

# 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

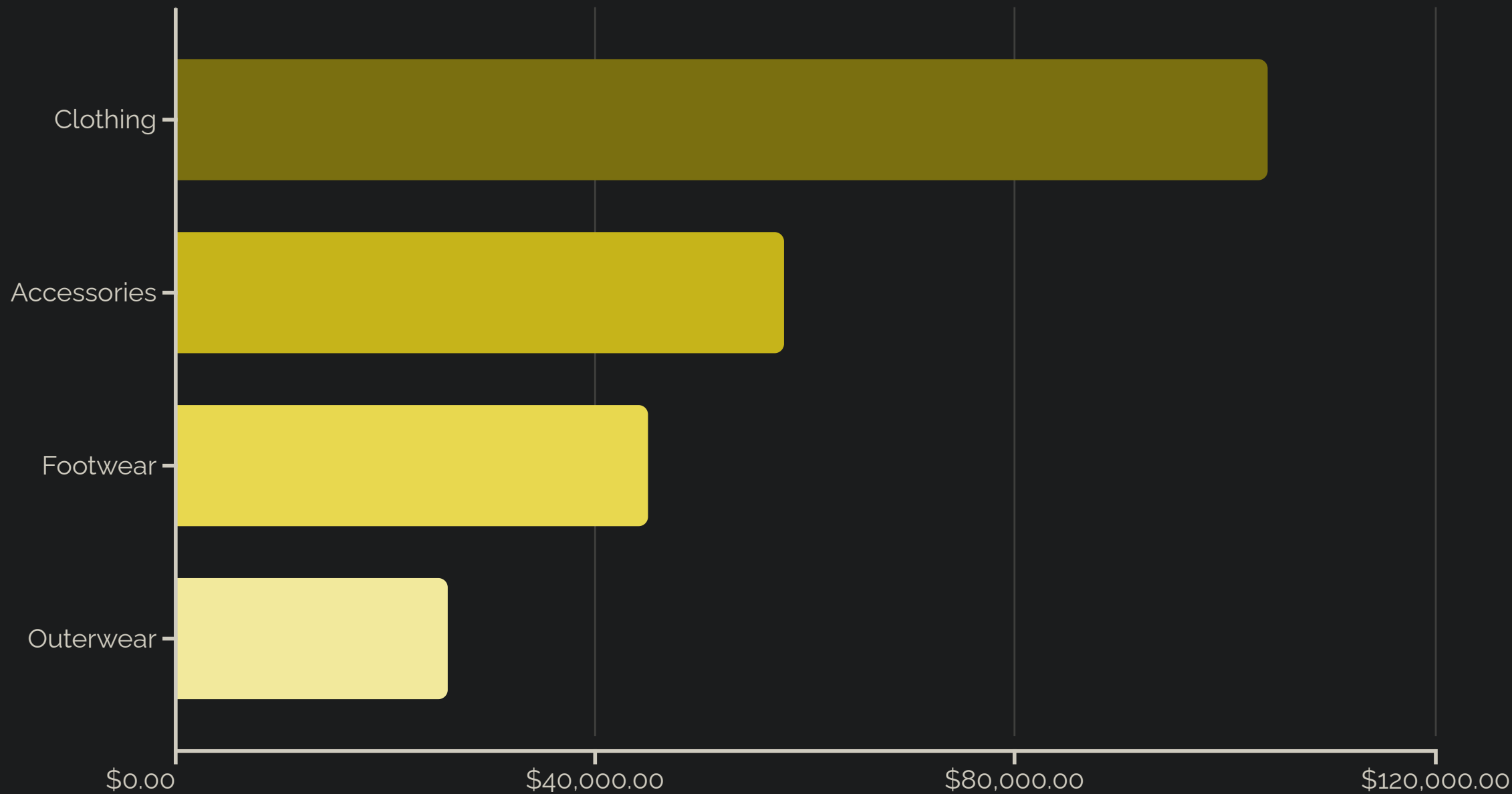
3.75

