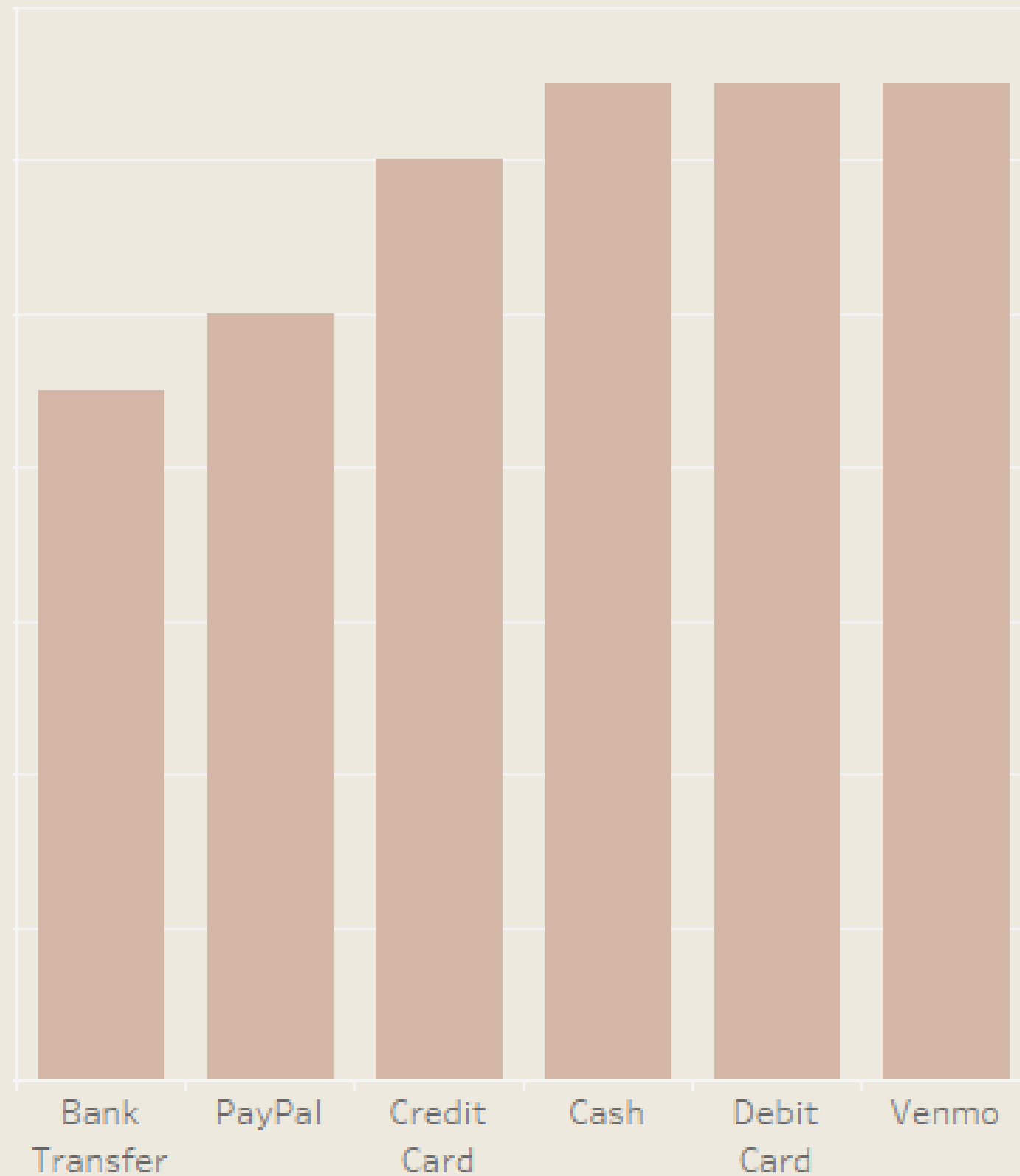


Seasonal Purchase Amounts (USD)



