



E-Commerce Customer Behavior Analysis

Uncovering insights from transactional data to drive strategic growth.



An illustration on the left side of the slide features a magnifying glass with a dark blue handle and frame. The lens is focused on a bar chart with yellow bars of varying heights, set against a light orange background with a wavy line. Below the chart, a document is visible with the word 'Customer' and several circular icons labeled 'Nata', 'Ditay', and 'Dzifi'. A blue pen lies diagonally across the document. The entire scene is decorated with soft, stylized flowers and leaves in shades of pink, orange, and blue.

Analysis Objectives & Problem

Core Objectives

- Analyze spending patterns & segmentation.
- Identify product preferences & subscription trends.
- Support data-driven decision-making.
- Optimize marketing and retention.

Problem Statement

Retailer seeks to understand changing shopping behavior across demographics and channels.

Which factors (discounts, reviews, seasons) drive consumer decisions and repeat purchases?

Revenue by Gender

Female Customers

\$75,191 Revenue (32.27% of Total)

Average Spend: **\$60.25**

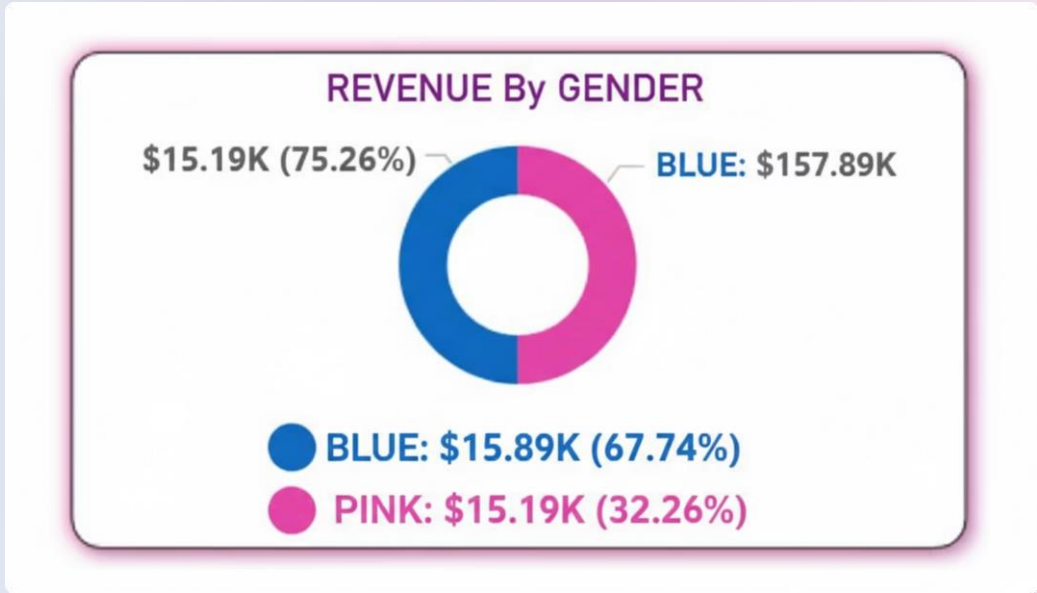
Top Categories: Clothing, Accessories, Footwear

Male Customers

\$157,000+ Revenue (67.72% of Total)

Average Spend: **\$59.25** (Similar to Female)

Top Categories: Clothing, Accessories, Footwear



Top Rated Products

Products with the highest average review ratings.

