

BrightLight

Shopping Trends Analysis



From: Zibongile Mnyamana
Position: Junior Data Analyst
Date: 14 August 2025
Email Address: zmnyamana1@gmail.com

EXECUTIVE SUMMARY

Objective

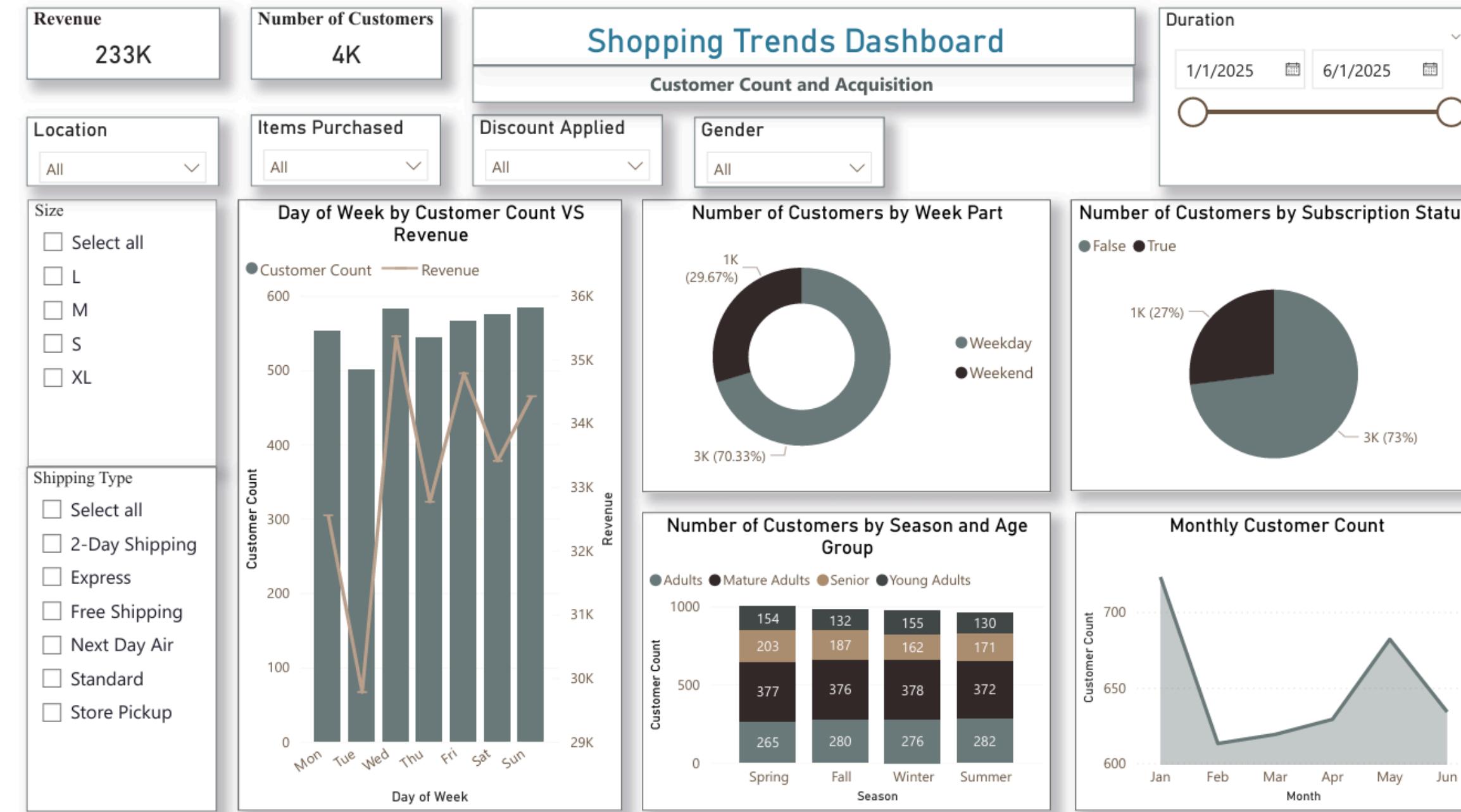
The purpose of this dashboard is to analyze customer shopping preferences and behavior in order to identify trends that drive revenue and customer loyalty.

It focuses on three main areas:

- Customer Count and Acquisition Behavior**
- Previous Purchase Pattern and Loyalty and**
- Revenue and Customer Demographics**

The following actions are needed:

- Test flash sales and promotions tailored to underperforming days and months.
- Strengthen loyalty programs with targeted incentives for segments showing lower repeat purchases.
- Align seasonal marketing and inventory planning with identified high-performing periods.
- Personalize offers by age group to diversify revenue sources.

