



*Customer Behavior &
Sales Trends in
Ladieswear*

H&M

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Nod Coding Bootcamp

Business Problem

*How can **H&M** improve marketing strategies for Ladieswear ?*

3 focus areas:

- Customer Behavior
- Sales Trends
- Marketing Insights



H&M DATASET OVERVIEW

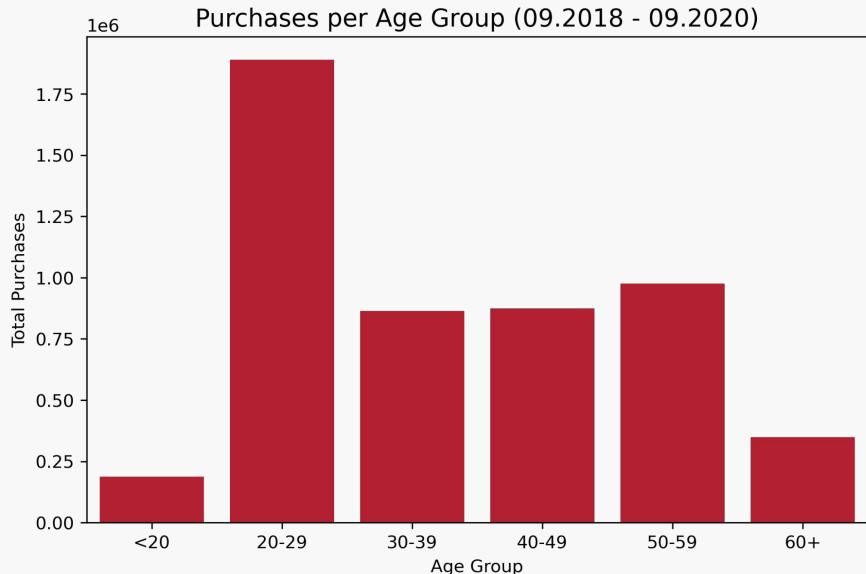
- *Data source: H&M Kaggle Dataset*
- *Period: Sept 2018 – Sept 2020*
- *Focus: Ladieswear*
- *Only using data for active Users*



