

Customer Analysis

Understanding purchasing patterns across gender, size, subscription status, and seasonal trends to drive strategic business decisions.



Key Performance Indicators

233K

Total Booking Amount

Revenue generated from bookings

99K

Previous Purchases

Prior purchase volume

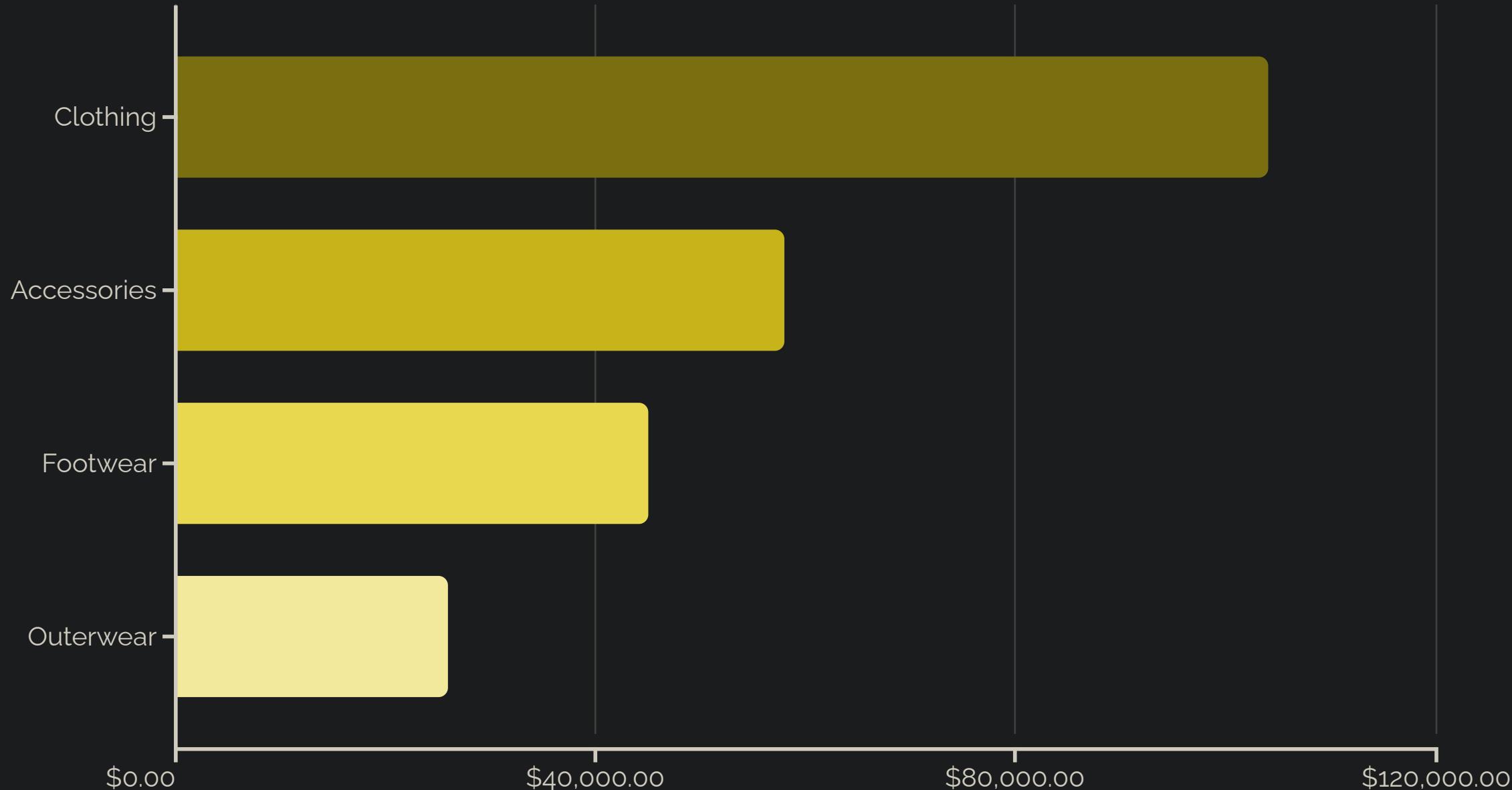
3.75

Average Review Rating

Customer satisfaction score



Revenue by Product Category



Clothing dominates revenue at 104K, followed by accessories, footwear, and outerwear.

