

# CUSTOMER SHOPPING TRENDS

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SQL PROJECT TO ANALYZE  
THE CUSTOMER DATA FOR  
BETTER DECISION MAKING

Presented By : Sri Megha Sarvani Ikkurthy





# OBJECTIVE

The Primary objective of customer shopping data analysis is to get valuable insights about customer behaviour and purchasing patterns. Understanding customer preferences and trends is critical for businesses to tailor their products, marketing strategies, and overall customer experience.

**This dataset captures a wide range of customer attributes including age, gender, purchase history, preferred payment methods, frequency of purchases, and more**

# Customer shopping trends dataset

It shows different columns along with their data types in the data base

Customer ID	int
Age	int
Gender	text
Item Purchased	text
Category	text
Purchase Amount (USD)	int
Location	text
Size	text
Color	text
Season	text
Review Rating	double

















Review Rating	double
Subscription Status	text
Payment Method	text
Shipping Type	text
Discount Applied	text
Promo Code Used	text
Previous Purchases	int
Preferred Payment Method	text
Frequency of Purchases	text

# ● ● ● Total number of customers





Show the count of total customers in the database



SQL File 3\* x

 Limit to 1000 rows 

```
1 • SHOW databases;
2 • USE test;
3 • SELECT * FROM Shopping_trends;
4 • SELECT COUNT("Customer ID") AS TotalCustomers FROM shopping_trends;
5
6
7
```

Result Grid   Filter Rows:  Export:  Wrap Cell Content: 

	TotalCustomers
▶	3900

# Gender Distribution

Show the count of total customers grouped by gender

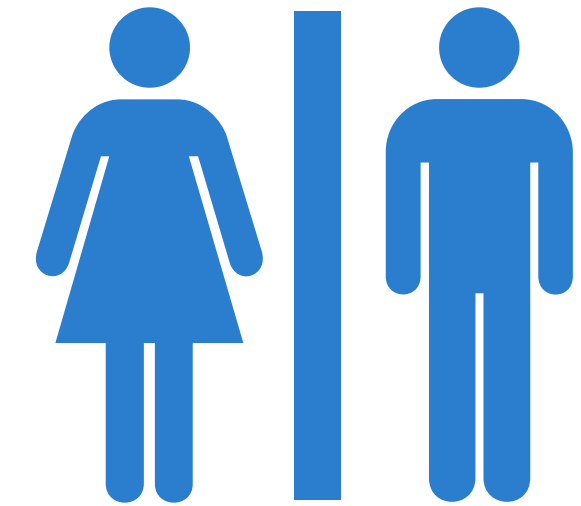
SQL File 3\*

Limit to 1000 rows

```
1 • SHOW databases;
2 • USE test;
3 • SELECT * FROM Shopping_trends;
4 • SELECT gender, count(*) AS count from shopping_trends group by gender;
5
6
7
```

