

Insights

- The average review rating is 3.75 which means that the overall customer experience is good but can be improved.
- 27% of the customers have taken subscription status implying that normal customers are not finding enough benefits availing the subscription.
- Clothing is the highest and Outerwear is the lowest product category in terms of revenue and sales. This is because general clothing is bought more often and consistently because of their regular wear and tear whereas Outerwears are bought on special occasions primarily.
- No female customer has bought subscription status out of 1248 female customers. This means women are not finding subscription benefits value for money.

Recommendations

- Conduct preliminary survey from customers regarding their experience and the facilities that can be improved.
- Improve the subscription model and provide special offers for women customers in the subscription pack.
- Special discounts for Outerwears during non-festive seasons can be applied.