Customer Segmentation

Gender

Female & Male segments analyzed for purchasing patterns

Size Preferences

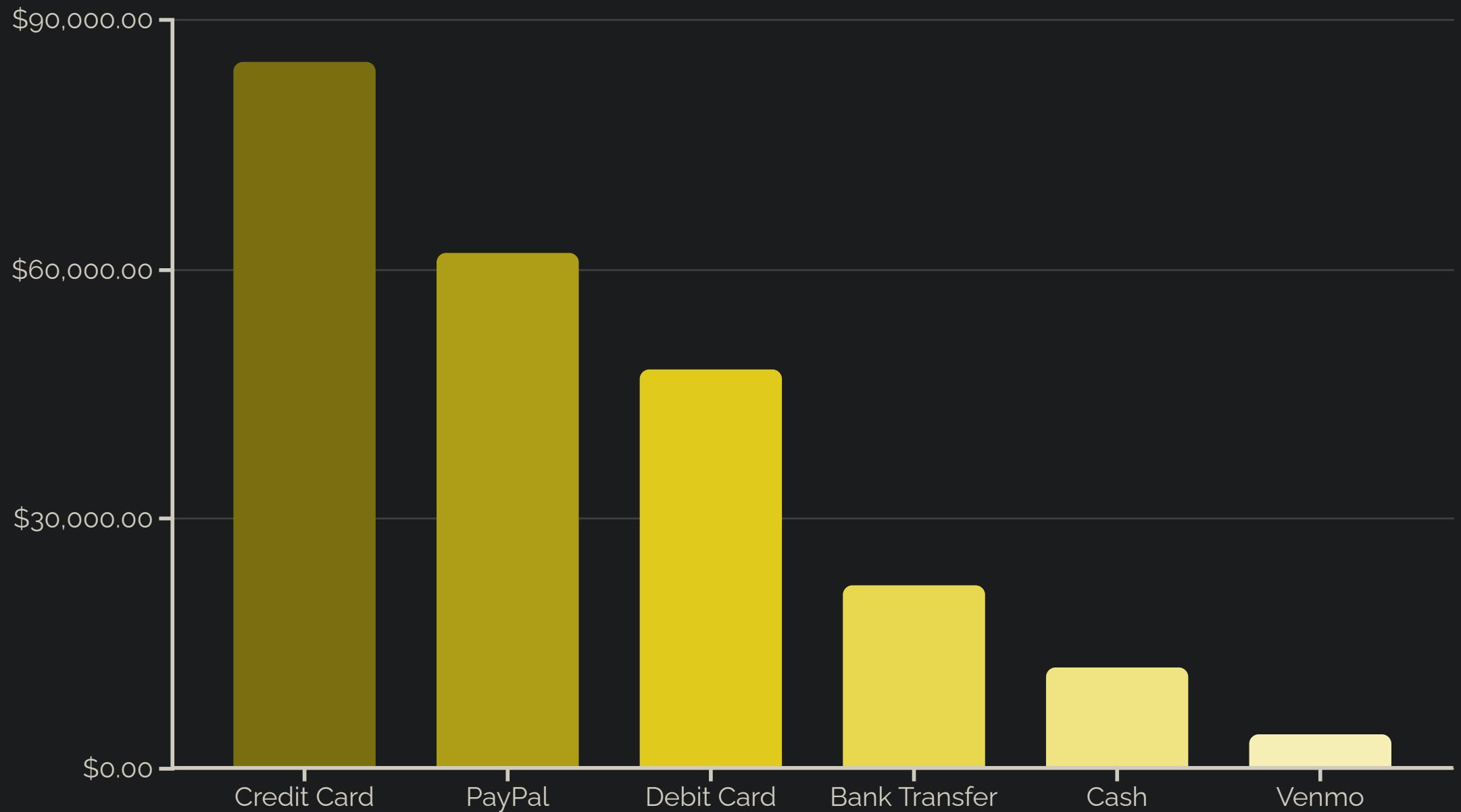
S, M, L, XL categories tracked across customer base