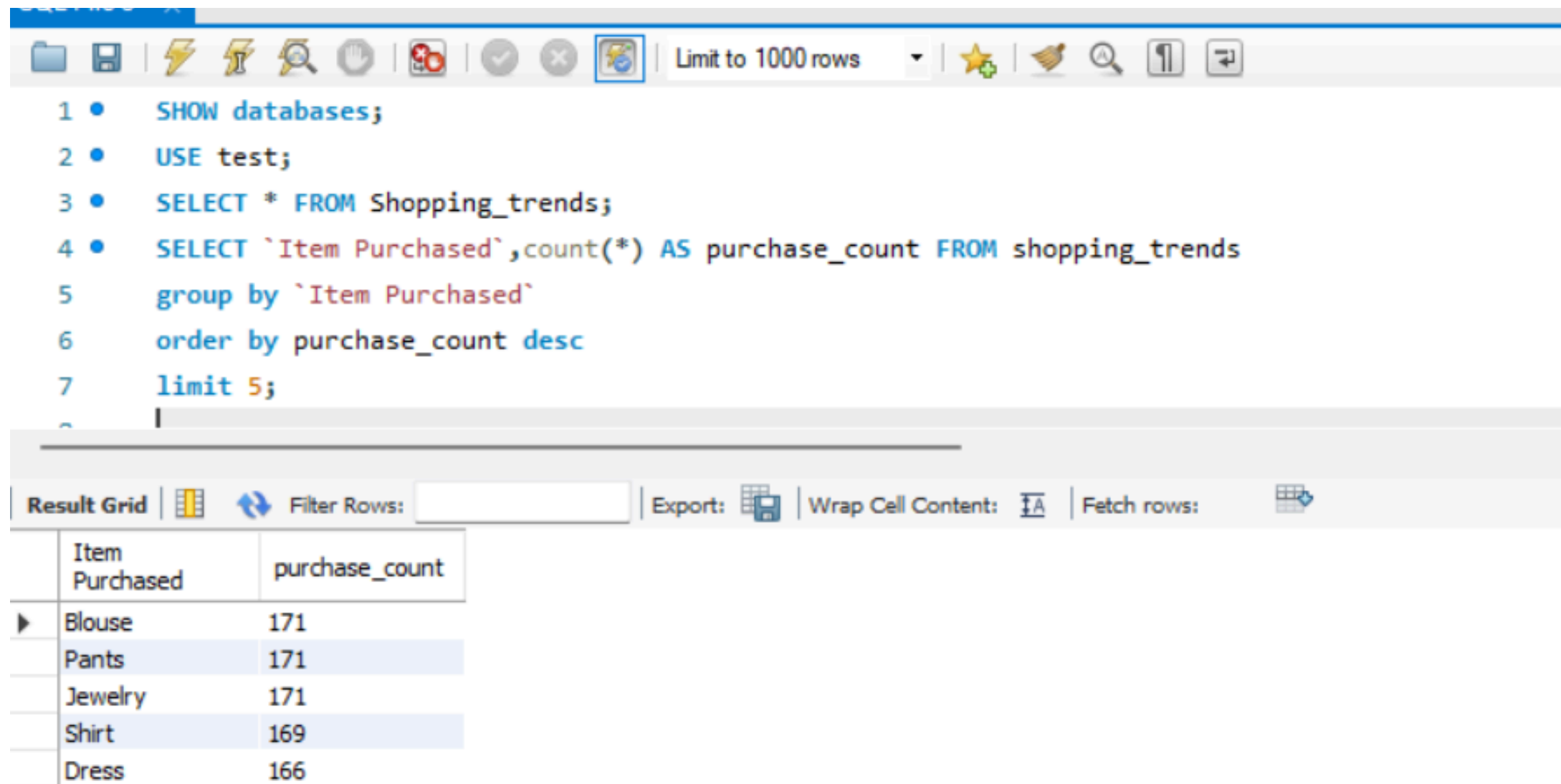
Result Grid | Filter Rows: | Export: | Wrap Cell Content: IA

