



Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases to guide strategic business decisions

DATASET OVERVIEW

The Foundation

3,900

Total Purchases

Transactions analyzed

18

Data Points

Features per customer

50

Locations

Geographic coverage

4

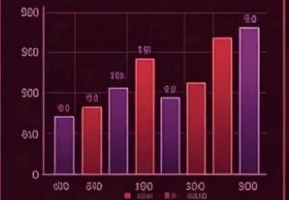
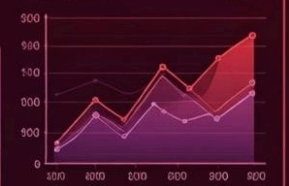
Categories

Product segments

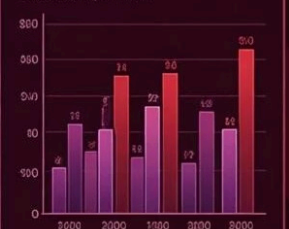
SECTORIAL ANALYSIS
Illustration: Simulated Data

Region	Color	Amount	Score	Score2
VIA	48%	29796	9879%	98.996
Pic	450%	19796	9699%	96.990
Dia	317.896	29296	2999%	29.990
Footnote	105777	22796	7059%	29.006
Chimes	272996	14799	17.899	25.000
Dia	27277%	99296	17.000	25.006
Steele	21.04	34796	1.000	15.009
Partners	18.89%	38809	17.000	17.789
Footnote	19.104	29296	21.007	15.006
Fence	22.406	19204	63.008	29.006
Field	18.21%	20297	29006	29.006
Prostate	10.00%	14786	17.009	15.006
Location	86	22787	93.004	15.886
Prostate	17.00%	10866	90.006	15.786
Stress	119.006	22407	24.009	15.009
Whispering	1%	10667	10.00%	25.006
Connection	1%	290799%	81.009	26.006
Color	80.00%	199.00%	14.009	15.009
Prostate	119.006	23796	71.896	7.5.006
Time	119.700	29.100	21.879	25.009
Prostate	70.006	22.28	10.704	10.711
Prostate	249.008	10.208	10.000	8.00.0.0
Prostate	119.788	10.000	20.000	10.000
Uc	1966	19.786	10.009	10.011
Ac	119.296	30.001	3.000	85.118
Stress	4.51	15.000	10.780	14.000
Footnote				

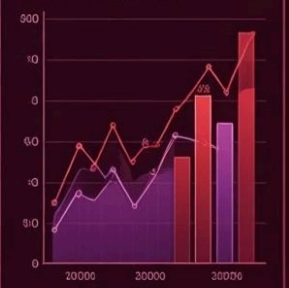
Shoog Data



Shoog Data by Data



Shoog Data by Data by Data



Data Preparation Journey

01

Data Loading

Imported dataset using pandas

02

Exploration

Summary statistics and structure analysis

03

Cleaning

Imputed missing Review Ratings with median values

04

Engineering

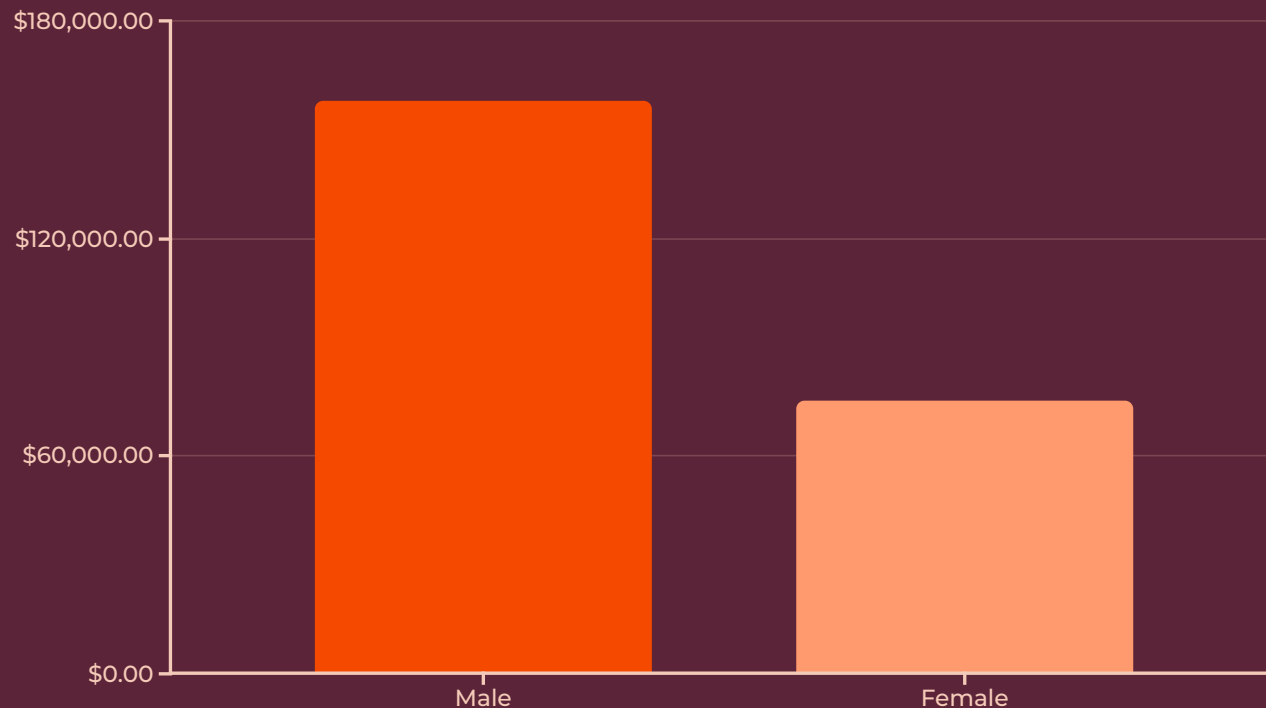
Created age groups and purchase frequency metrics