Subscription Status

Yes/No segments to measure loyalty and engagement

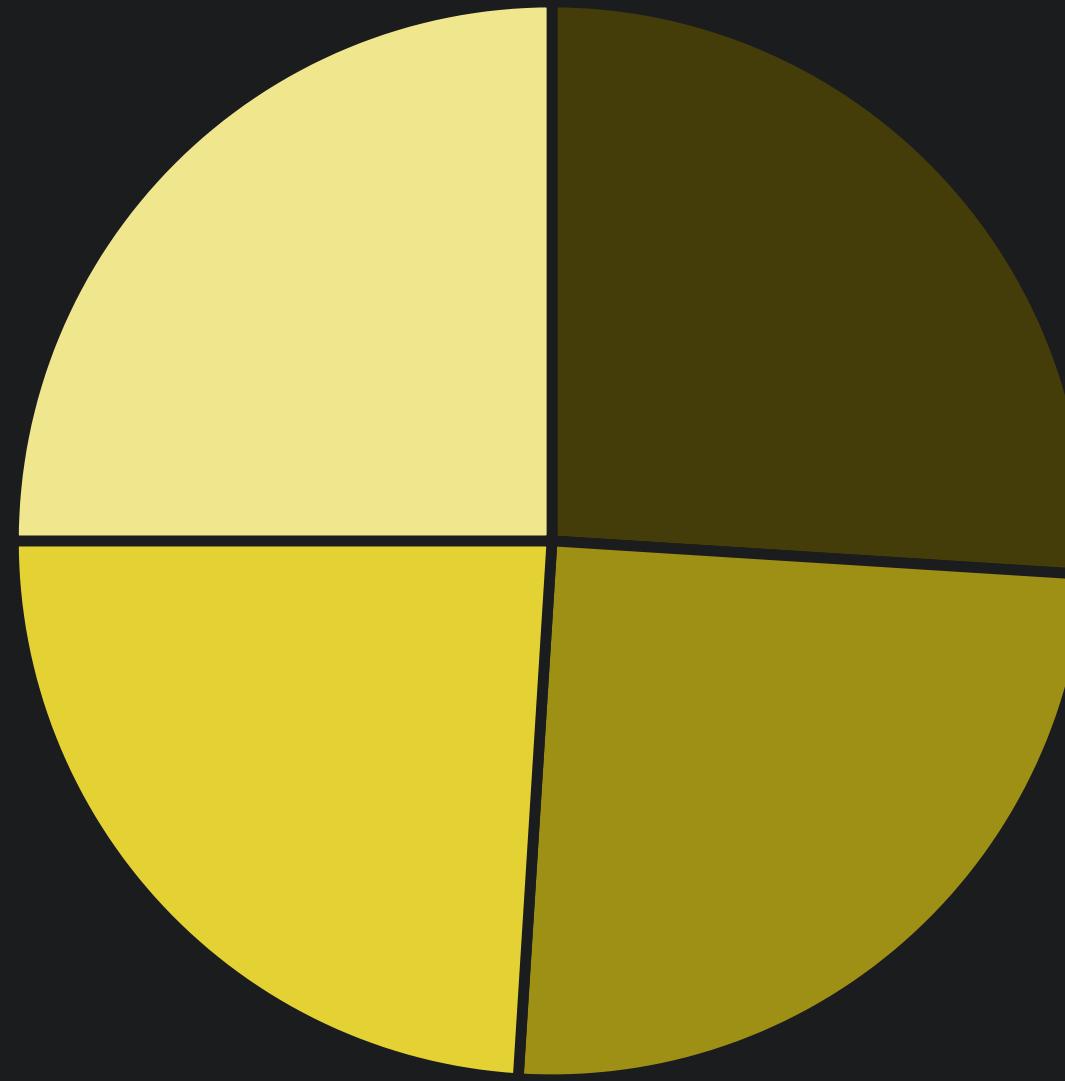


Payment Method Distribution



Credit card leads payment methods, reflecting digital payment preference trends.

Seasonal Revenue Patterns



Fall

Winter

Spring

Summer

Balanced seasonal distribution with fall slightly leading at 26% of annual revenue.

Customer Engagement Metrics

Booking Activity

Total bookings tracked and monitored
for volume trends

Dynamic Filtering

Interactive segmentation by gender,
size, and subscription



Purchase History

99K previous purchases indicate
strong repeat customer base

Satisfaction

3.75 average rating reflects positive
customer experience

Analysis Methodology

01

Data Segmentation

Customer grouping by demographics and preferences

02

Performance Aggregation

Booking amounts and purchase history compiled

03

Satisfaction Assessment

Review ratings calculated and analyzed

04

Revenue Distribution

Category, payment method, and seasonal breakdown

05

Trend Visualization

Interactive charts and filters for dynamic exploration

Strategic Insights

Product Focus

Clothing category drives 45% of revenue—prioritize inventory and marketing

Payment Optimization

Credit card dominance suggests digital payment infrastructure is critical

Seasonal Planning

Balanced distribution enables consistent year-round strategy

Customer Loyalty

High repeat purchase rate indicates strong engagement foundation





Actionable Recommendations

1 Enhance Clothing Offerings

Expand top-performing category with targeted promotions and inventory optimization

2 Streamline Payment Options

Prioritize credit card and PayPal integration while evaluating emerging methods

3 Personalized Marketing

Leverage segmentation data for gender, size, and subscription-based campaigns

4 Maintain Customer Satisfaction

Build on 3.75 rating through quality improvements and engagement initiatives