	gender	count
▶	Male	2652
▶	Female	1248



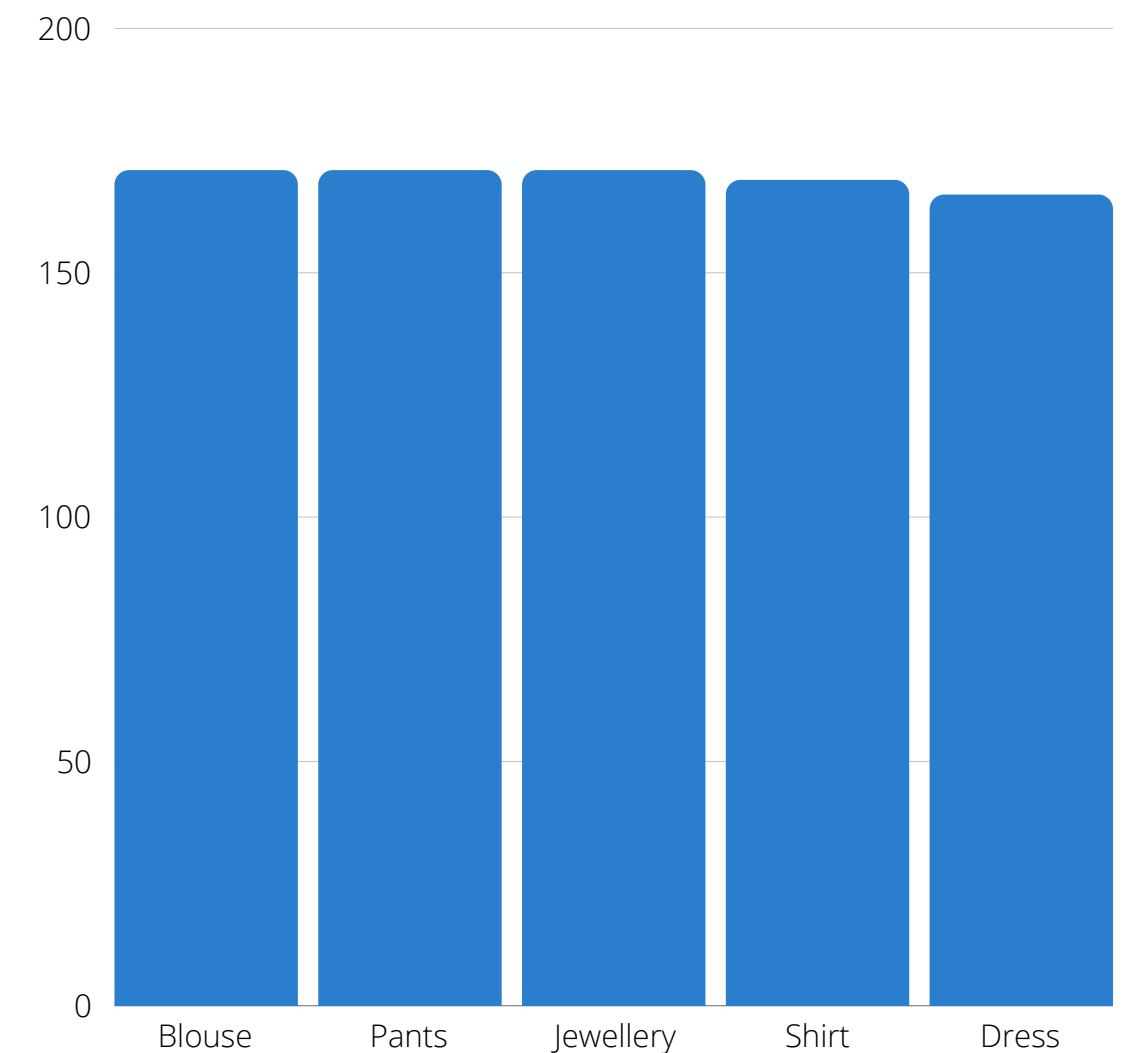
# Top 5 purchased products

Show the top 5 purchased products with their purchase count