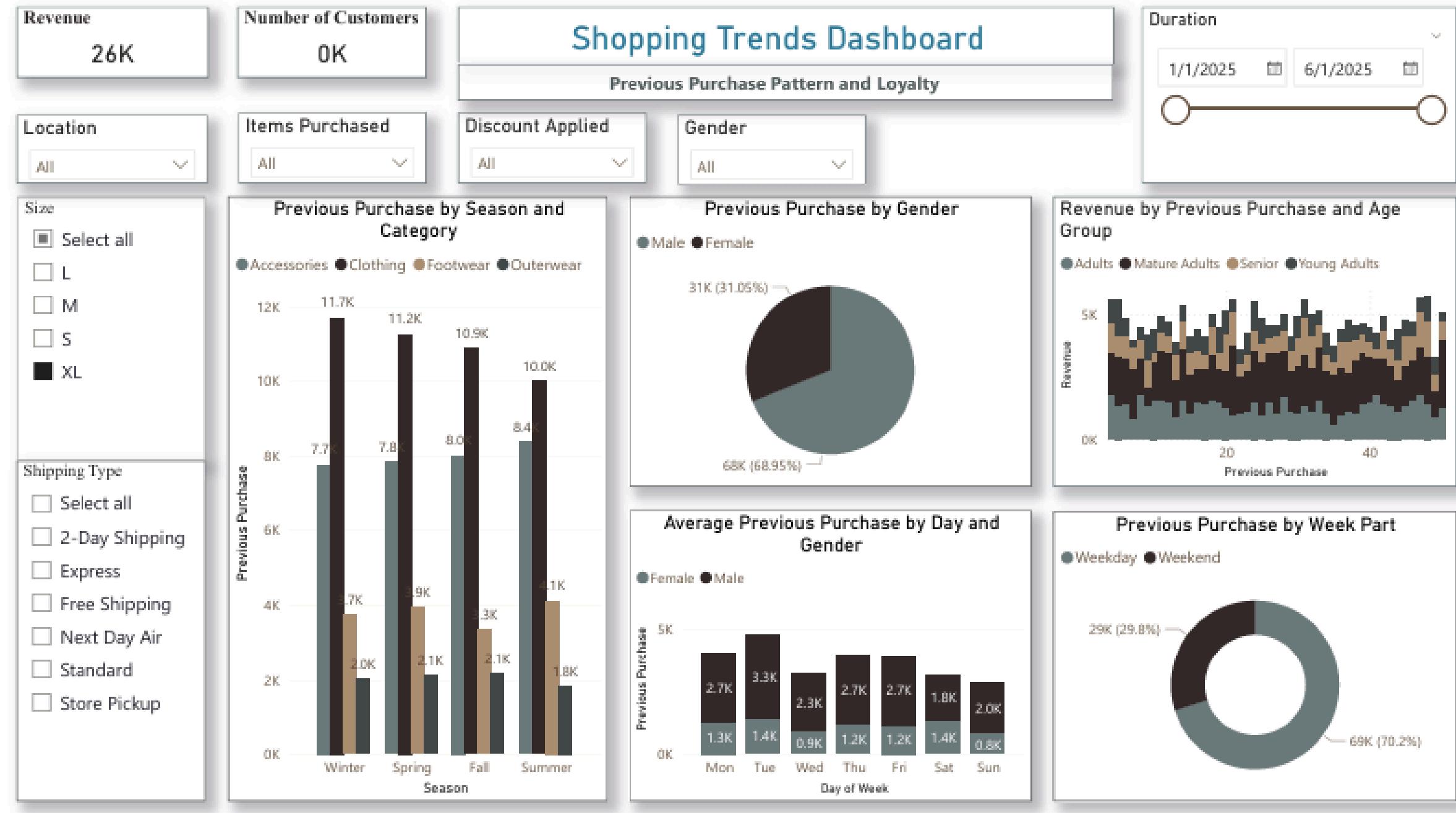


-Day of the Week: We experience customer peak on Wednesday and slightly rises again on Sunday. Revenue follows a similar trend, with a notable dip on Tuesday.

-Weekday vs Weekend: Weekdays drive most our revenue (70% of customers, 73% of purchases), while weekends account for the remaining 30%.

-Number of Customers by Season and Age Group: Mature Adults (25-35) years and Adults (36-50) years dominating customers across all seasons.

-Monthly Customer Count: January sees the highest number of customers, followed by a decrease in February and March, and a rise in May.