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

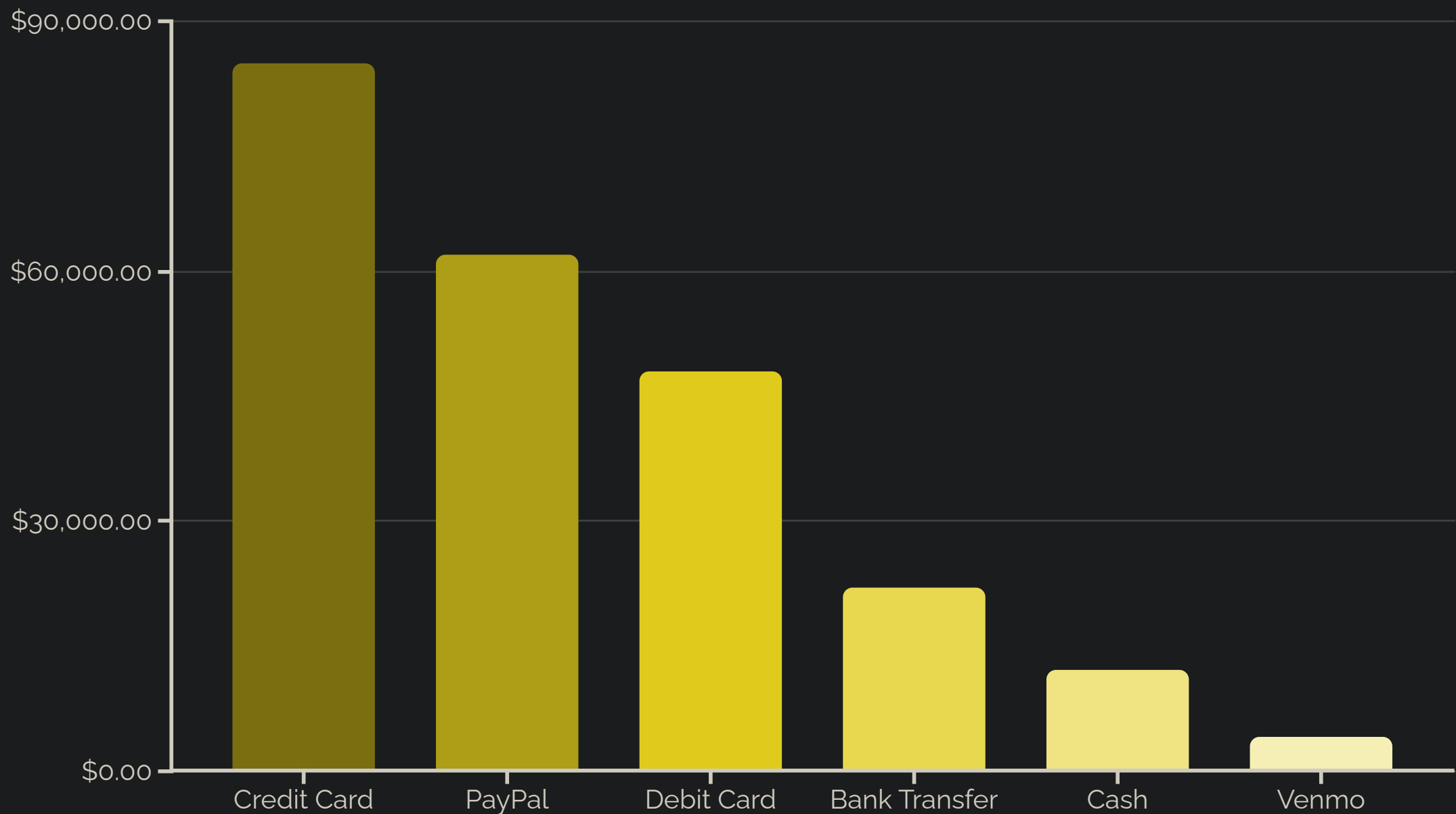
S, M, L, XL categories tracked across customer base

