

Customer Shopping Trends

By Mikey Torres



Introduction



This project is from a Dataset I found on Kaggle, this Project is to show my skills into analyzing datasets I find on my own. This is a Dataset about Customer Shopping Trends



Purpose



In this project I wanted to see the difference in male and female purchases within the seasons that are provided in the dataset. To find further if male or female spends more in amount of purchases, and amount in total spending. This can benefit shop owners who want to target a specific gender in seasons they would want more revenue for their business.





Data Overview

```
<class 'pandas.core.frame.DataFrame'>
```

```
RangeIndex: 3900 entries, 0 to 3899
```

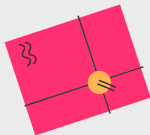
```
Data columns (total 19 columns):
```

#	Column	Non-Null Count	Dtype
0	customer id	3900 non-null	int64
1	age	3900 non-null	int64
2	gender	3900 non-null	object
3	item purchased	3900 non-null	object
4	category	3900 non-null	object
5	purchase amount (usd)	3900 non-null	int64
6	location	3900 non-null	object
7	size	3900 non-null	object
8	color	3900 non-null	object
9	season	3900 non-null	category
10	review rating	3900 non-null	float64
11	subscription status	3900 non-null	object
12	payment method	3900 non-null	object
13	shipping type	3900 non-null	object
14	discount applied	3900 non-null	object
15	promo code used	3900 non-null	object
16	previous purchases	3900 non-null	int64
17	preferred payment method	3900 non-null	object
18	frequency of purchases	3900 non-null	object

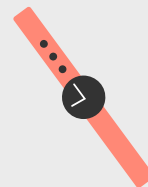
dtypes: category(1), float64(1), int64(4), object(13)

Dataset

There are 3900 Rows of customers,
19 Columns in this dataset

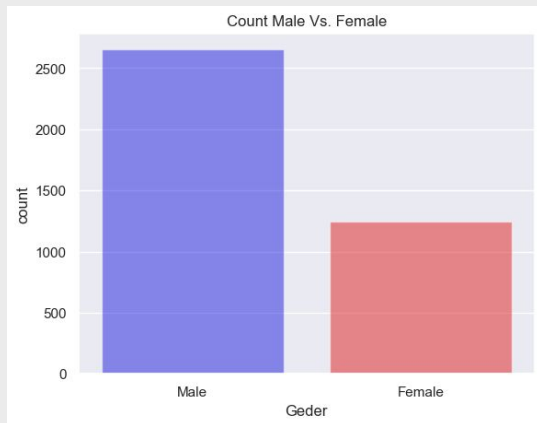


Visualizations



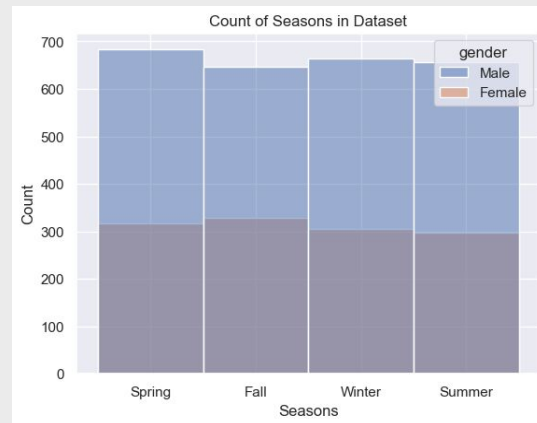
01

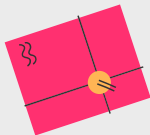
This is showing there are more male in this dataset



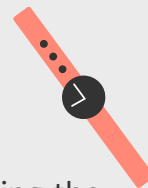
02

This shows spring being the highest time for purchase with male showing the most of 683





Visualizations



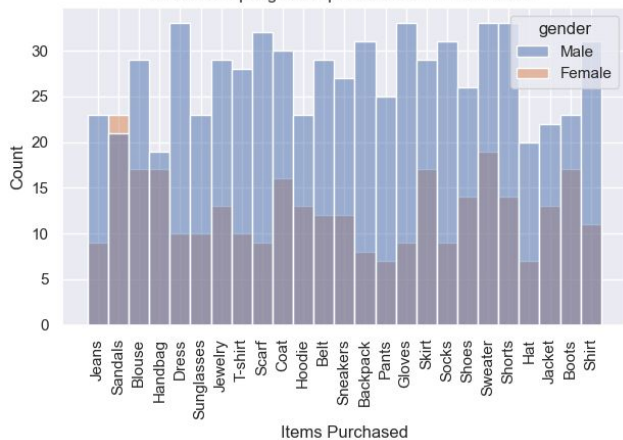
03

This shows male purchases more in spring with the item being sweater bought 33 times