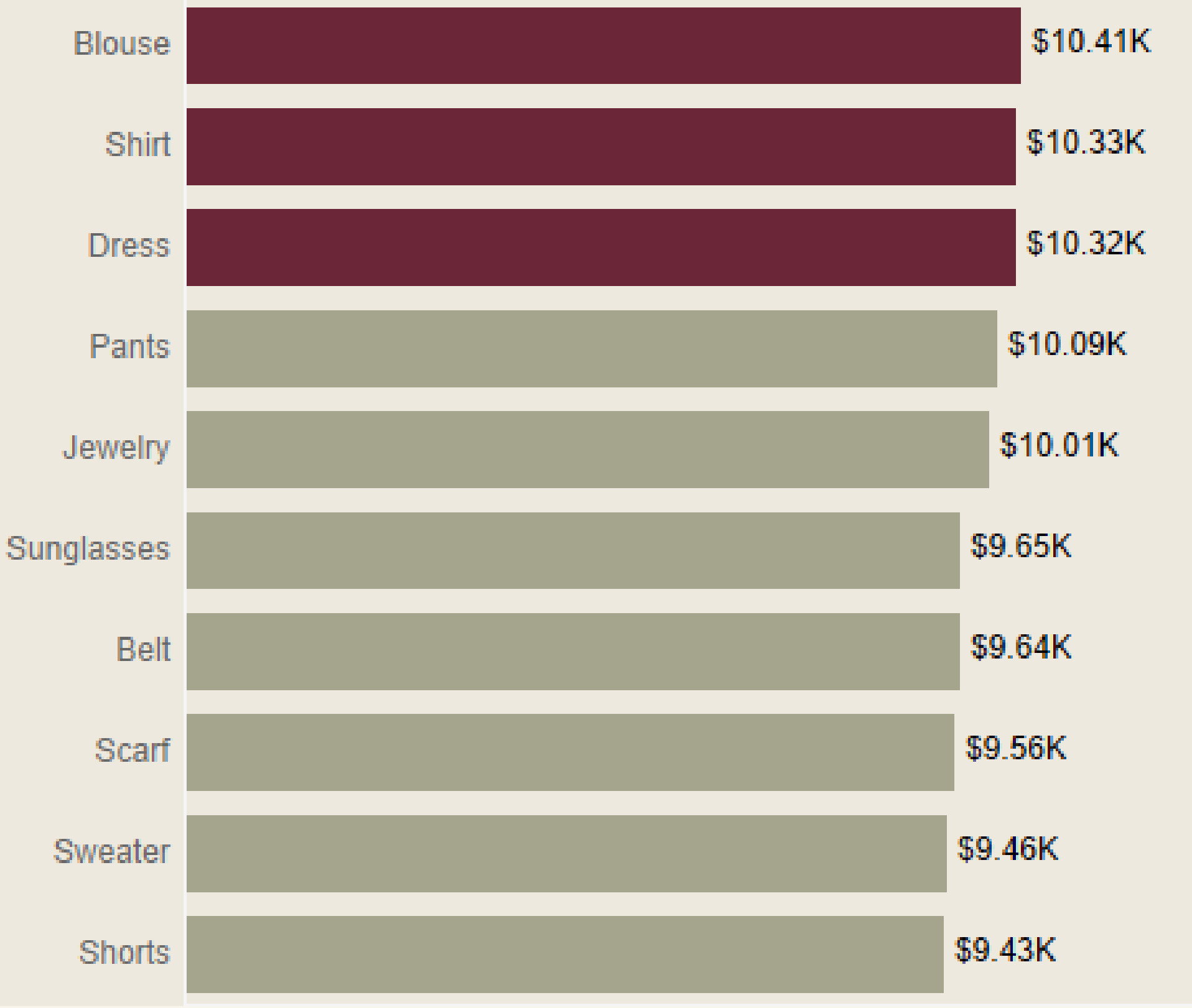
There is a slight variation in total purchase amounts across seasons. Autumn leads with the highest spending at \$60,018, followed by spring at \$58,679 and winter 58,607, while summer shows much lower totals of \$55,777.

