



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

Saorofinaong Allustitano Sinolotnoting.

Fronion	Colos	Arumos	Strootic	Somnium
VNI	480%	28786	38996%	28.906
Ple	450%	18796	39.006	18.900
Dilit	31.036	23286	23996	13.900
Fouonths	105777	22796	29.998	28.008
Chotimes	27.096	14799	17.000	25.000
Dilite	27.274	39.006	17.000	23.006
Steemontha	11.04	34788	1.000	18.009
Comunice	18.034	38.009	17.000	147.00
Tiaothritis	18.104	20.006	1.000	18.006
Fondt	24.003	18.004	33.008	28.006
EielA	18.014	20.001	33.006	20.008
Prothotic	19.008	14.006	12.008	15.006
Uoction	86	22.007	0.004	15.095
Pocedern	10.005	10.006	30.006	15.706
Ghrottes	13.006	22.003	31.009	15.008
Hloepring	06	10.007	1.004	25.008
Comuniton	15	360.006	81.008	26.005
Dolce	80.00	130.00	10.00	15.000
Priseek	110.006	23.005	71.006	15.006
TGroe	110.000	29.100	21.008	25.003
Prodning	70.006	22.008	18.006	10.001
Prothomitic	70.008	12.000	10.000	80.000
Briodann	110.006	10.000	26.000	14.000
Ue	1256	19.006	1.006	10.011
Ae	143206	30.003	3.000	25.008
Eildree	4.251	19.000	10.000	1.000
Tim batment				





PYTHON ANALYSIS

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

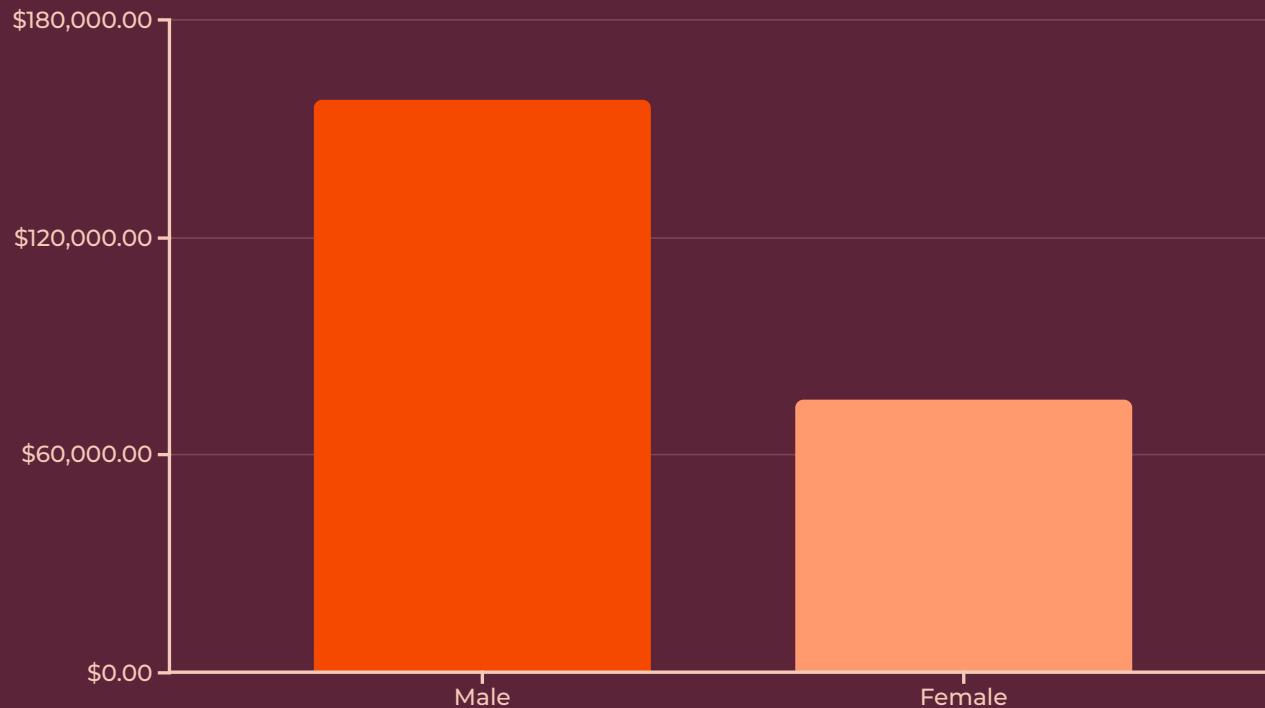
Created age groups and purchase frequency metrics

