

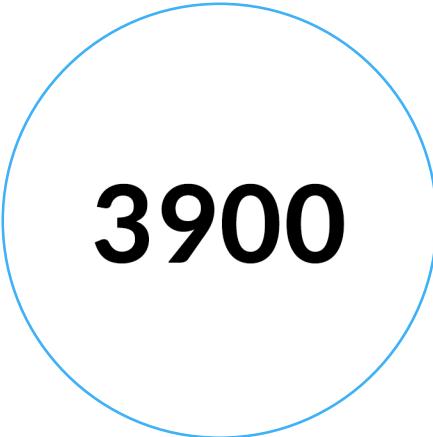


# CUSTOMER BEHAVIOR

Data Analysis

## Customer & Revenue Overview

Customers are generally satisfied and spending consistently. However, these aggregate metrics do not reveal performance differences. The subsequent analysis focuses on comparisons and drivers to uncover deeper insights.



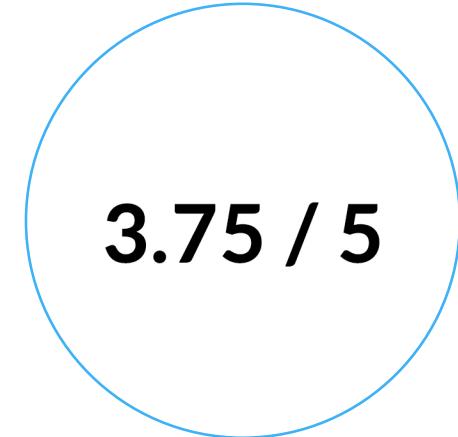
**3900**

Total  
Customers



**\$59.76**

Average  
Order Value



**3.75 / 5**

Average  
Product Rating

# Detailed Insights and Supporting Data

## >> Gender-Based Revenue Disparity

### Key Finding:

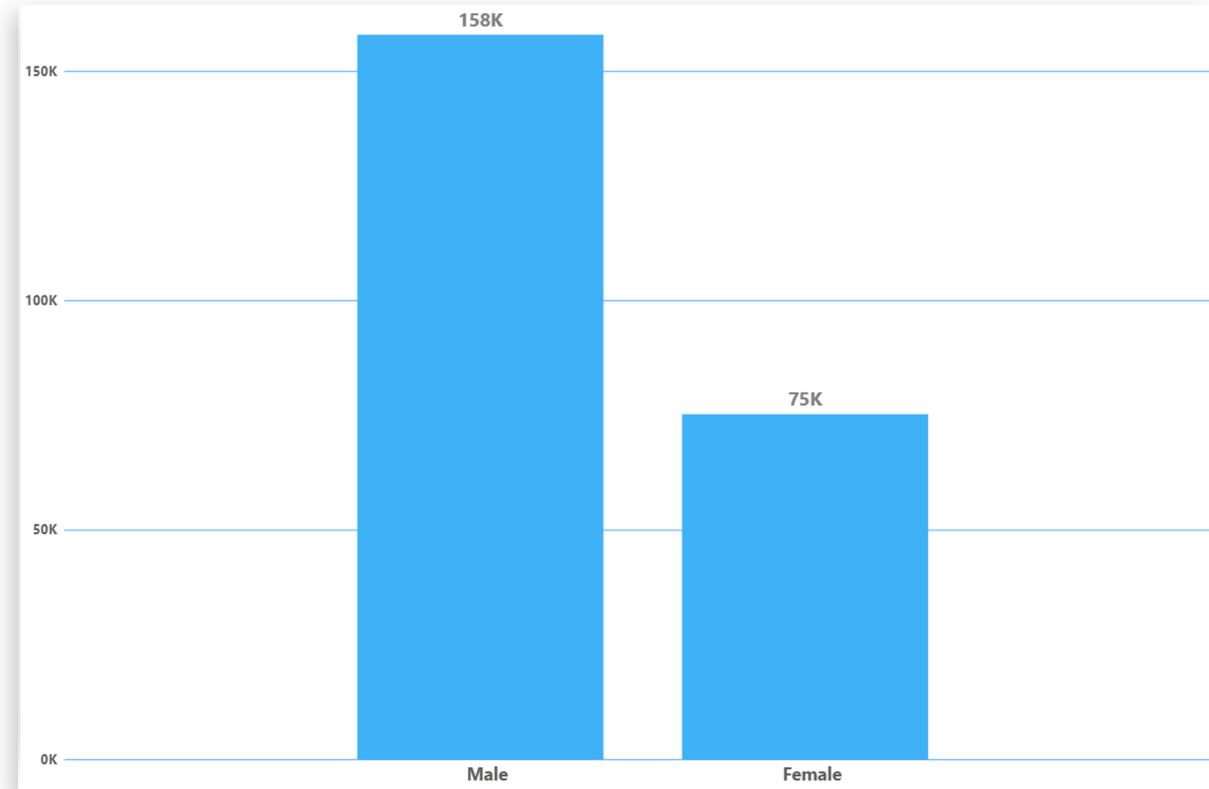
Male customers generate nearly twice as much revenue as female customers.