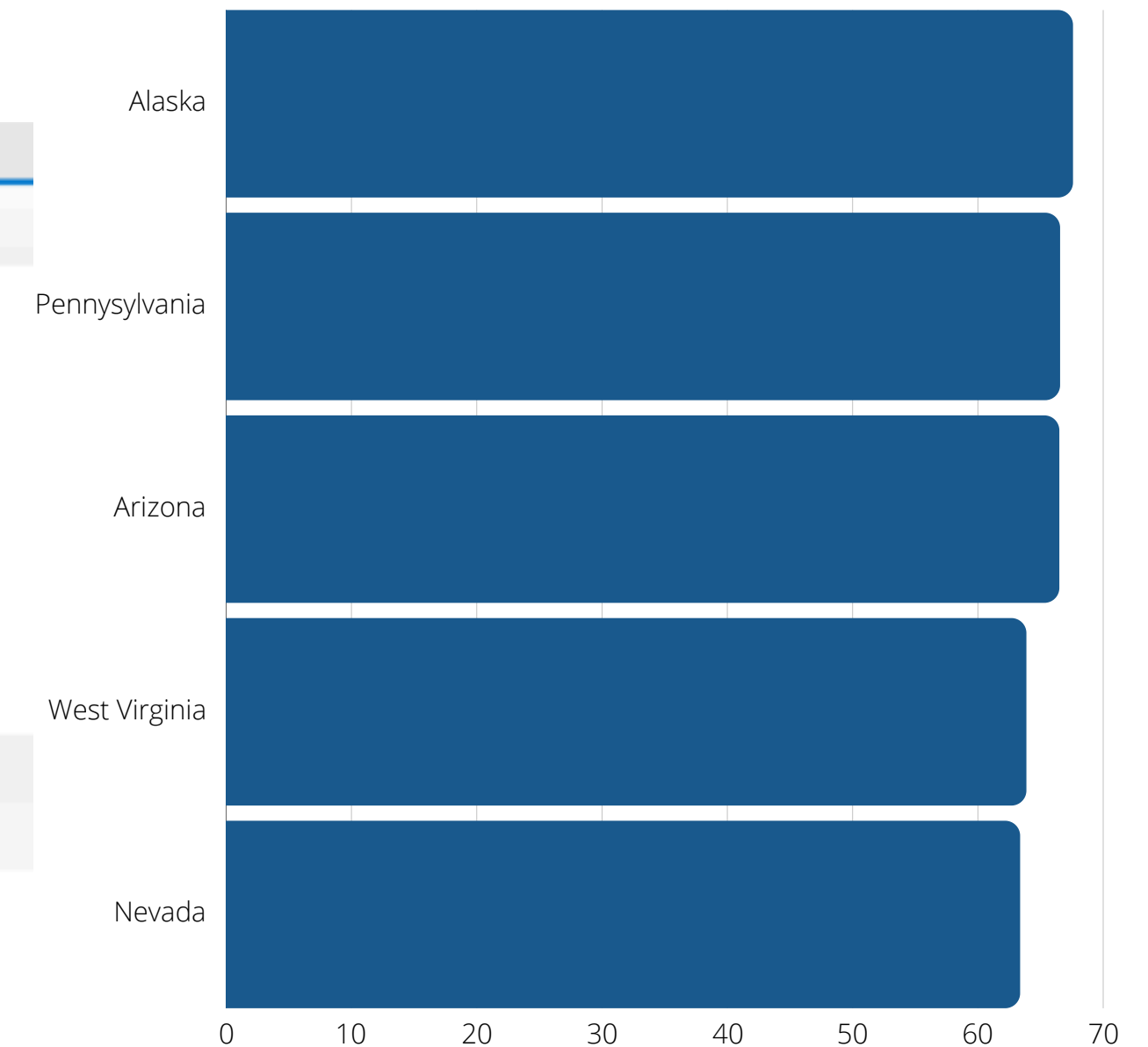
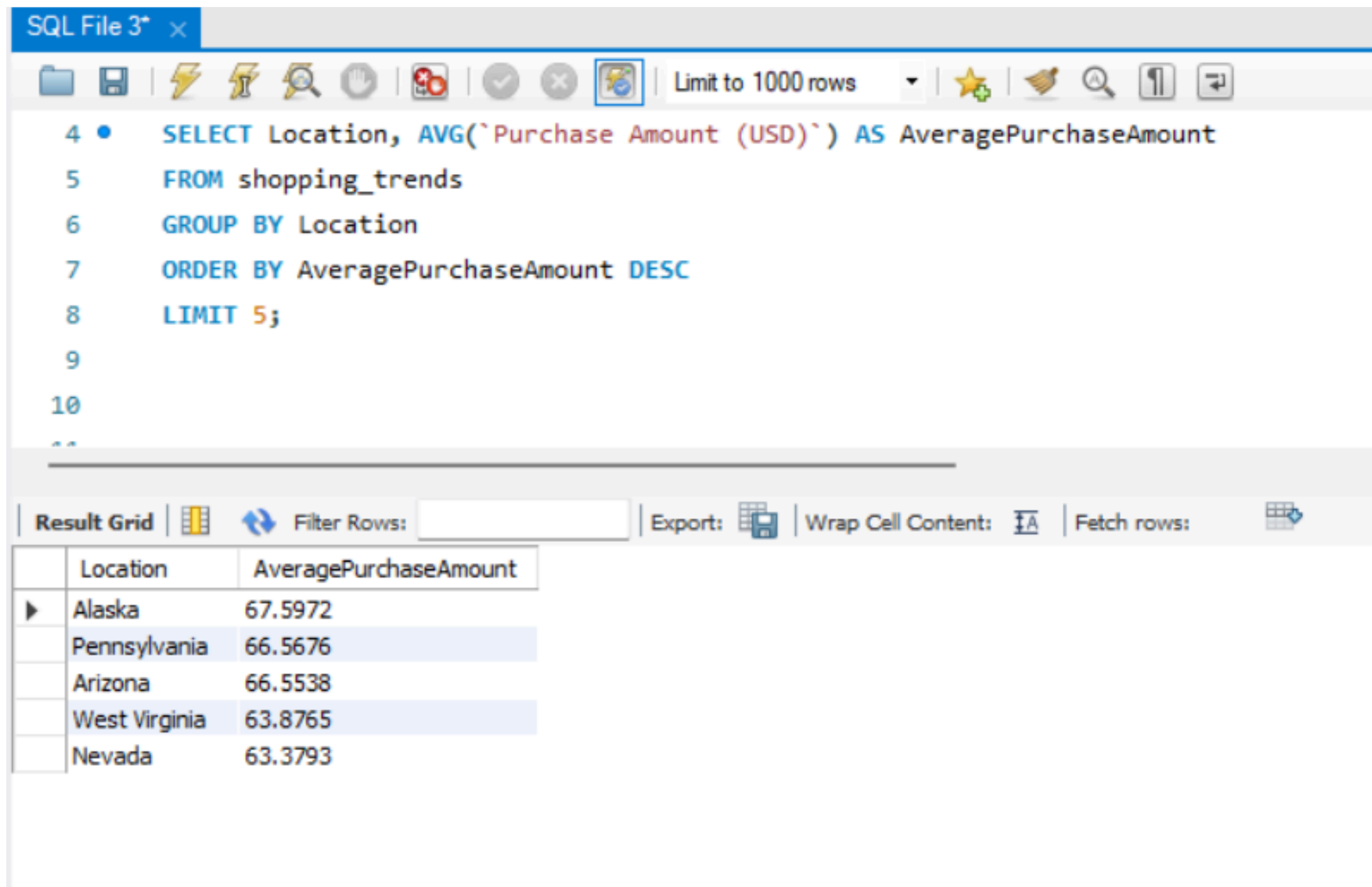
```
1 • SHOW databases;
2 • USE test;
3 • SELECT * FROM Shopping_trends;
4 • SELECT `Item Purchased`,count(*) AS purchase_count FROM shopping_trends
5   group by `Item Purchased`
6   order by purchase_count desc
7   limit 5;
```