05

Integration

Loaded into MySQL for SQL analysis

Revenue by Gender

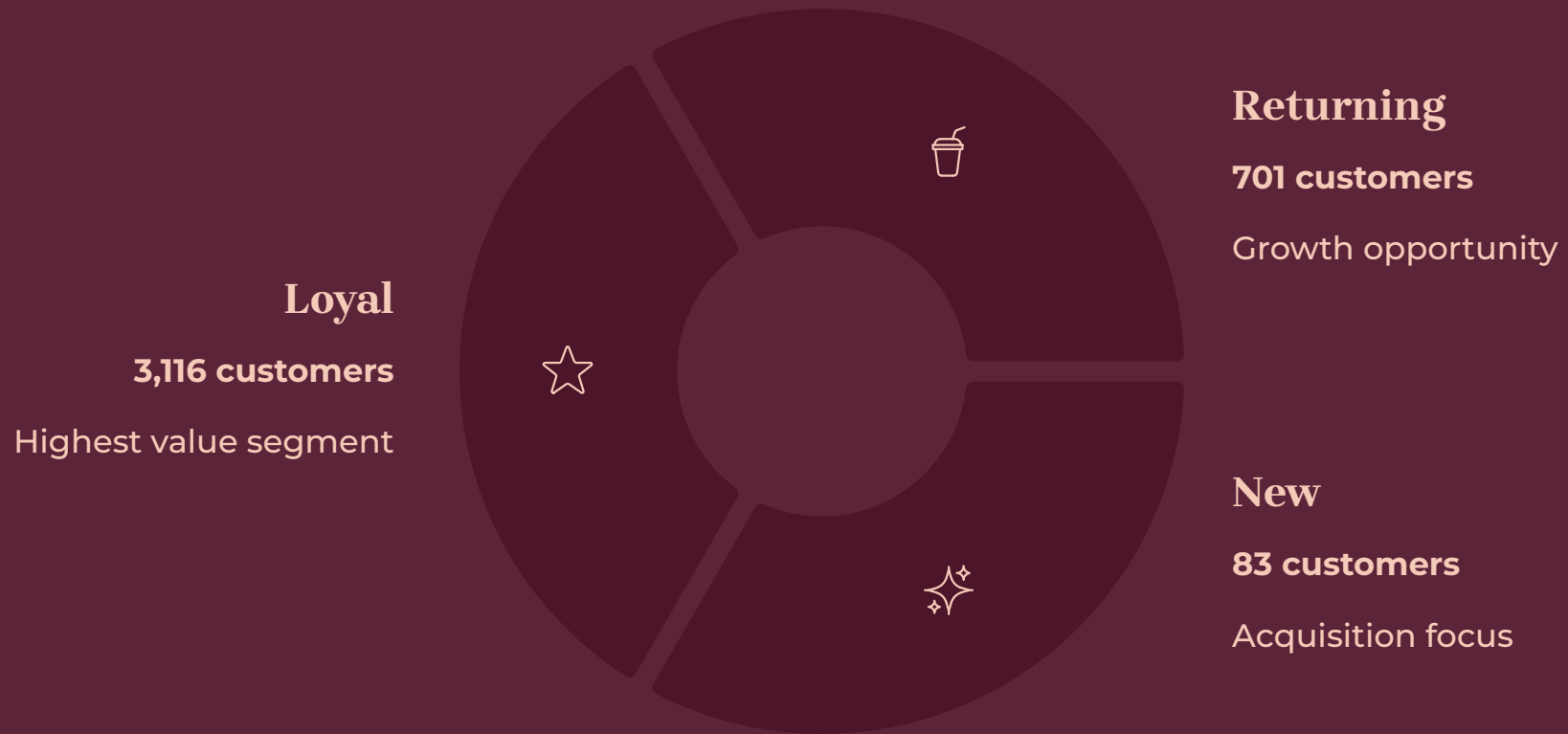


Key Finding

Male customers generate **2.1x more revenue** than female customers

Total combined revenue: **\$233,081**

Customer Segmentation



PRODUCT PERFORMANCE

Top-Rated Products



Highlight these products in marketing campaigns for maximum impact

Subscription Analysis



Subscribers

1,053 customers

\$59.49 avg spend

\$62,645 revenue

Non-Subscribers

2,847 customers

\$59.87 avg spend

\$170,436 revenue

Only 27% subscribed — massive growth opportunity