## Subscription Status

Yes/No segments to measure loyalty and engagement

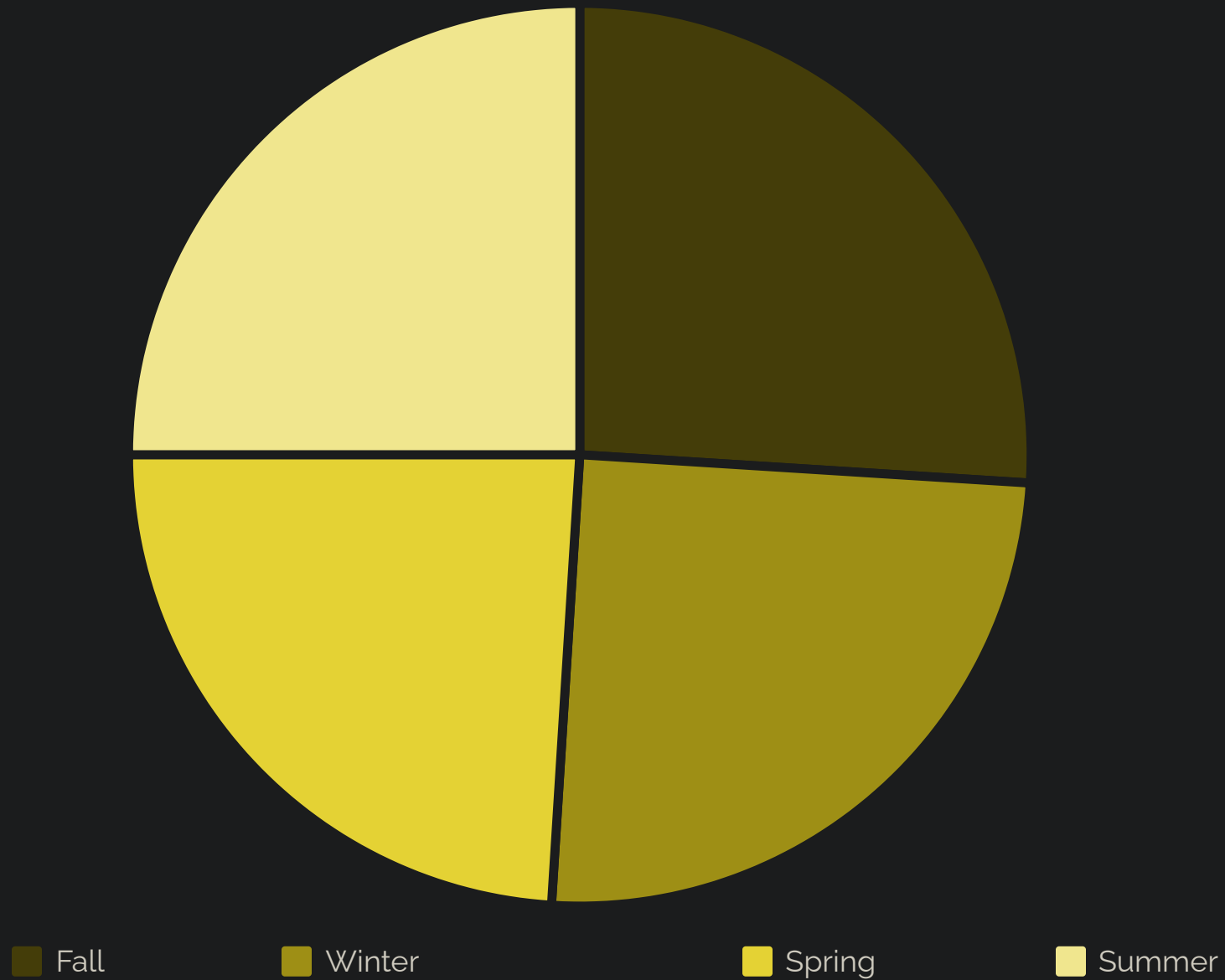


# Payment Method Distribution



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

# Seasonal Revenue Patterns



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



## Purchase History

99K previous purchases indicate strong repeat customer base



## Dynamic Filtering

Interactive segmentation by gender, size, and subscription



## 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