Item Purchased	purchase_count
Blouse	171
Pants	171
Jewelry	171
Shirt	169
Dress	166



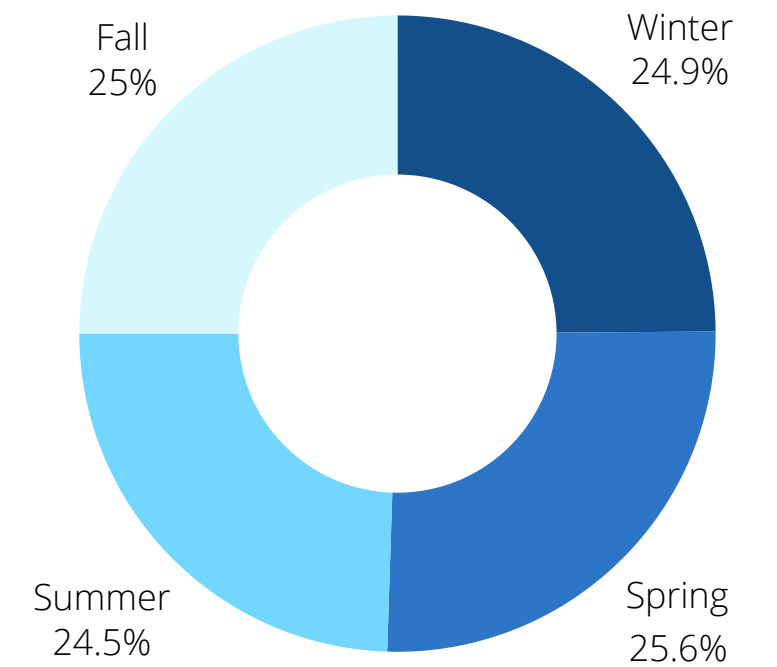
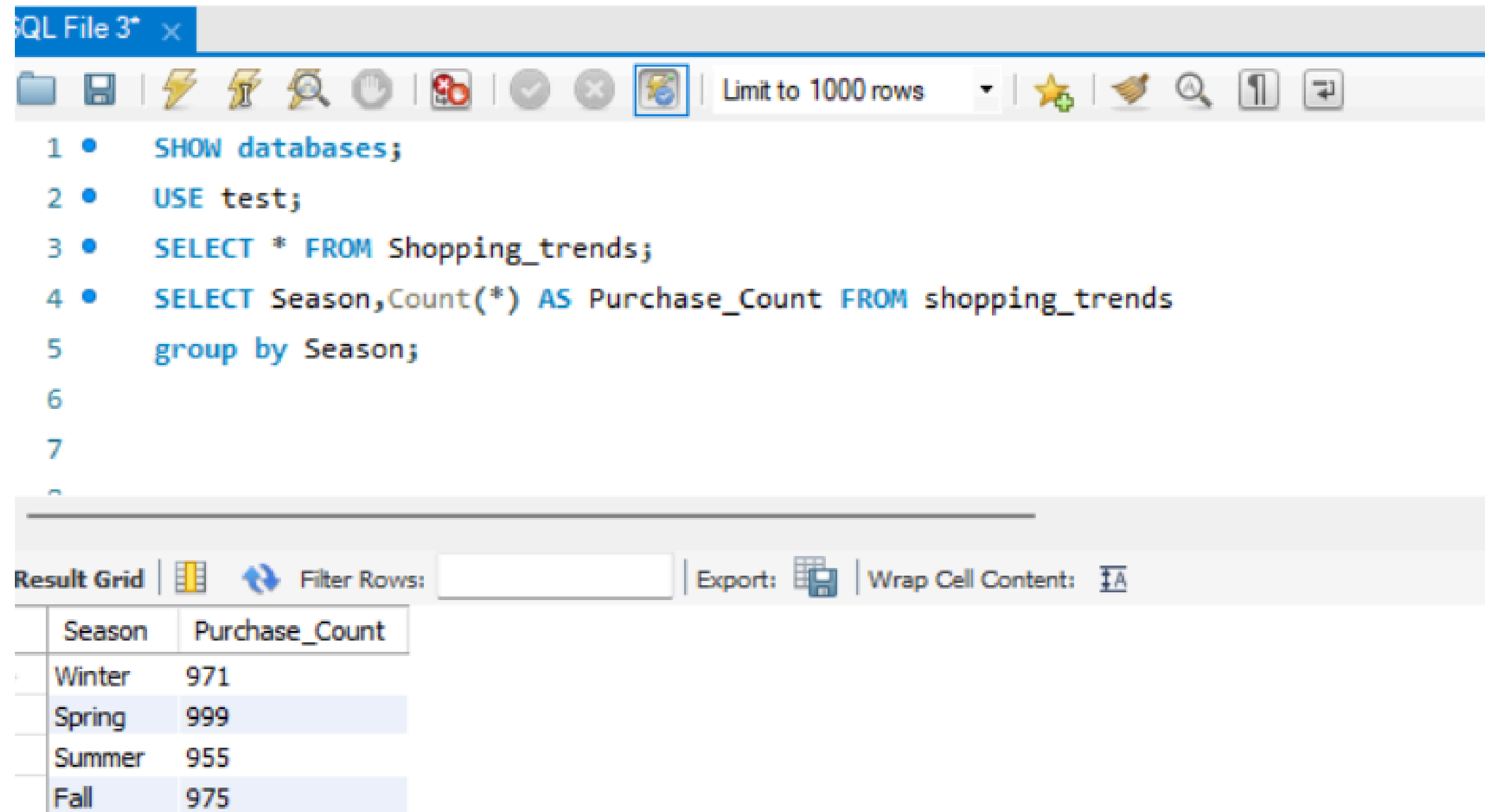
# Average purchase amount by location