Preferred Payment Methods



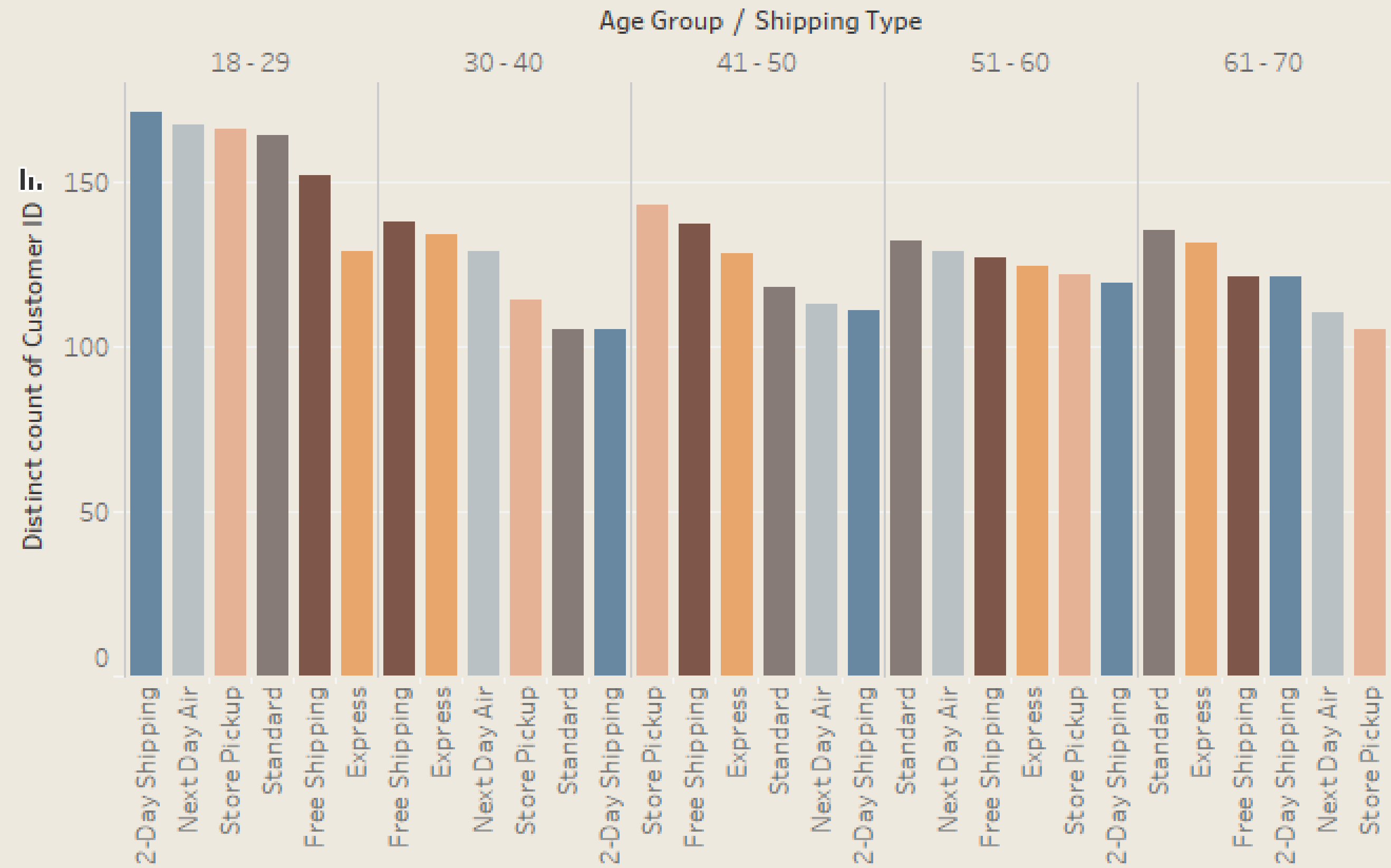
Cash, debit card, and Venmo are the most popular and convenient payment options for customers. Discounts have a very insignificant impact on the frequency of purchases across different payment methods.