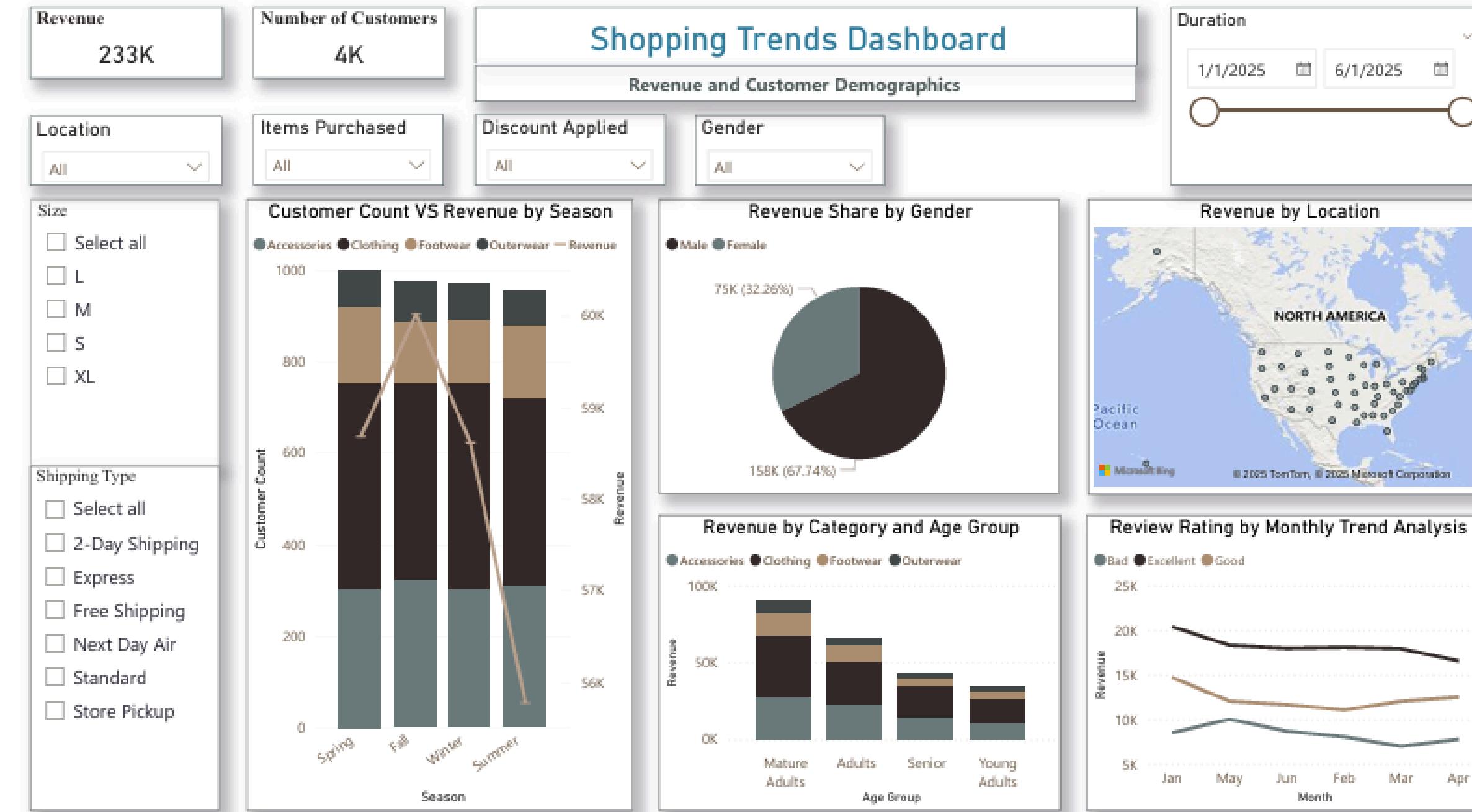


-Seasonal Purchases: Clothing is the top category all year round. Outerwear peaks in winter, while accessories and footwear remain consistent across seasons.

-Gender Trends: Males account for approximately 69% of previous purchases, dominating both clothing and accessories.

-Purchases by Day & Gender: Both genders show steady purchasing patterns throughout the week, with a slight increase on Tuesday. Average previous purchase per customer reach its peak for Mature Adults (25-35) years

-Previous Purchase by Week Part: Weekdays see the bulk of previous purchases (70%)



-Customer vs Revenue by Season: Fall is the most profitable season, generating the highest total revenue compared to Spring which has more customers. This suggests that customers are making larger purchases or buying more expensive items during the Fall.

-Revenue by Gender: Males generate 68% of total revenue, with females contributing 32%

-Geographic Distribution: Revenue is concentrated along the East Coast store locations, with scattered high-performing locations in North America..

-Revenue by Category & Season: Clothing brings the highest revenue across all age groups.

-Review Ratings: There's a dip in May, which indicate customer experience or product issues during that month.