Customer Behavior Insights



Customer Behavior Insights

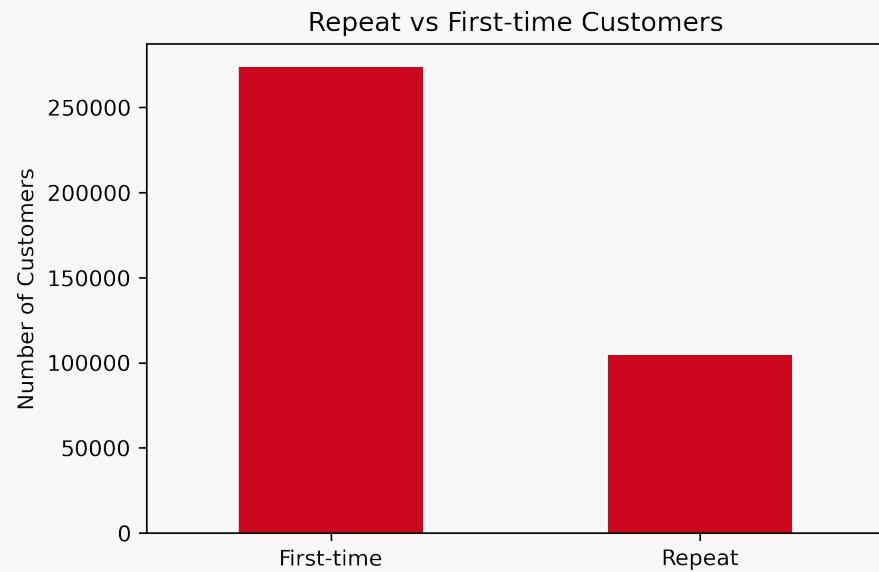


20-29

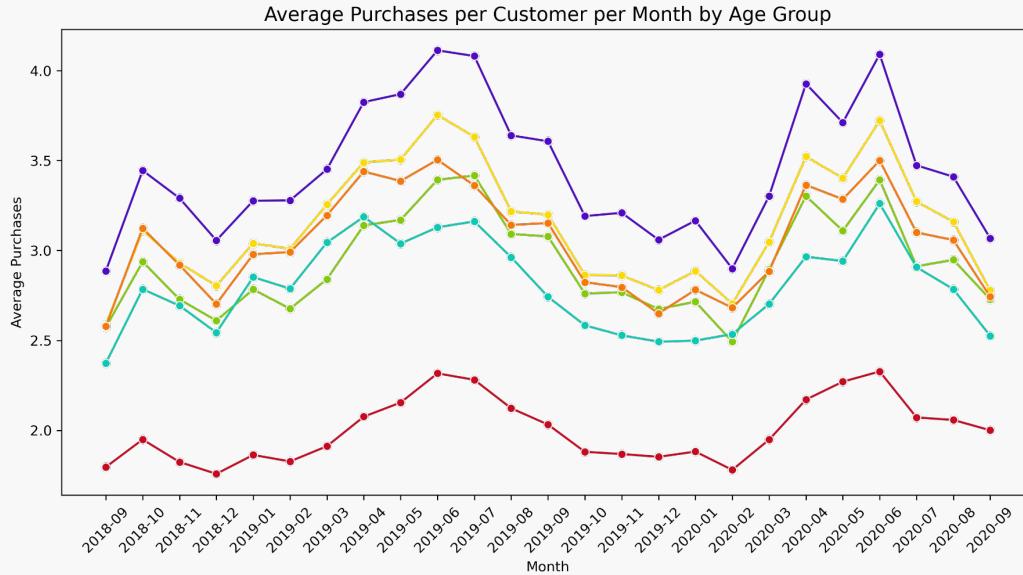
is the **Top Buying** Age Group.



of **Customers** Buy
Only **Once**.



Customer Behavior Insights



Age Group

- <20
- 20-29
- 30-39
- 40-49
- 50-59
- 60+



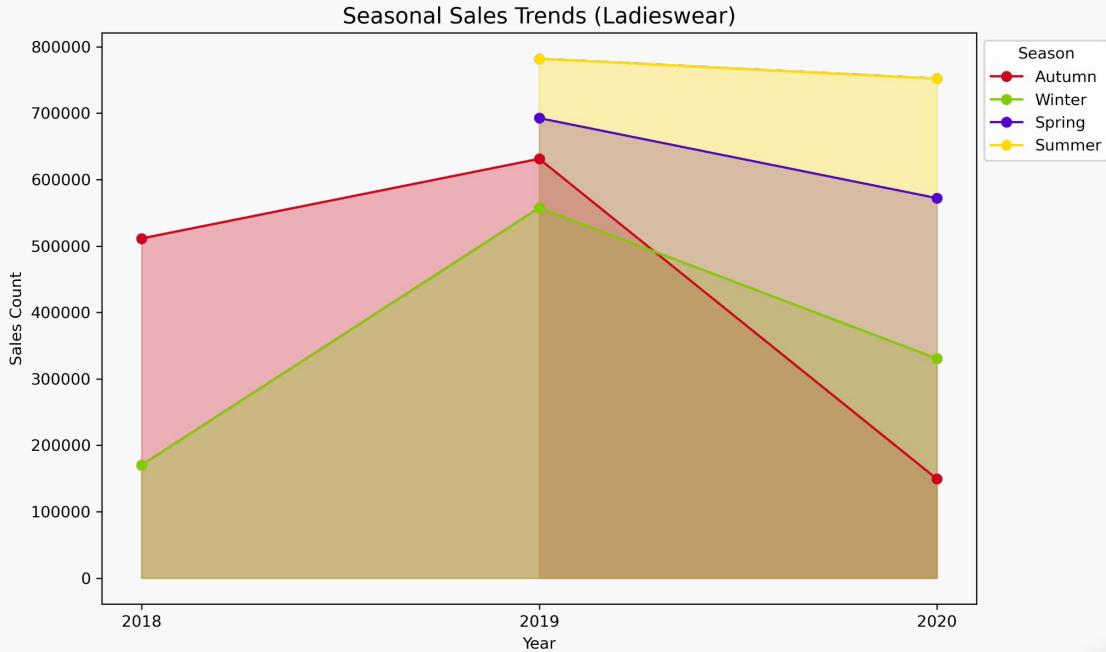
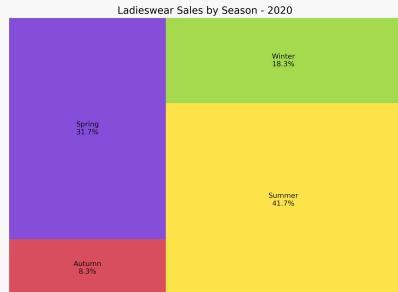
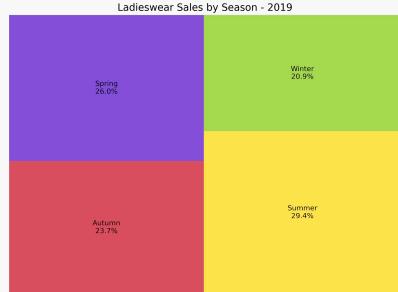
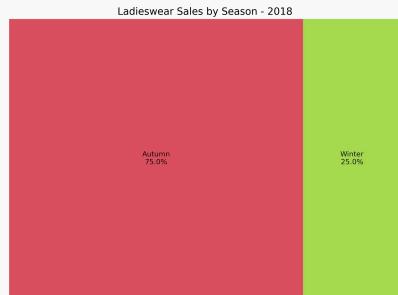
Average purchases per customer peaked at 3.5 in both 2019 and 2020.