3.86

Gloves

Highest Average Rating

3.84

Sandals

Second Highest

3.82

Boots

Third Highest

3.80

Hat

Fourth Highest

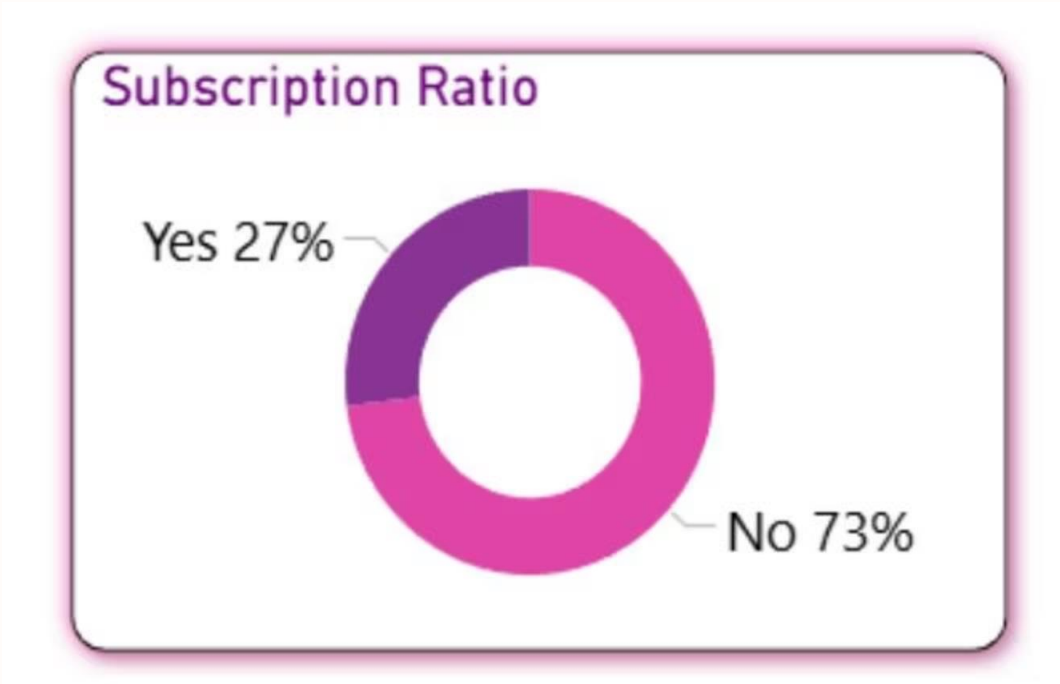
3.78

Skirt

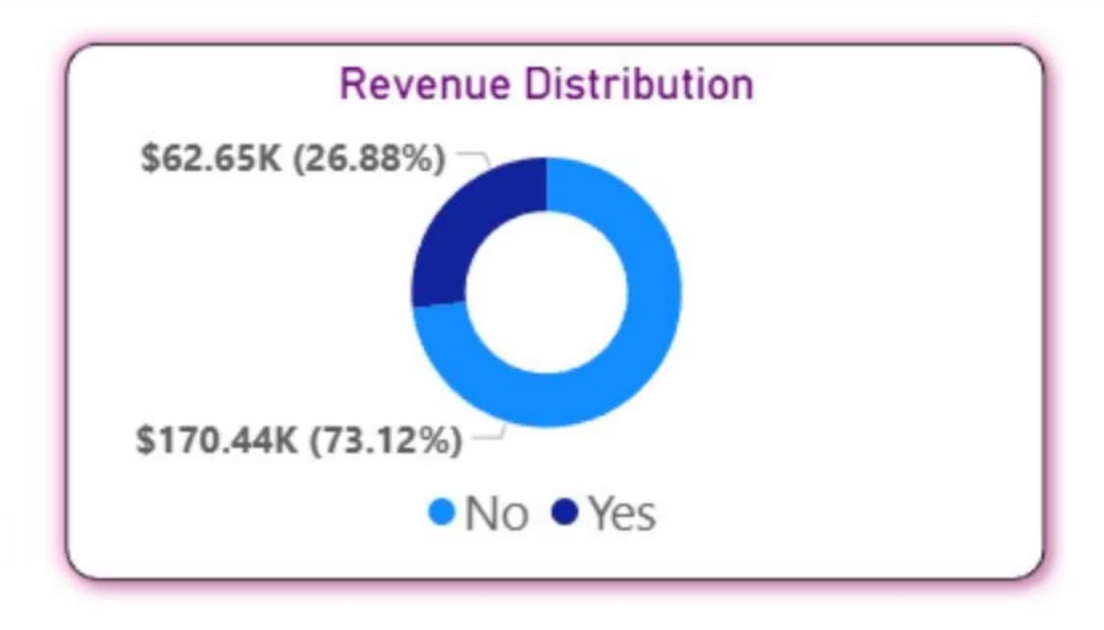
Fifth Highest

Subscribers vs. Non-Subscribers

27% of total customers have a subscription.