### Implications:

This significant difference suggests variations in purchase behavior or product alignment between genders. It indicates that current marketing and product positioning might be inadvertently skewed.

### Opportunity:

Refining female-targeted products and marketing campaigns presents a substantial opportunity to unlock additional revenue and balance customer engagement.





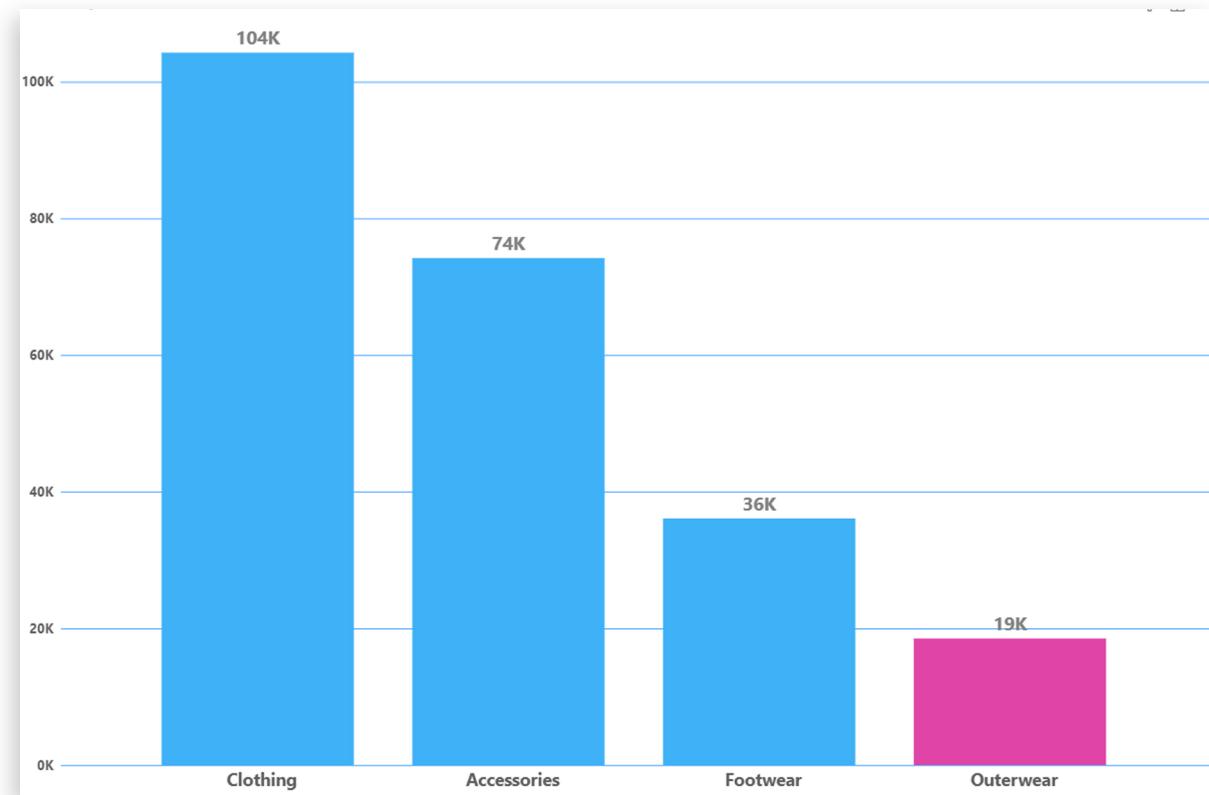
## Product Category Performance

### Observed Pattern:

- **Clothing** is the top revenue and volume driver, forming the core revenue engine.
- **Accessories** follow closely, contributing significantly.
