

# Shopping Trends Analysis Dashboard

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## Problem Statement

With the rapid growth of online shopping platforms, understanding customer purchasing behaviour, seasonal trends, payment preferences, and shipping choices has become crucial for business decision-making. The objective of this project was to analyze shopping data to identify patterns in product purchases, customer ratings, seasonal demand, payment methods, and shipping preferences. The goal was to create an interactive dashboard that helps businesses improve marketing strategies, optimize inventory planning, and enhance customer experience.

## Tech Stack

- **Tableau:** Dashboard design, data visualization, and interactive analytics
- **Excel / CSV:** Data storage, cleaning, and preprocessing

## Solution Overview

A dynamic and interactive Tableau dashboard was developed to analyze shopping trends across multiple dimensions such as products, seasons, payment methods, shipping types, and customer ratings.

The dashboard provides:

- Product-wise analysis showing frequently purchased items such as blouses, dresses, hoodies, sandals, shorts, and socks.
- Review and rating insights to evaluate customer satisfaction levels.
- Payment method distribution including credit card, debit card, PayPal, Venmo, cash, and bank transfer to understand preferred transaction modes.
- Seasonal and gender-based purchasing trends (Male/Female across Winter, Summer, Spring, and Fall).
- Shipping type analysis including Free Shipping, Express, 2-Day Shipping, Next Day Air, Standard, and Store Pickup along with purchase amount insights.

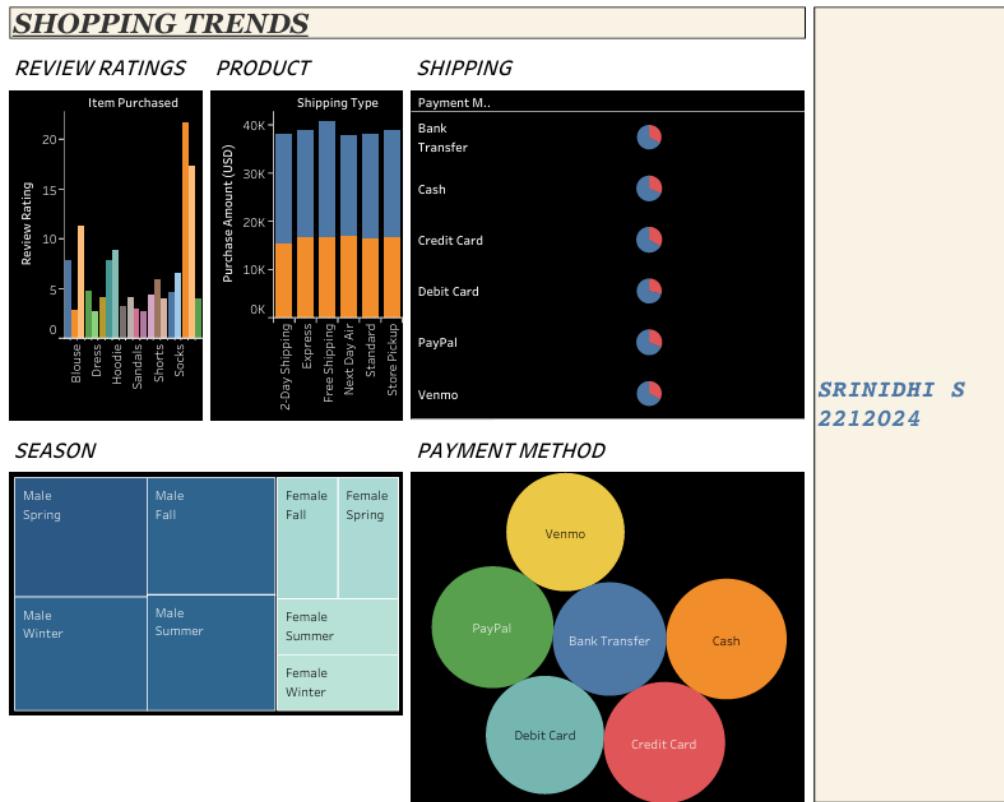
Users can interactively filter data by product, season, payment method, and shipping type to uncover meaningful trends. This dashboard helps in identifying high-demand products, popular payment options, seasonal buying behaviour, and revenue distribution across shipping methods, enabling data-driven business decisions.

## Project Demo Link

Demo Video in LinkedIn

[https://www.linkedin.com/posts/ssrinidhi18112004\\_datavisualization-tableaupublic-dataanalytics-activity-7186640632252116994-jnrf?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAAD5-vP8BKQe8faYSG7c\\_K3JlJ7Gf7ZWmTck](https://www.linkedin.com/posts/ssrinidhi18112004_datavisualization-tableaupublic-dataanalytics-activity-7186640632252116994-jnrf?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD5-vP8BKQe8faYSG7c_K3JlJ7Gf7ZWmTck)

## Screenshot-wise Explanation



This image presents a Tableau Shopping Trends Dashboard that analyzes product ratings, shipping types, payment methods, and seasonal purchasing patterns. It helps identify high-demand products, preferred payment options, and customer buying behaviour to support better business decisions.

## **Impact & Benefits**

- Developed a dynamic and interactive Tableau dashboard to analyze shopping trends across products, seasons, payment methods, shipping types, and customer ratings.
- Provided product-wise insights into frequently purchased items and customer review patterns.
- Analyzed preferred payment methods and seasonal buying behavior using interactive filters.
- Identified high-demand products to support better inventory planning.
- Improved marketing strategies through data-driven customer insights.
- Enhanced customer experience by understanding purchasing and shipping preferences.
- Enabled informed decision-making, supporting revenue growth and operational efficiency.