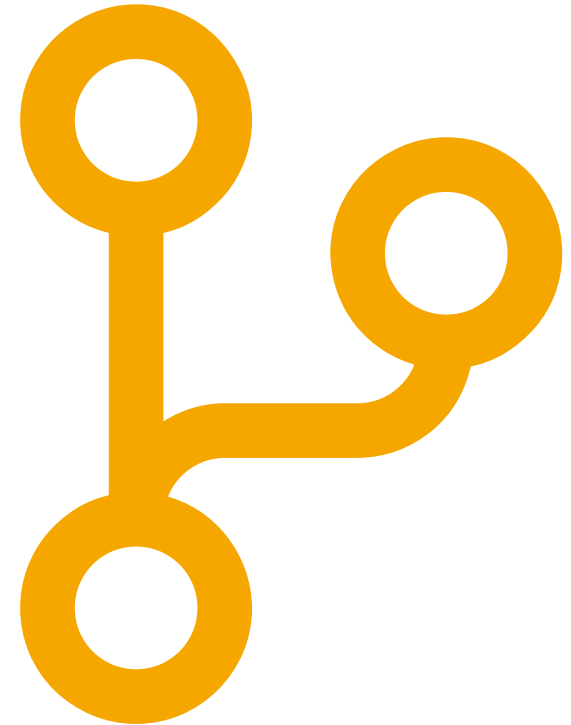# CUSTOMER SHOPPING DATASET ANALYSIS

CONTENT OF PROJECT

- Project Overview

- DAX Queries

- High-Level Insights

- Demographic and Behaviour Insights

- Product and Seasonal Analysis

- Payment and Shipping Preference

Project Overview

- This project focuses on analyzing customer shopping trends and behaviors to uncover actionable insights. Through a careful examination of a comprehensive shopping dataset, the goal is to boost sales, refine marketing strategies, and enhance the customer experience. By leveraging data, businesses gain a clearer understanding of customer preferences, purchasing patterns, and factors affecting loyalty and spending.

DAX Queries

- **Customer Age Bucketing** Used a SWITCH formula to create detailed age segments, such as '<18', '18-25', up to '65+', to enable targeted analysis by age group and assess trends across life stages.

- **Key Calculated Metrics** Calculated Average Purchase Amount, Average Product Rating, and Total Purchase Amount to provide an overview of customer value and satisfaction levels.

High-Level Insights

- **Total & Average Spending** Total Purchase Amount reached $233K, with each purchase averaging $59.76, reflecting moderate transaction values across the customer base.

- **Product Rating Trends** Average product reviews rated 3.75 stars, suggesting general satisfaction but also indicating room for improvement in customer experience.

Demographics & Behavior Insights

Customer Gender & Age Contributions Male customers spent significantly more ($158K) compared to female customers ($75K). The highest spending age groups were 36-45 and 46-55 years old, with the lowest among 18-25 and 26-35.

Subscription & Discount Usage 27% of customers are subscribers, suggesting room to grow loyalty programs. Discounts and promo codes are popular with 43% usage, indicating customers value promotional offers.

Product & Seasonal Analysis

- **Top Categories & Items:** Clothing, accessories, and footwear are the leading categories by purchase amount, with items like blouses, shirts, dresses, pants, and jewelry being the most bought.

- **Seasonal Distribution:** Purchases are evenly spread across all seasons, with Fall and Spring slightly leading. This consistency suggests continuous demand and minimal seasonality effects.

Payments & Shipping Preferences

Payment Methods Customers use a variety of payment options almost equally – Credit Card, Venmo, Cash, PayPal, Bank Transfer, and Debit Card, none dominating the others.
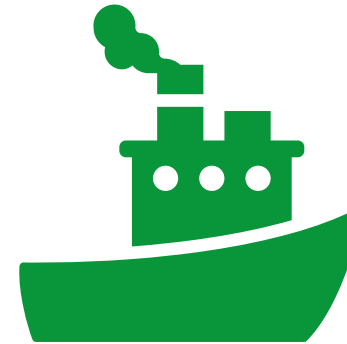
Shipping Choices Shipping preferences are similarly balanced. Free shipping is most popular, but Express, Standard, Store Pickup, Next Day Air, and 2-Day Shipping all have comparable usage rates, highlighting diverse logistics needs.

THANK YOU