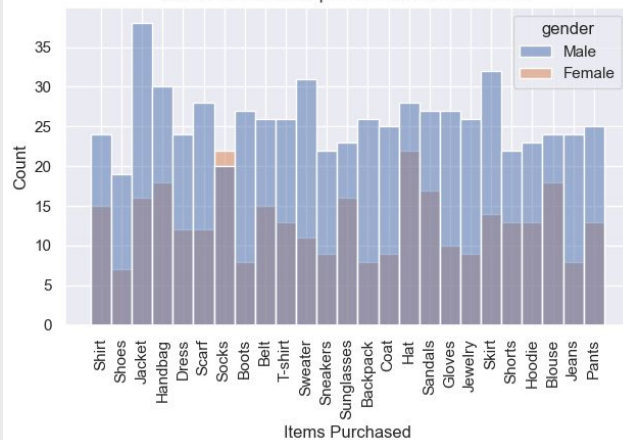
04

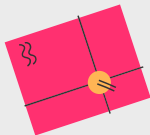
This shows male being the highest in fall of purchases with jacket being bought 38 times

Counts of Spring Items purchased Male Vs. Female

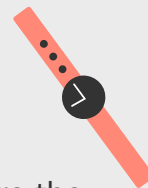


Counts of Fall Items purchased Male Vs. Female





Visualizations



05

This is shows male being the highest in winter with pants being the item sold at 37 times

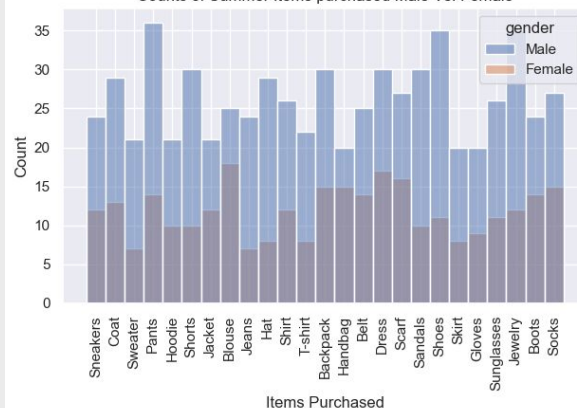
06

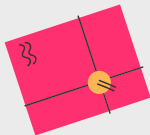
This shows male are the highest in summer with pants being sold at 36 times

Counts of Winter Items purchased Male Vs. Female



Counts of Summer Items purchased Male Vs. Female





Visualizations



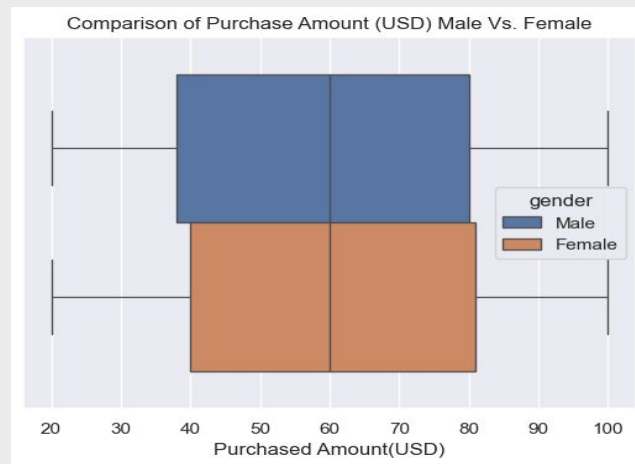
07

This shows overall male purchased more items than female by 37,479 items



08

This shows female spend more amount per item than male by .7% on average





Recommendations & Conclusions



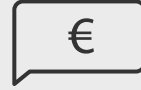
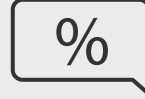
Conclusion:

Even with female having higher amount spending per item than male. It shows overall that male outnumbered female by almost 70% giving most outcomes to male as the highest in overall. If there was an equal number of male and female we would be able to find a more accurate unbiased info.

Recommendations:

It would be interesting to see what the difference would be with an equal number of customers being male and female. I would Like to have the information on the actual discount amount and promotions to see if the case with actual spending is capturing the actual spending per item.

Thanks!



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