Revenue Distribution:



Subscriber Insights



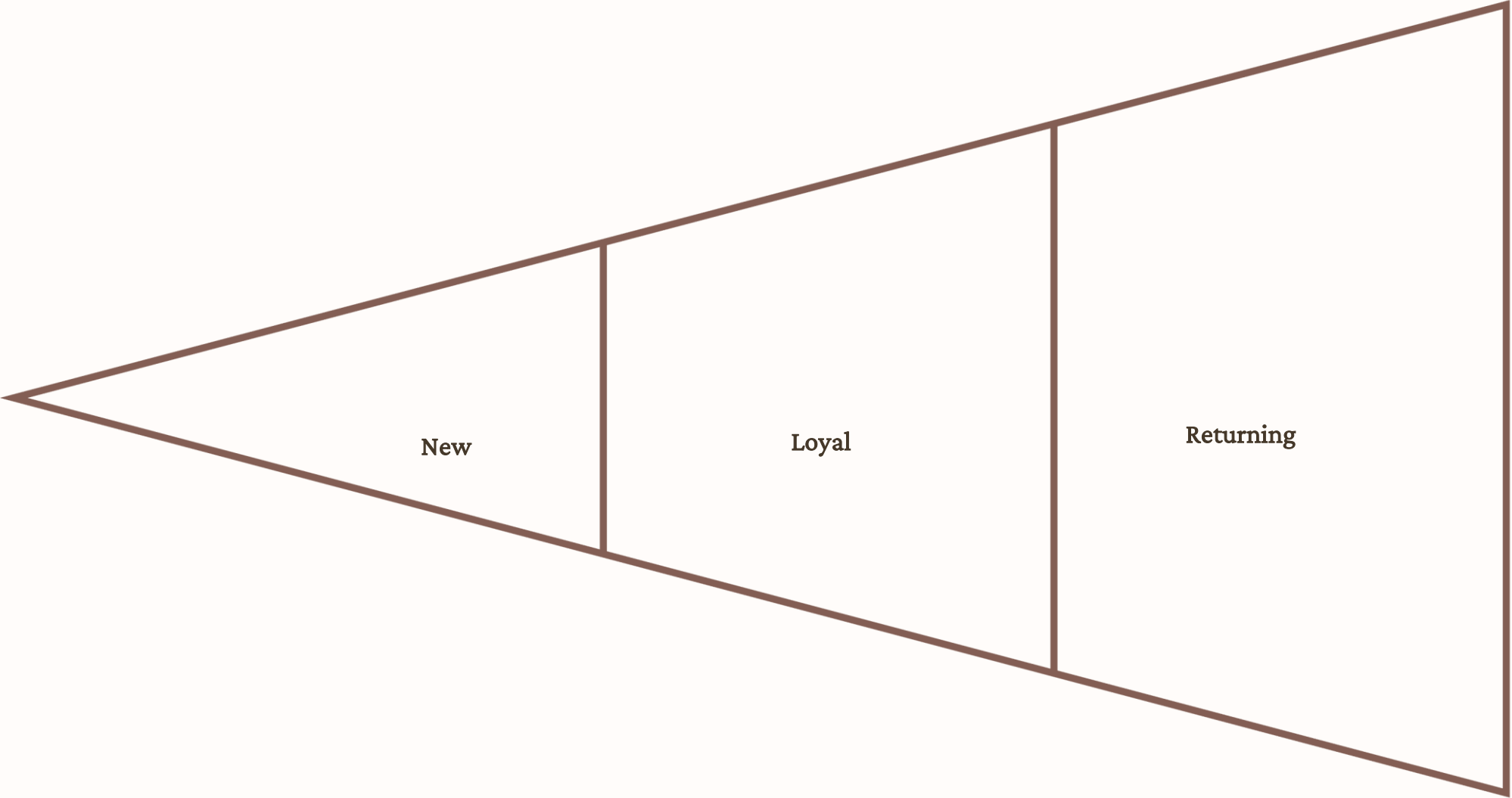
Non-Subscriber Insights



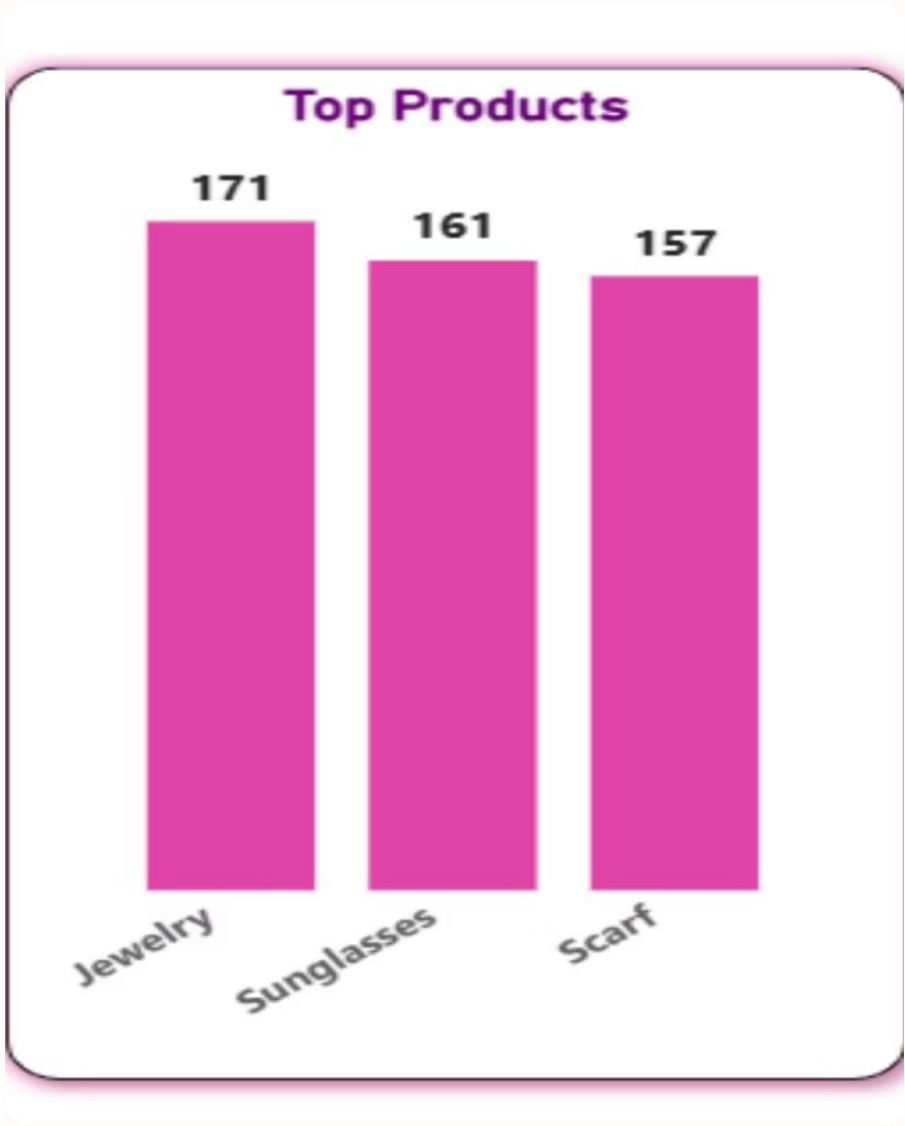
Customer Segmentation

Segments based on the number of purchases.

Loyal	3,116 Customers (10+ purchases)
Returning	701 Customers (2–10 purchases)
New	83 Customers (1 purchase)