- **Footwear** is a mid-tier performer.
- **Outerwear** consistently underperforms, suggesting a need for reassessment rather than continued discounting.

### Interpretation:

Strategic focus on high-performing categories like Clothing and Accessories, coupled with a critical review of underperforming ones, is crucial for optimizing product portfolio effectiveness.



## >> Revenue vs. Units Sold Discrepancy

### Comparison:

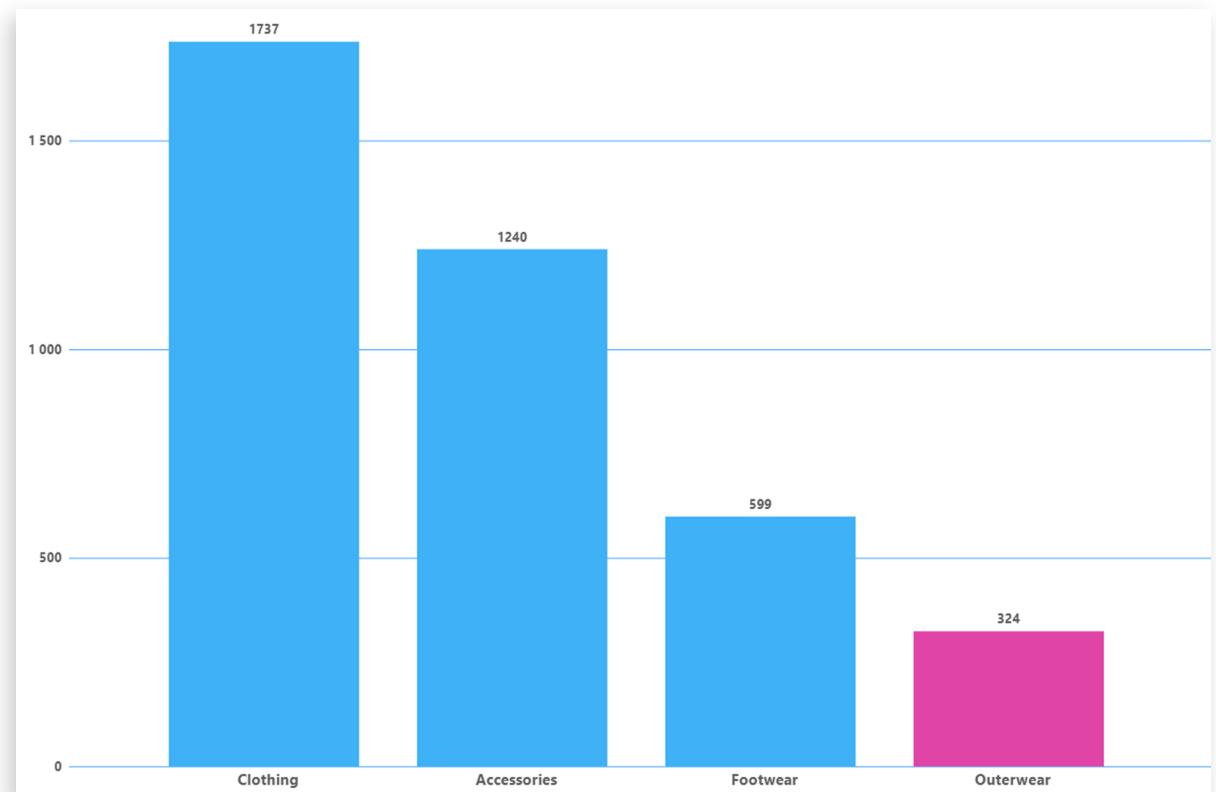
An analysis of revenue contribution versus units sold per category reveals that some categories generate high volume but yield lower revenue.

