



Customer Shopping Behavior Analysis

Interactive dashboard built from customer shopping behavior data to analyze purchasing patterns, revenue, demographics, and geography.



Key Performance Indicators

Total Customers

3900

Total Revenue

233,081

Avg Purchase Value

59.76

Top Category

Clothing

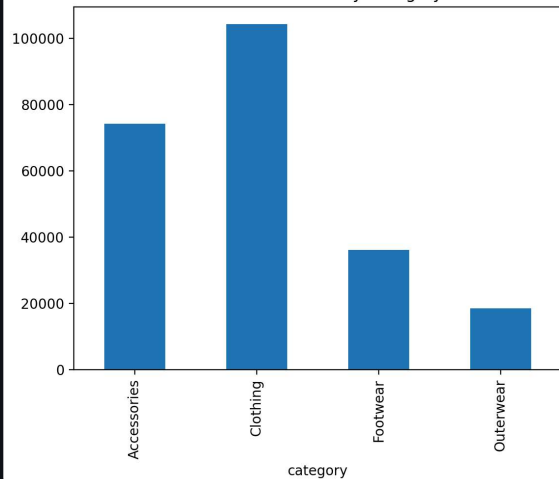
Top Payment Method

PayPal

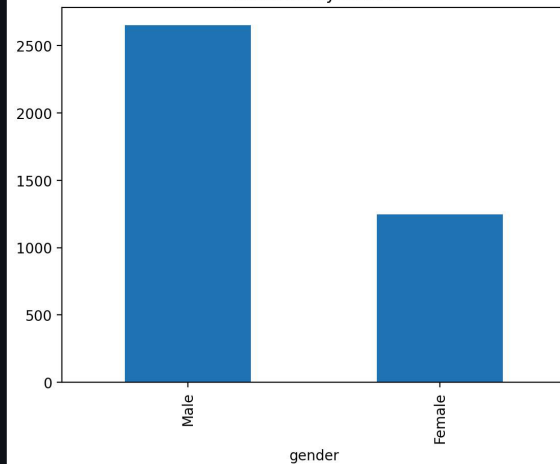


Purchase Analysis

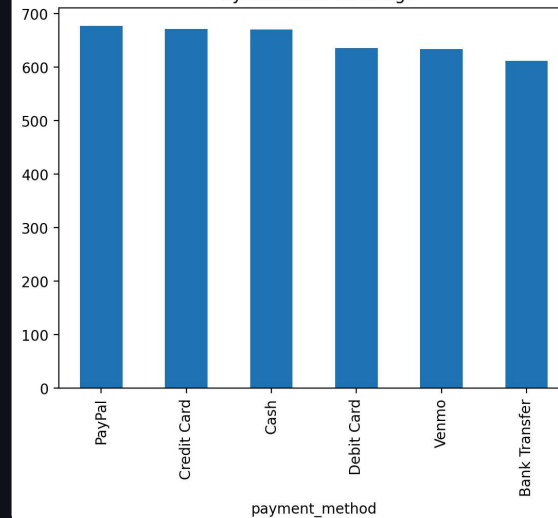
Purchase Amount by Category

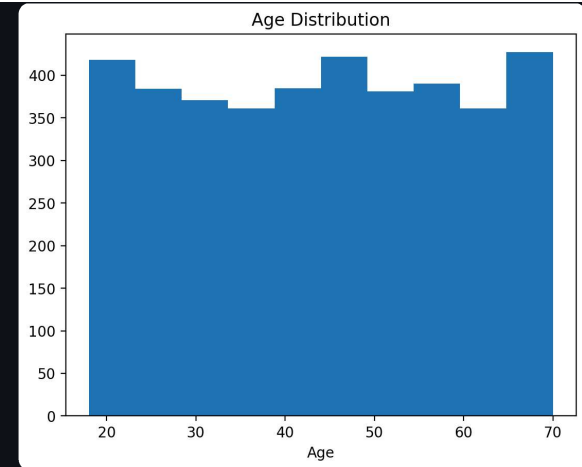
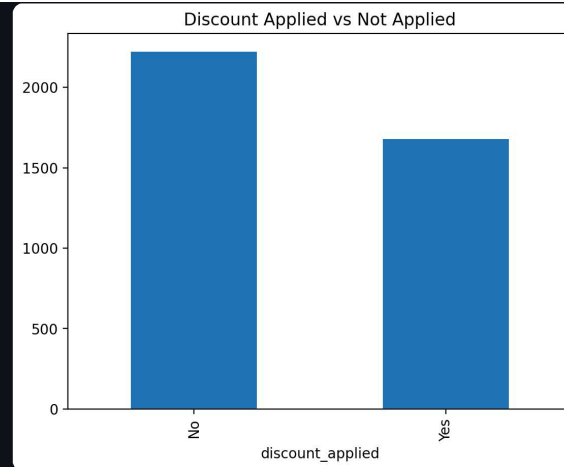
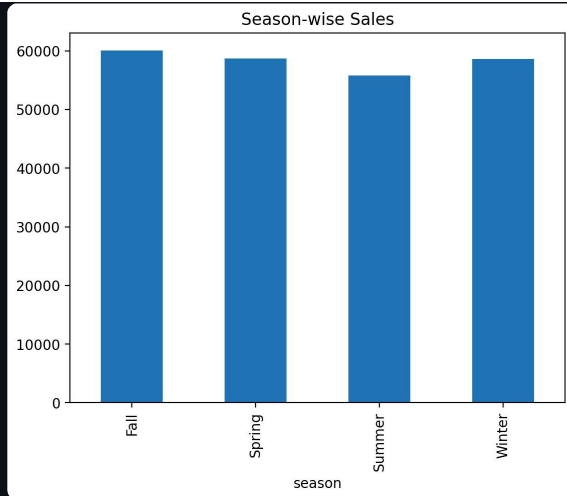