RECOMMENDATIONS

Customer Count and Acquisition Behavior Page:

- Increase weekend marketing campaigns to boost the 30% revenue for weekend.
- Offer age targeted promotions to attract more Young Adults and Seniors.
- Run seasonal events or discounts in Fall and Winter to increase the sales, fixing the dips.

Previous Purchase Pattern and Loyalty

- Maintain strong clothing and accessories inventory year-round.
- Develop female-focused promotions to increase their share of previous purchases.
- Leverage weekday buying patterns by introducing flash sales on high-traffic days like Tuesday to increase our revenue even more, and on low-traffic days (Weekends) to stimulate demand.
- Create loyalty rewards for Mature Adults while offering entry-level bundles for underrepresented age groups.

Revenue and Customer Demographics

- Launch female-targeted campaigns to boost their revenue share.
- Explore premium pricing or bundles for high-value segments like Mature Adults.
- Track and address service/product issues in May to improve ratings and prevent revenue loss.
- Promote clothing category through cross-selling and seasonal fashion launches.

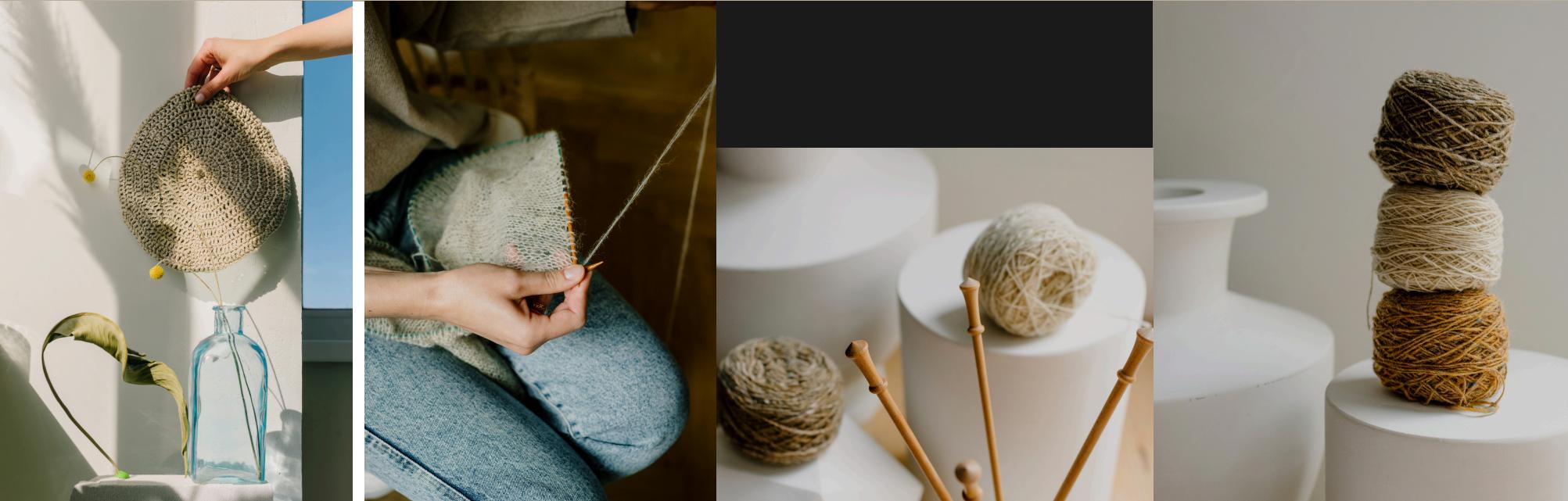
CONCLUSION AND ACTION PLAN

The analysis provides a comprehensive view of customer behavior and revenue patterns across multiple timeframes:

- Day-on-Day (DoD):** Reveals short-term spikes and dips in customer count and revenue, highlighting underperforming weekdays where targeted promotions could increase engagement.
- Month-over-Month (MoM):** Shows broader sales trends, such as strong January performance followed by declines in February and March, signaling the need for sustained retention efforts.
- Season-on-Season (SoS):** Points to seasonal buying patterns that can guide stock planning and campaign timing.
- Customer Loyalty & Previous Purchases:** Identifies retention strengths among younger customers, while revealing gaps with mature adult groups.
- Demographics & Revenue Contribution:** Confirms young adults as top revenue drivers, with opportunities to grow spend from other age segments.

Action Plan

- Test flash sales and promotions tailored to underperforming days and months.
- Strengthen loyalty programs with targeted incentives for segments showing lower repeat purchases.
- Align seasonal marketing and inventory planning with identified high-performing periods.
- Personalize offers by age group to diversify revenue sources.



Thank You!!



From: Zibongile Mnyamana
Position: Junior Data Analyst
Date: 14 August 2025
Email Address: zmnyamana1@gmail.com