Sales Trends



Sales Trends



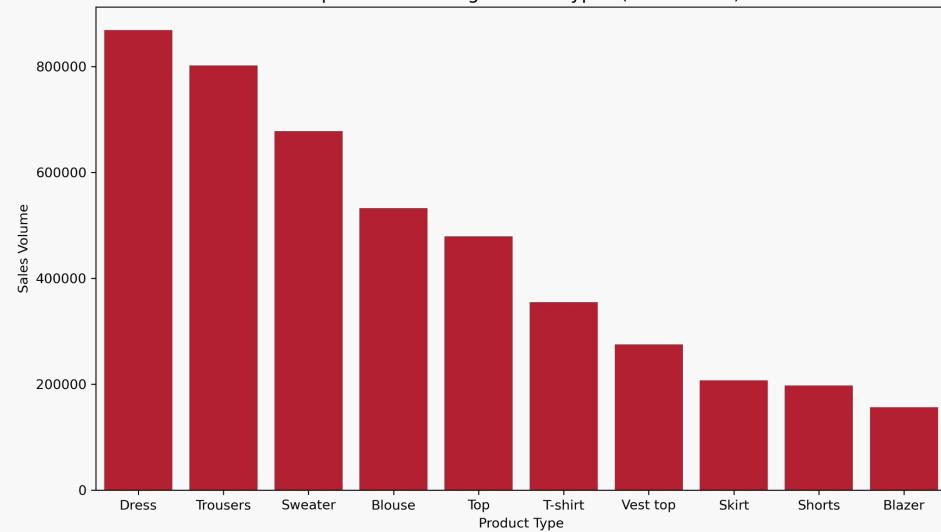
Sales peak in **Summer!**

Summer: 29.8% **Autumn:** 25.1%

Spring: 24.6% **Winter:** 20.6%

Sales Trends

Top 10 Best-Selling Product Types (Ladieswear)



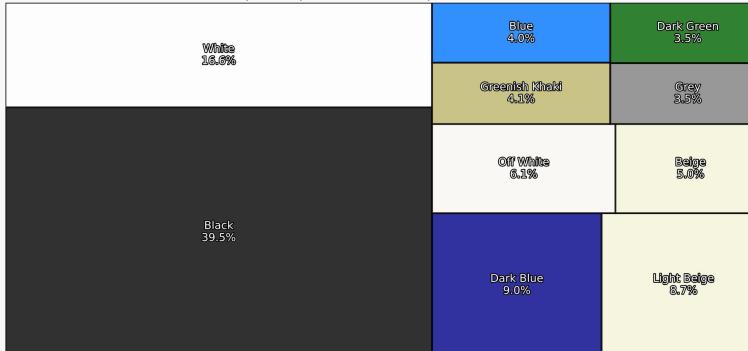
Dresses

are the #1 Best-Selling
Product Type



dominates as the Most
Popular Color

Top 10 Popular Colour Groups (Ladieswear)