05

Integration

Loaded into MySQL for SQL analysis

Revenue by Gender

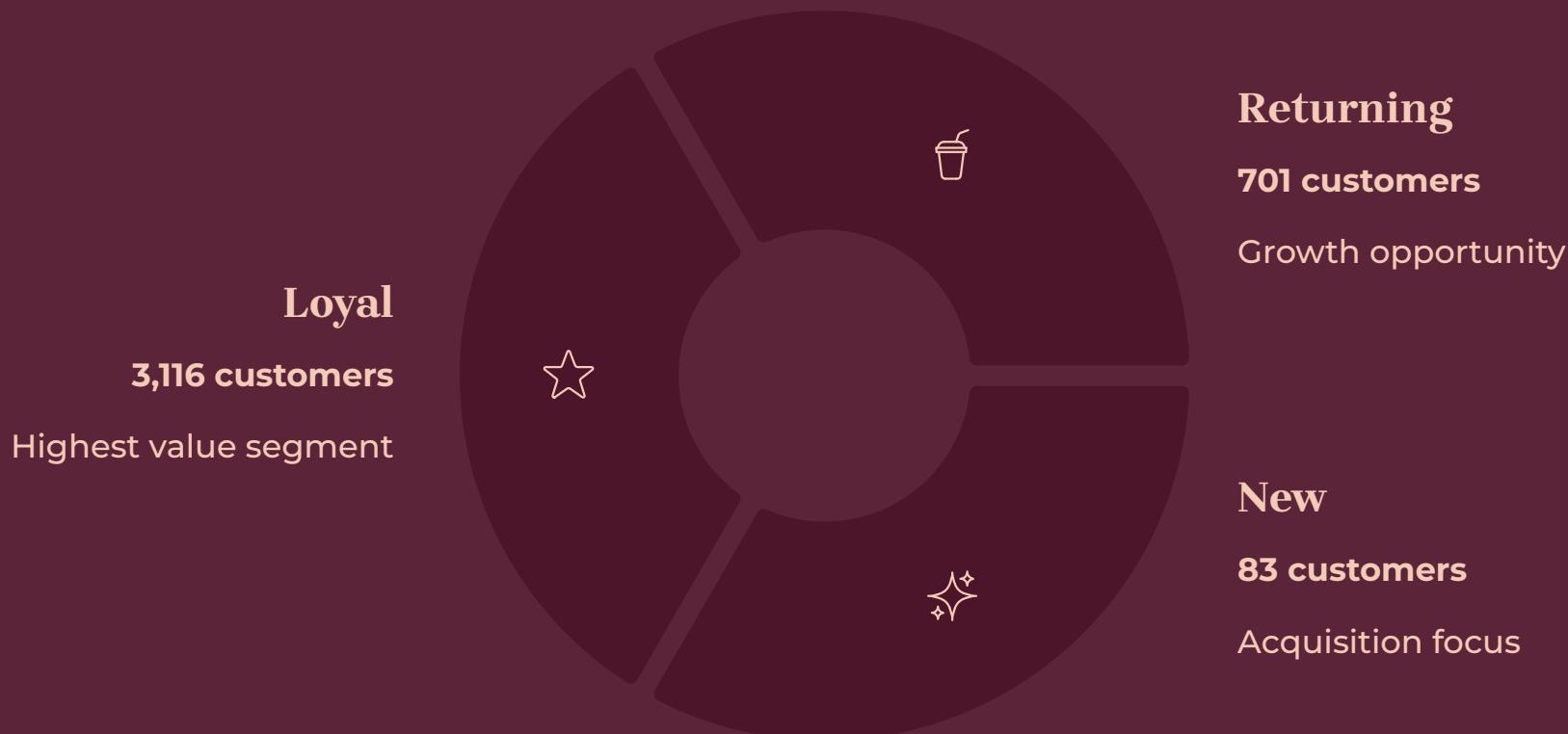


Key Finding

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

