

Customer Insights and Behavior

Customer Behavior Insights

Our customer analysis shows a major shift toward Gen Z preferences.

Key Observations:

- Gen Z prefers minimalistic styles (oversized, neutral colors)
- Men aged 18-24 prefer joggers + hoodies combo
- 62% of women buyers read reviews before purchase

Return Reasons:

- Size mismatch (43%)
- Fabric dissatisfaction (27%)

Retention Strategy

To boost customer retention:

- Launch loyalty programs with early access & discounts
- Weekly email tips on styling
- Chatbot for order tracking + feedback collection

Suggested Action:

Introduce micro-campaigns with personalized emails based on browsing history.