Marketing Insights



Marketing Insights

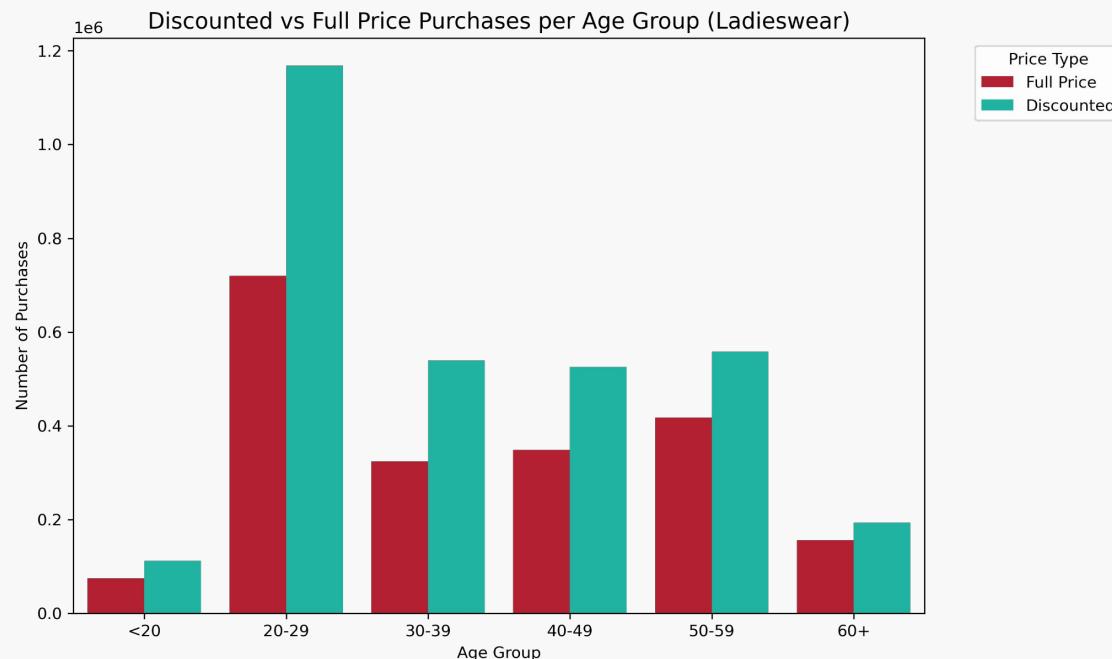


★ 54.1%

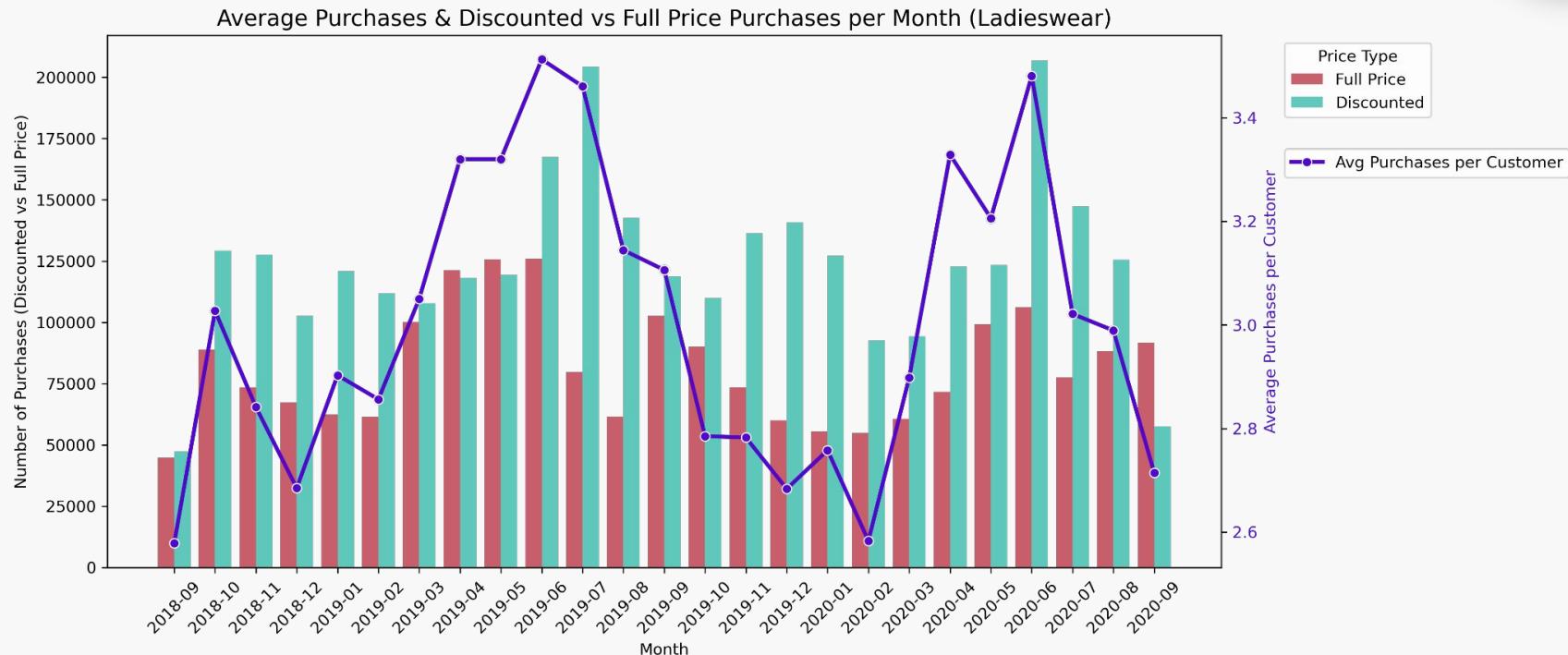
of purchases are **discounted** vs
45.9% at **full price**.