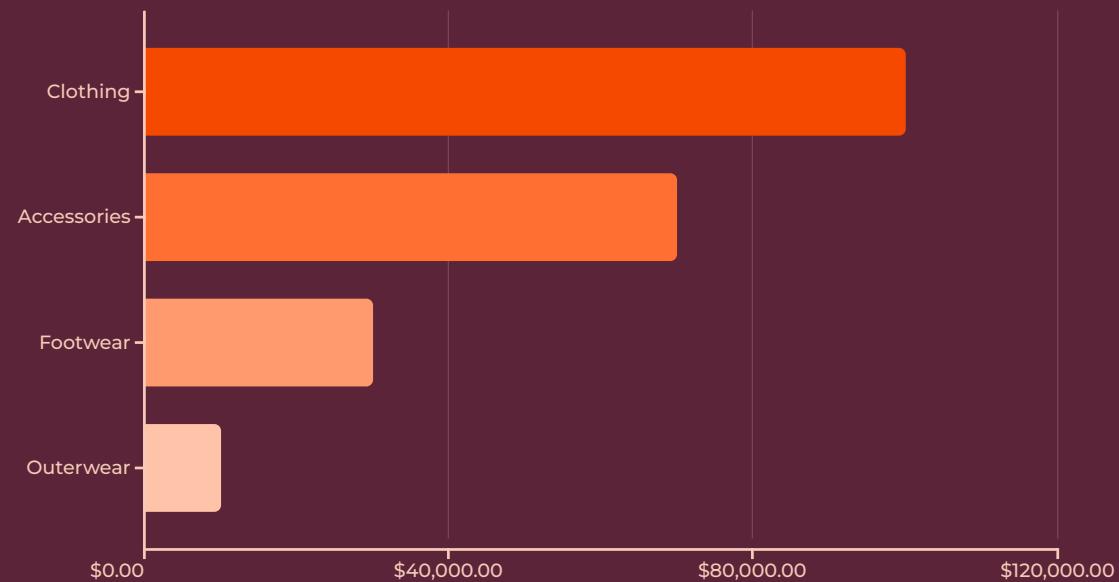


3.75 Avg Rating

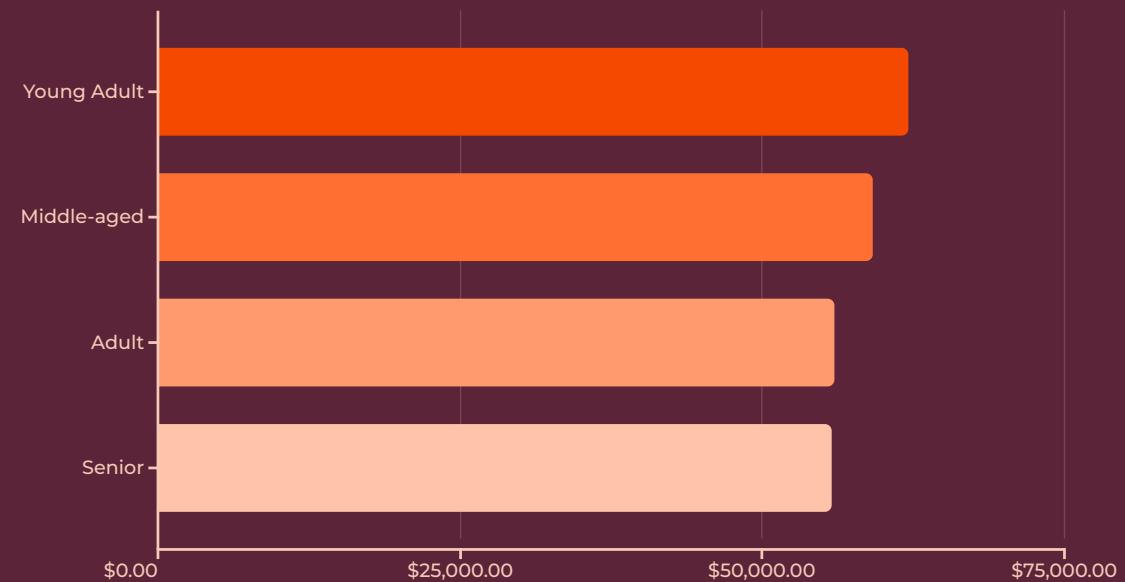
REVENUE BREAKDOWN

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