### Implication:

This indicates potential issues with pricing strategies or product positioning within those categories.

### Action:

Implementing bundles and optimizing pricing can increase the value derived per unit sold, improving overall profitability.



## >> High-Rated Products Under-Promoted

Some of the highest-rated products are not among the top sellers. Product quality is not the limiting factor; rather, visibility and promotion are lacking for these high-quality items.

Promoting these high-rated products, utilizing their ratings as social proof, and bundling them with best-selling items can significantly boost sales without extensive investment.

FOOTWEAR 3.79

ACCESSORIES 3.79

OUTERWEAR 3.79

CLOTHING 3.72

>> TOP SELLER

## >> Subscription Underperformance

### Data Shows:

Subscribers contribute only ~26.9% of total revenue.  
Subscribers demonstrate higher repeat purchase rates, indicating loyalty.  
However, their average spend per order is similar to non-subscribers.

### Conclusion:

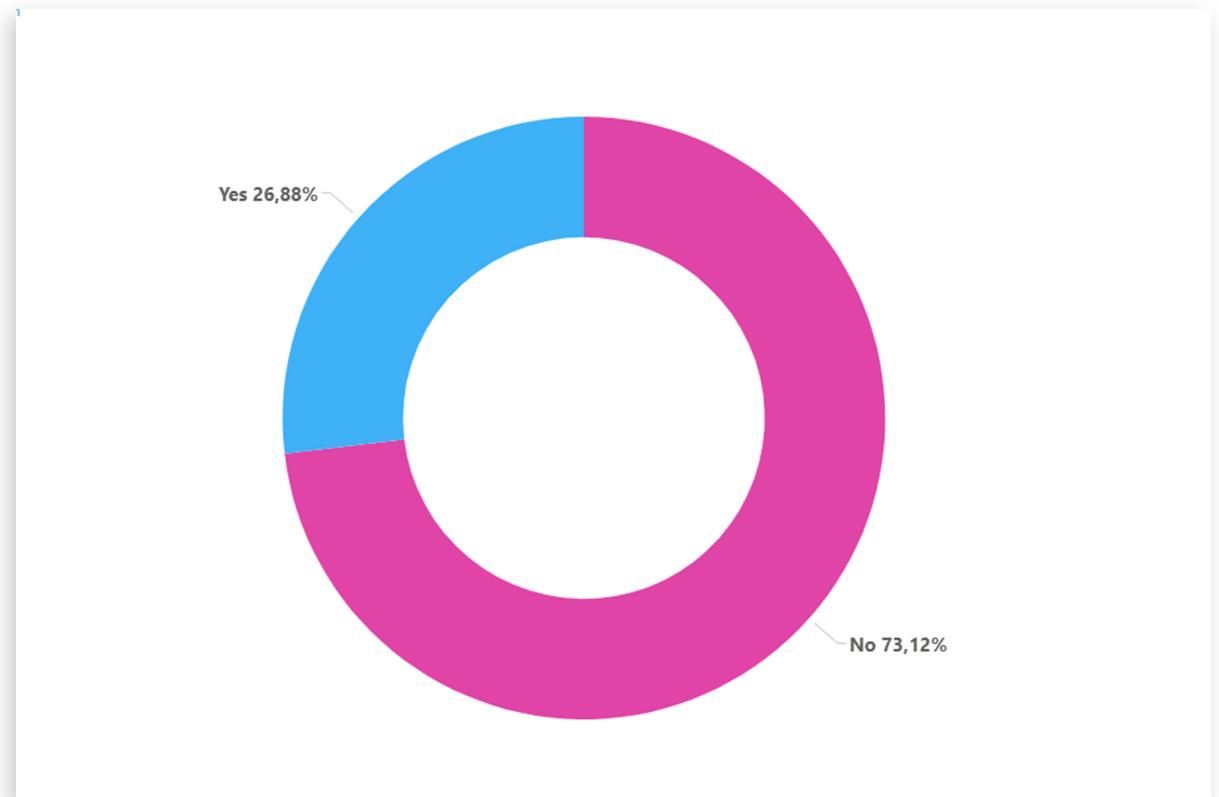
While subscriptions successfully foster loyalty, they currently do not translate into increased customer value or higher spending.