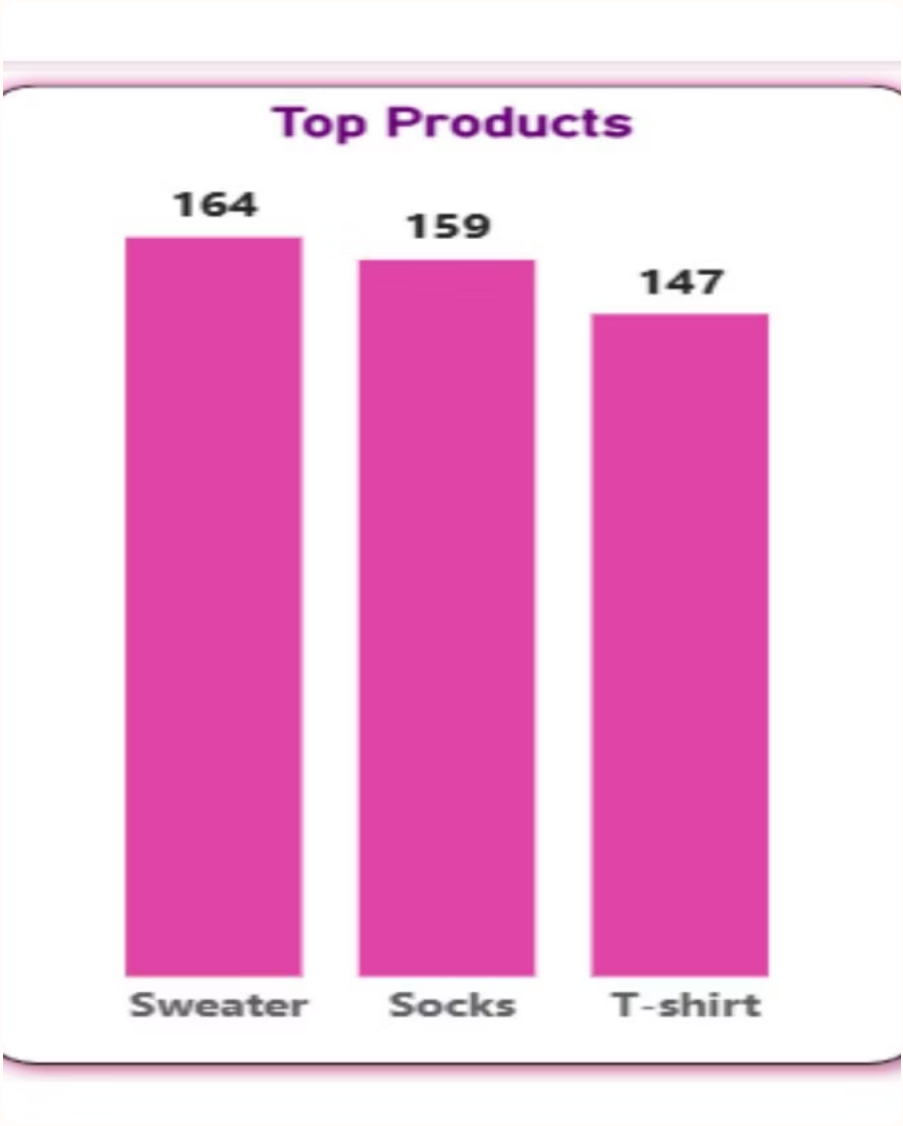


Top Products by Category



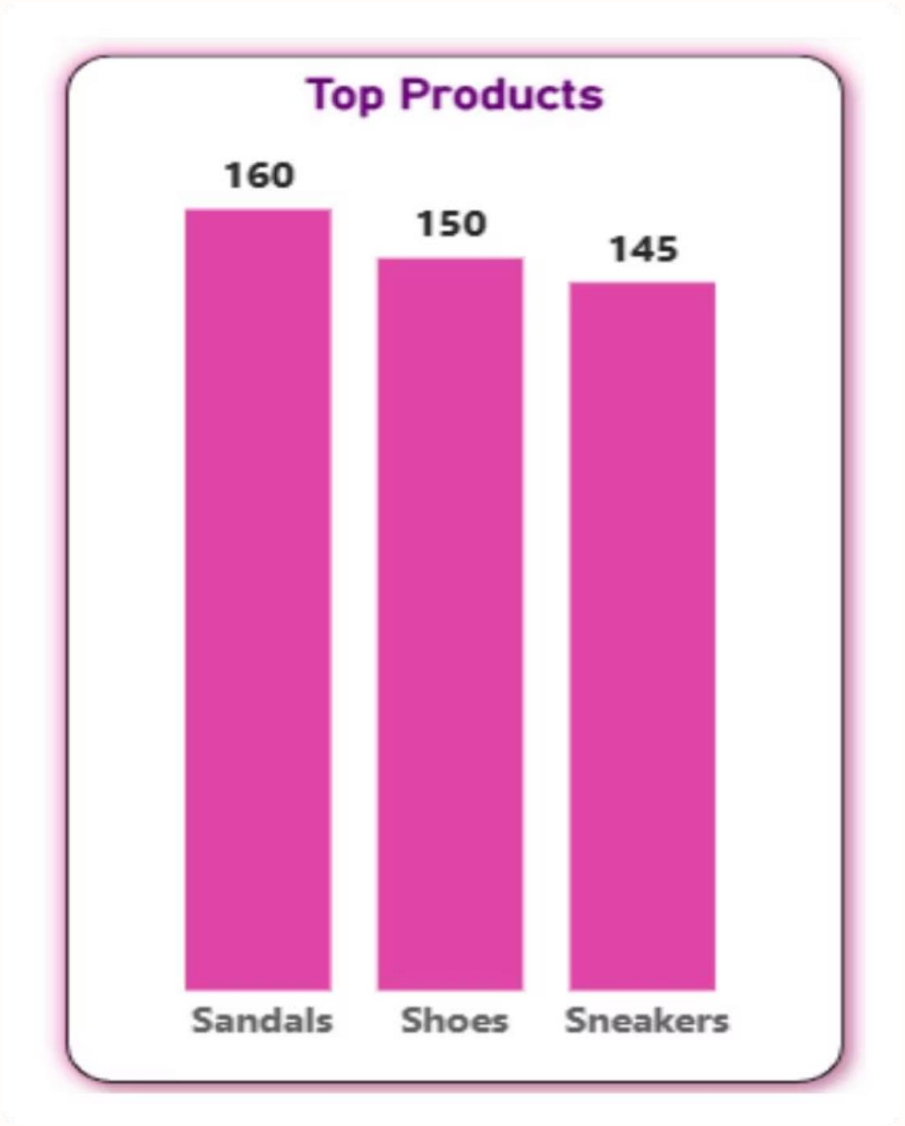
Accessories

Jewelry, Sunglasses, Belt
Outerwear leaders: Jacket and Coat.



Clothing

Blouse, Pants, Shirt



Footwear

Sandals, Shoes, Sneakers

Discount Dependency & Shipping

Discount-Dependent Products

Highest percentage of discounted purchases:

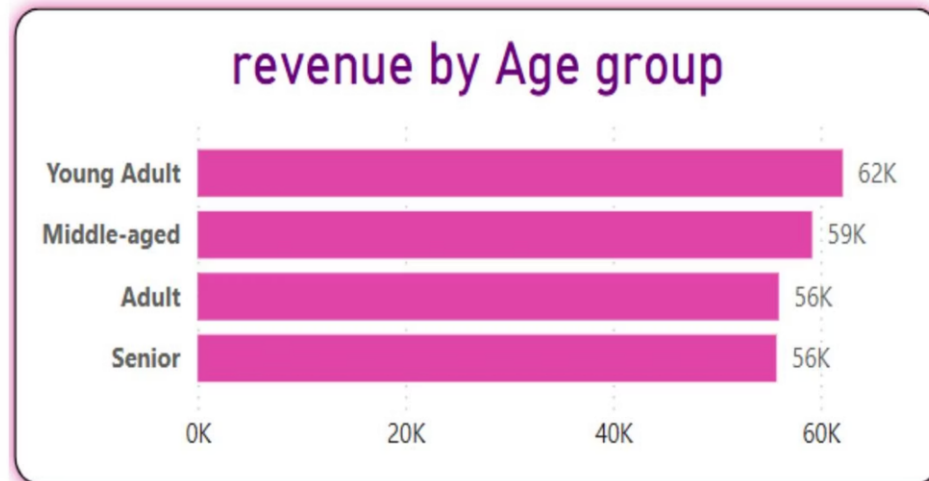
- Hat (50.00%)
- Sneakers (49.66%)
- Coat (49.07%)
- Sweater (48.17%)
- Pants (47.37%)

Shipping Type Comparison

Standard	\$58.46 AOV
Express	\$60.48 AOV

Express users have a slightly higher Average Order Value (AOV).

Key Performance Indicators (KPIs)



1 Revenue & AOV by Gender

Male: \$157K (67.7%); Female: \$75K (32.3%). AOV is similar (\$59.25 vs \$60.25).

2 Top Categories & Products

Clothing, Accessories, Footwear. Top Rated: Gloves (3.86).

3 Subscription & Loyalty

27% Subscription Rate. Loyal Customers are those with 10+ purchases.

4 Shipping & Discounts

Express AOV is higher. Hat and Sneakers are most discount-dependent.



Business Recommendations



Boost Subscriptions

Promote exclusive benefits to increase the 27% rate.



Customer Loyalty

Reward repeat buyers to grow the "Loyal" segment.



Review Discount Policy

Balance sales boosts with margin control on dependent products.



Targeted Marketing

Focus on high-revenue age groups and Express users.