This dataset includes a variety of customer buying preference-related variables, gathering crucial data for companies looking to better understand their customer base. Customer age, gender, buy volume, preferred payment methods, frequency of purchases, and feedback ratings are among the features. Data on the kinds of goods bought, how frequently people shop, when they prefer to shop, and how they interact with promotional offers are also provided. This dataset, which includes 99000+ records, provides a base for companies wishing to use data-driven insights for better decision-making and customer-centric initiatives.