### Current Reality:

Subscriptions primarily function as a loyalty badge, failing to meaningfully alter spending behavior due to a lack of clear financial or experiential value.

### Fix:

Redesigning subscriptions to include tangible benefits, such as free express shipping, exclusive access, or curated bundles, is essential to enhance their value proposition and drive increased customer spend.



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## Age Group Revenue Drivers

### Who Drives Revenue:

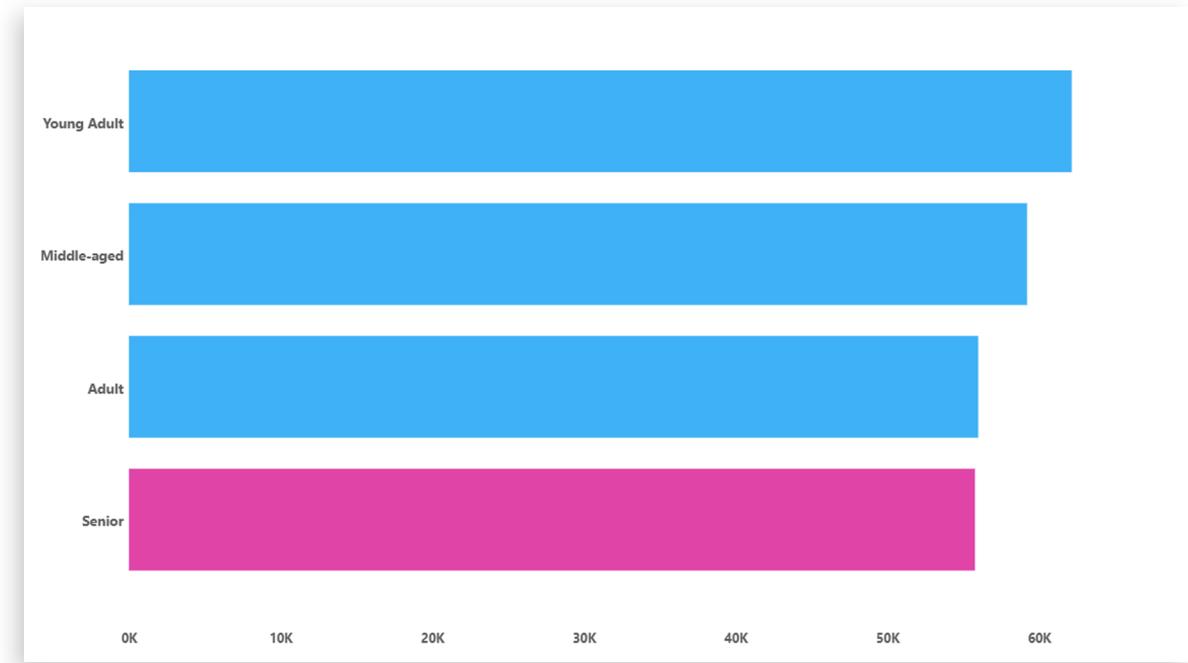
Young Adults and Middle-aged customers are the primary revenue drivers.

### Interpretation:

These demographic groups are economically active and responsive to targeted incentives.

### Action:

Personalization efforts, subscription promotions, and upselling strategies should be concentrated on these high-value age segments to maximize impact.



## Conclusion: Shifting from Reporting to Action

This analysis provides:

- Clarity on the true drivers of revenue.
- Evidence-based prioritization for strategic initiatives.
- Clear next steps to unlock sustainable growth.

It fundamentally shifts the business conversation from "What happened?" to "What should we do next?"

The biggest opportunity lies not in increasing overall effort, but in a more focused approach on the customers, products, and incentives that are already proven to work. With targeted changes, the business can achieve significant growth without unnecessary increases in operational complexity.