Show the average purchase amount grouped by location



# Seasonal purchase distribution

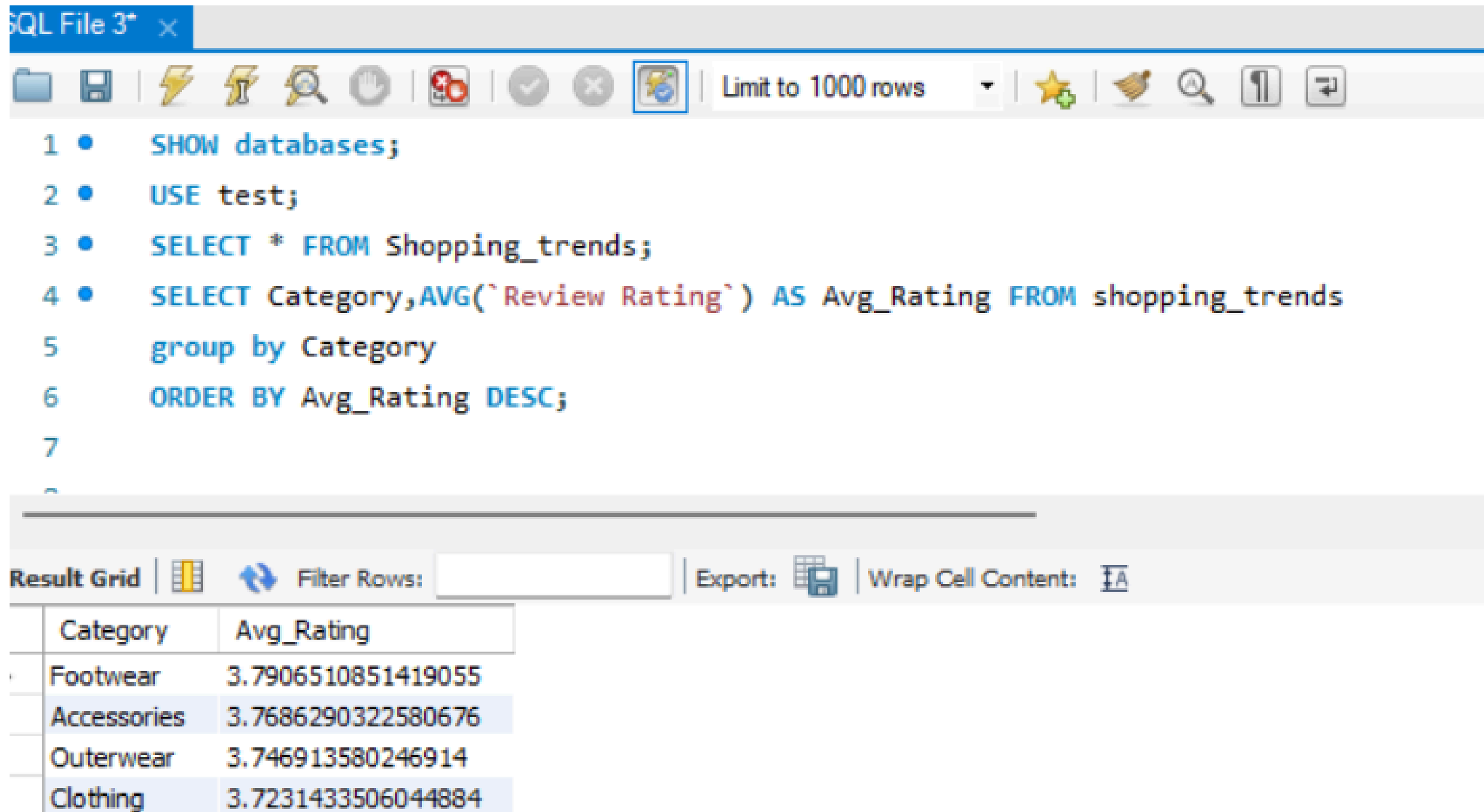
Show the season wise distribution of purchases





# Average review rating by category

Show the season wise distribution of purchases



The screenshot shows a SQL IDE window titled "SQL File 3\*". The query editor contains the following SQL code:

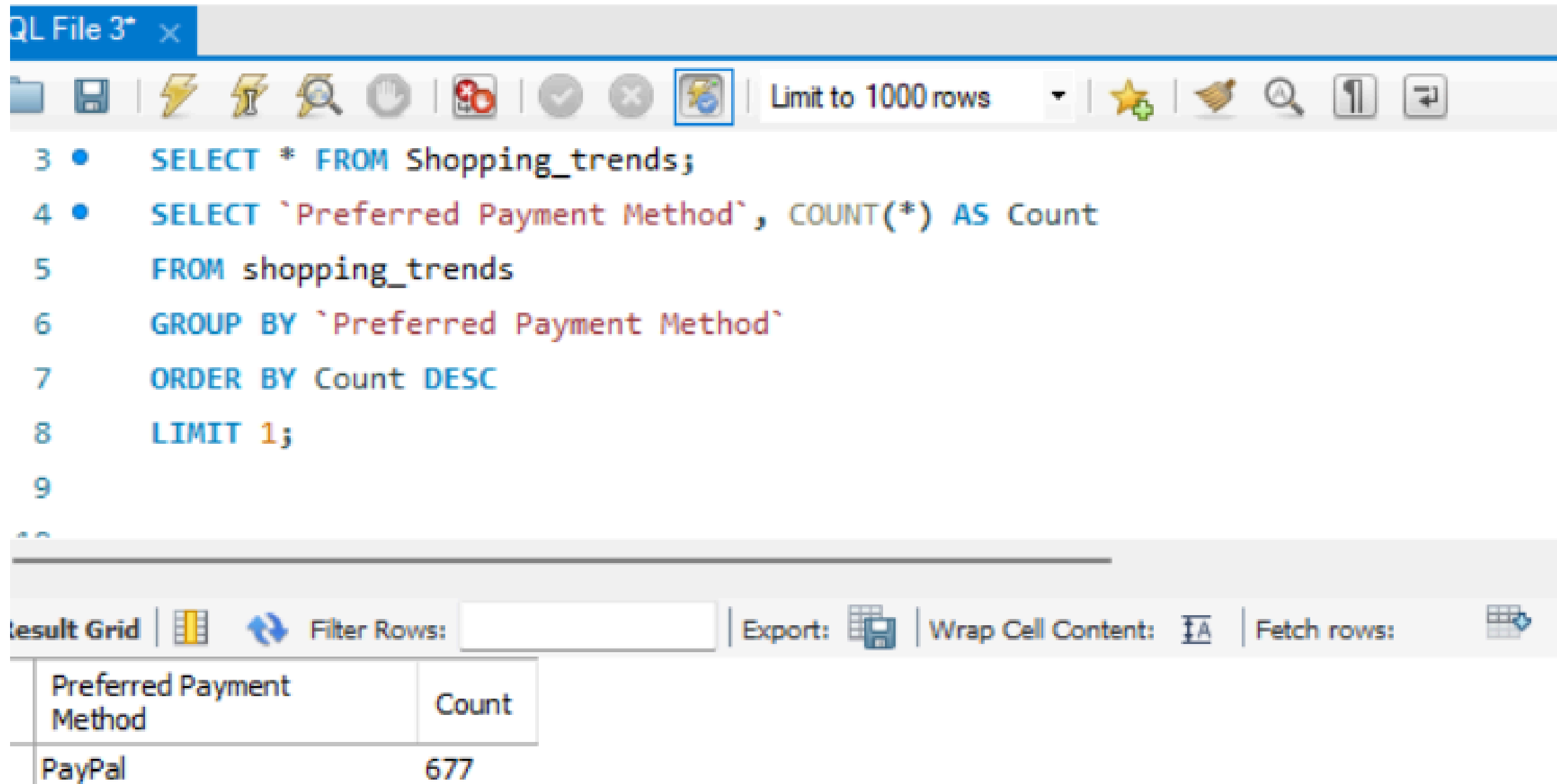
```
1 • SHOW databases;
2 • USE test;
3 • SELECT * FROM Shopping_trends;
4 • SELECT Category,AVG(`Review Rating`) AS Avg_Rating FROM shopping_trends
5   group by Category
6   ORDER BY Avg_Rating DESC;
7
```

Below the query editor, the "Result Grid" tab is active, displaying the results of the query. The results are as follows:

Category	Avg_Rating
Footwear	3.7906510851419055
Accessories	3.7686290322580676
Outerwear	3.746913580246914
Clothing	3.7231433506044884

# Preferred payment method

Show the maximum preferred payment method



The screenshot shows a SQL query editor window titled "QL File 3\*" with a toolbar and a results grid. The query is as follows:

```
3 • SELECT * FROM Shopping_trends;  
4 • SELECT `Preferred Payment Method`, COUNT(*) AS Count  
5 FROM shopping_trends  
6 GROUP BY `Preferred Payment Method`  
7 ORDER BY Count DESC  
8 LIMIT 1;  
9
```

The results grid below the query shows the following data:

Preferred Payment Method	Count
PayPal	677

The toolbar of the editor includes icons for file operations, a search icon, a "Limit to 1000 rows" dropdown, and a "Result Grid" button. The results grid has a toolbar with "Filter Rows", "Export", "Wrap Cell Content", and "Fetch rows" options.

# AT A GLANCE

## CUSTOMER DISTRIBUTION

There are 3900 out of which nearly 2700 are male customers only 1200 are female customers

## TOP 5

Blouse, pants, jewellery, shirt and dress are the top 5 purchased products  
Top 5 cities include  
Alaska, pennyslayvia, Arizona, West virgina, Nevada

## SEASONAL IMPACT

During Spring and Fall we can see the highest sales

## MOST PREFERRED

Footwear and accessories are having good review rating and Paypal is the most preferred payment method



# Thank you!