Purchases by Gender

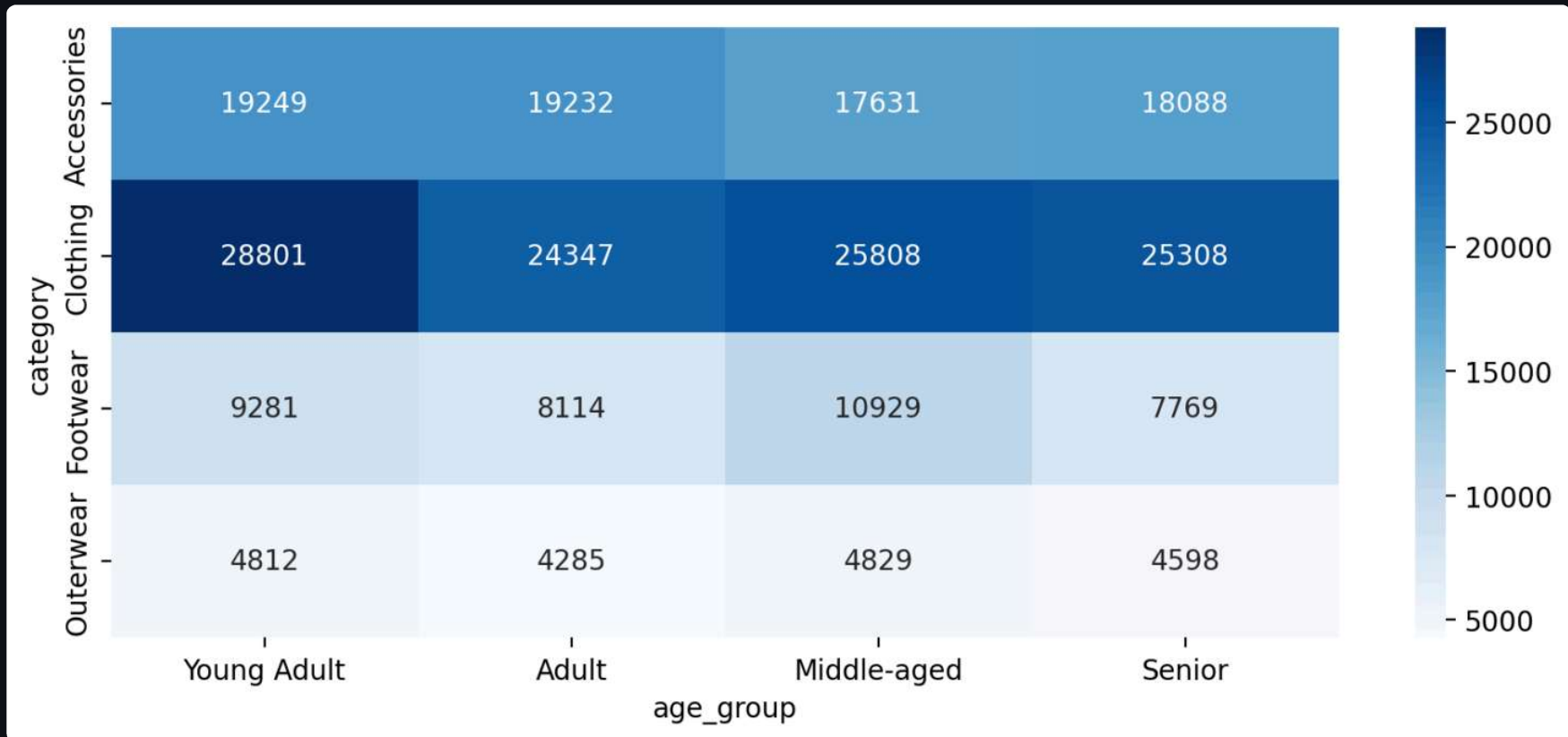


Payment Method Usage



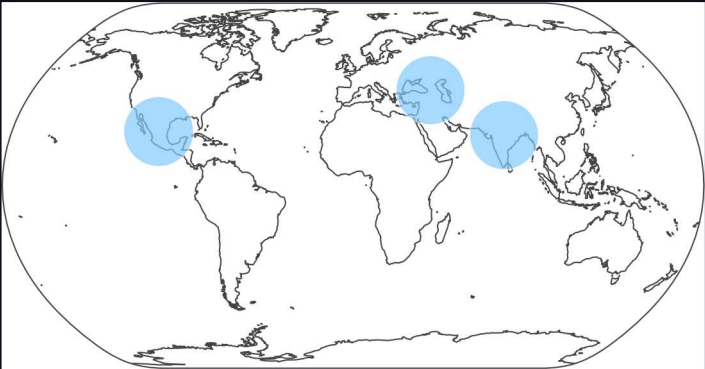


🔥 Category vs Age Group Heatmap



🌐 Customer Distribution by Location

Customers by Country



📄 Filtered Dataset

	customer_id	age	gender	item_purchased	category	purchase_amount	location	size	color	season	review_rating	subscription_status	shipping_type	discount_applied	previous_purchase
0	1	55	Male	Blouse	Clothing	53	Kentucky	L	Gray	Winter	3.1	Yes	Express	Yes	
1	2	19	Male	Sweater	Clothing	64	Maine	L	Maroon	Winter	3.1	Yes	Express	Yes	
2	3	50	Male	Jeans	Clothing	73	Massachusetts	S	Maroon	Spring	3.1	Yes	Free Shipping	Yes	
3	4	21	Male	Sandals	Footwear	90	Rhode Island	M	Maroon	Spring	3.5	Yes	Next Day Air	Yes	
4	5	45	Male	Blouse	Clothing	49	Oregon	M	Turquoise	Spring	2.7	Yes	Free Shipping	Yes	
5	6	46	Male	Sneakers	Footwear	20	Wyoming	M	White	Summer	2.9	Yes	Standard	Yes	
6	7	63	Male	Shirt	Clothing	85	Montana	M	Gray	Fall	3.2	Yes	Free Shipping	Yes	
7	8	27	Male	Shorts	Clothing	34	Louisiana	L	Charcoal	Winter	3.2	Yes	Free Shipping	Yes	
8	9	26	Male	Coat	Outerwear	97	West Virginia	L	Silver	Summer	2.6	Yes	Express	Yes	
9	10	57	Male	Handbag	Accessories	31	Missouri	M	Pink	Spring	4.8	Yes	2-Day Shipping	Yes	