POWER BI DASHBOARD

Visual Intelligence



3.9K Customers



\$59.76 Avg Purchase

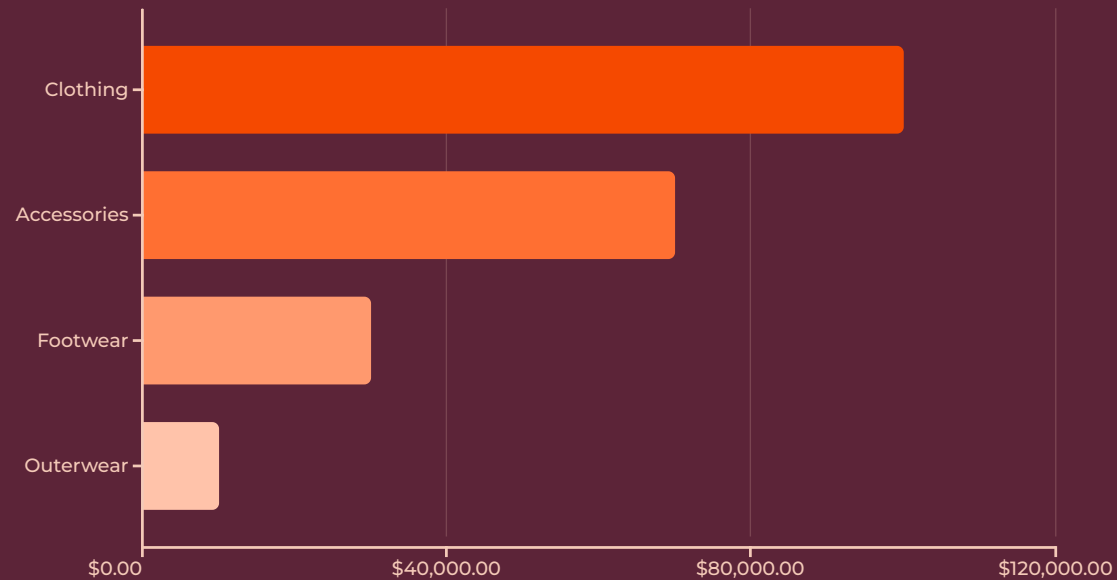


3.75 Avg Rating

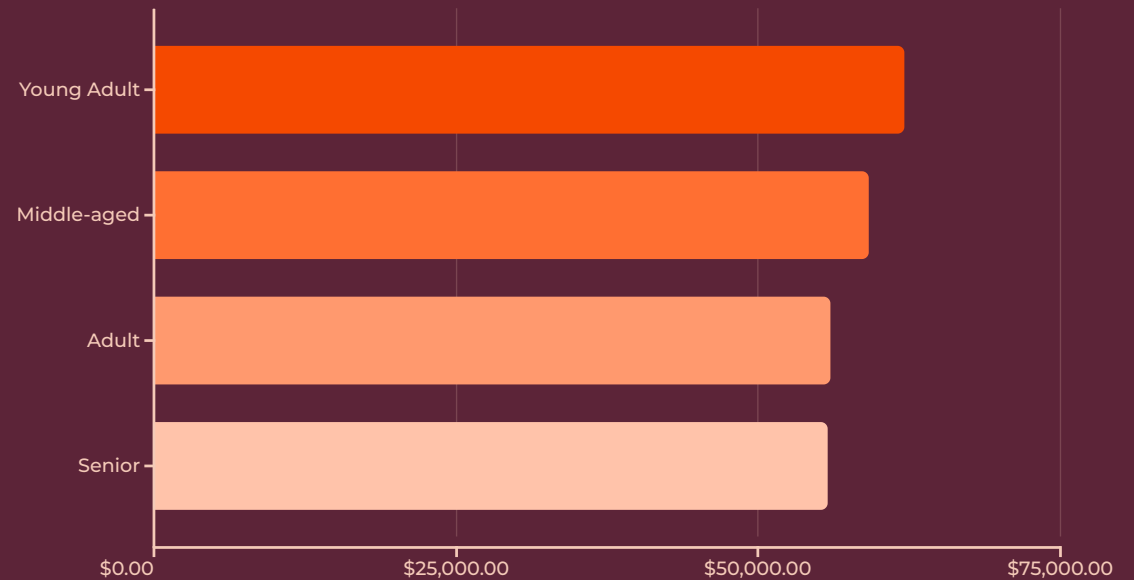
REVENUE BREAKDOWN

Category & Age Performance

By Category



By Age Group



Action Plan



Boost Subscriptions

Promote exclusive benefits to convert 73% non-subscribers



Loyalty Programs

Reward repeat buyers to grow loyal segment



Review Discounts

Balance sales boosts with margin control



Targeted Marketing

Focus on high-revenue age groups and express shipping users