❤️ Younger

customers are **highly**
Price-Sensitive.



Marketing Insights



Promotions

increase both **sales** volume
and **repeat shopping**.



Discounted

sales consistently **higher**
than **full-price**.

Marketing Recommendations And Conclusion



Marketing Recommendations And Conclusion

Target Young Adults (20–29)

This age group buys the most, but mainly at discounts.

Tailor promotions and loyalty programs to convert them into repeat full-price buyers.



Strategically Use Discounts

54% of all sales are discounted.

Discounts work best in Winter and Summer + run seasonal campaigns to drive traffic while maintaining margins.

Strengthen Customer Retention

72% of customers are first-time buyers.

Implement a better loyalty programs, personalized emails, and incentives to turn one-time shoppers into repeat customers.

Challenges & Learnings

Importance of Data Preparation

Clean, well-structured data is the foundation of reliable insights.

Data Cleaning Complexity

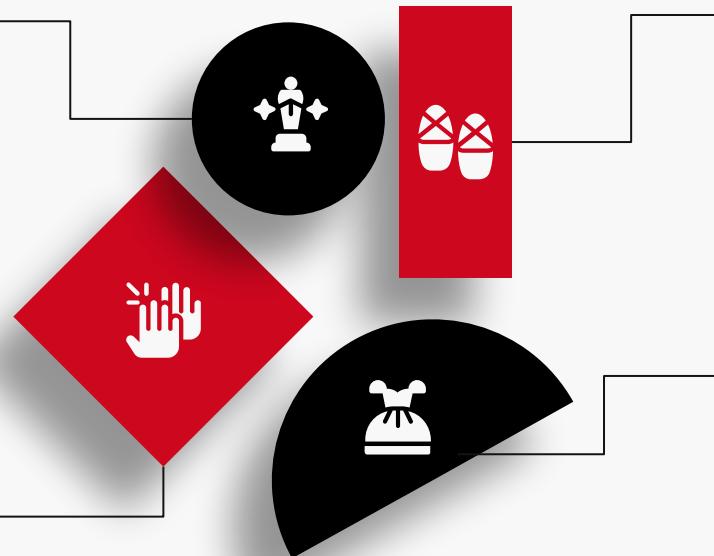
The dataset was massive and messy.

Building Meaningful Visuals

Some charts were hard to interpret until redesigned for clarity.

Visualization as Storytelling

The same data can look confusing or insightful depending on the chart type.



Future Improvements



Customer Segmentation with Machine Learning

Helps tailor marketing campaigns with more precision.



Predictive Sales Modeling

Supports inventory planning and demand forecasting.



Channel-Specific Analysis

Compare online vs in-store purchase behavior.



H&M



THANKS!

Do you have any questions?