Top 10 Products by Purchase Amount



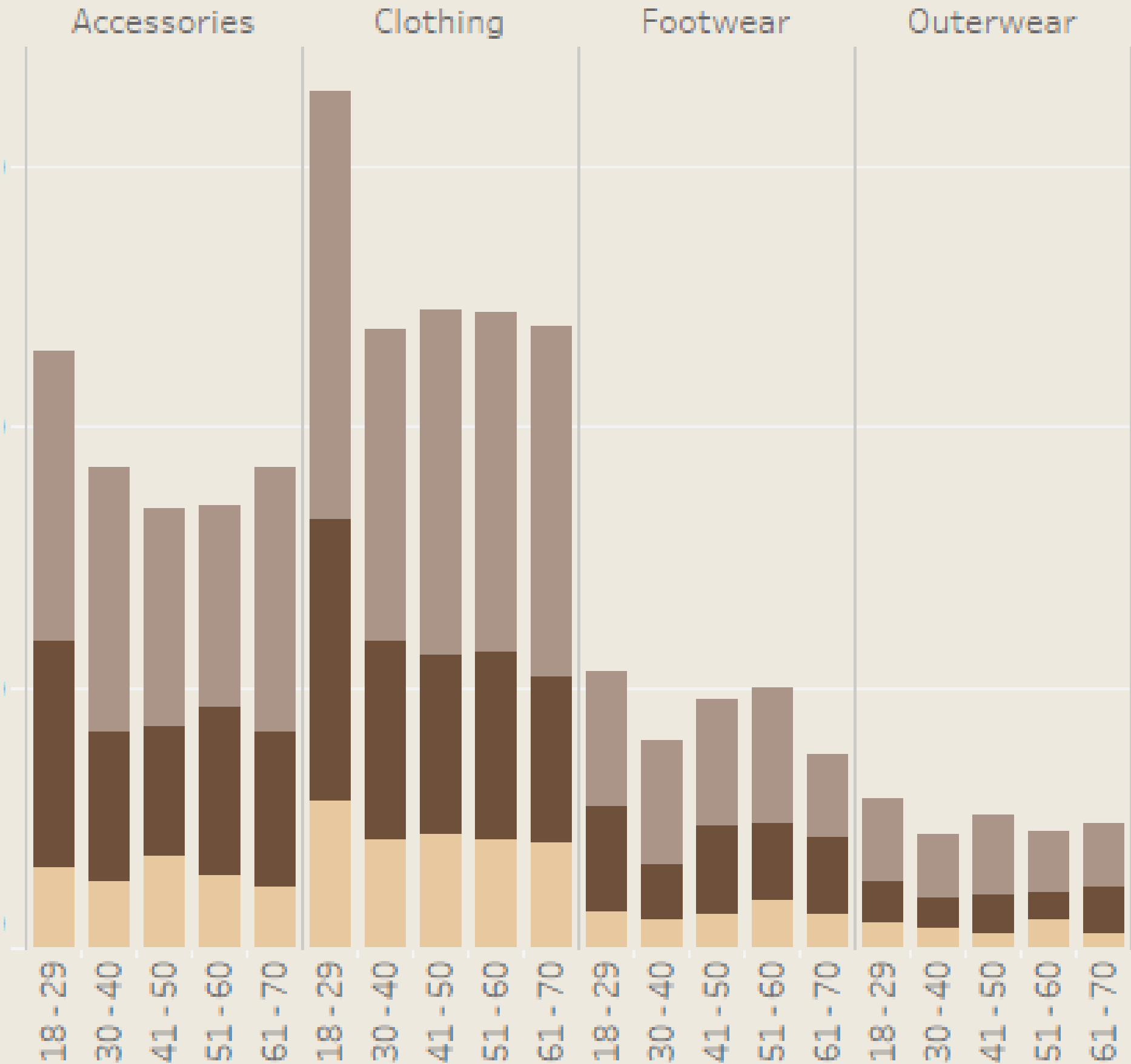
The top three best-selling products, based on total sales, are blous, shirt, and dress, each of which demonstrated consistent popularity among customers.

Preferred Shipping Methods Across Different Age Groups



The most preferred shipping method for the youngest (18-29) customer group is two-day shipping. For customers aged 30-40, two-day shipping is the least preferred, with free shipping being the top choice. Customers aged 41-50 mostly opt for store pickup, while two groups aged 51-70 prefer the standard shipping method.

Rating Levels by Age Group and Category



The overall rating across all categories sold by the company provides a comprehensive overview of customer feedback. It represents the average level of customer satisfaction across various age groups.