



# 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

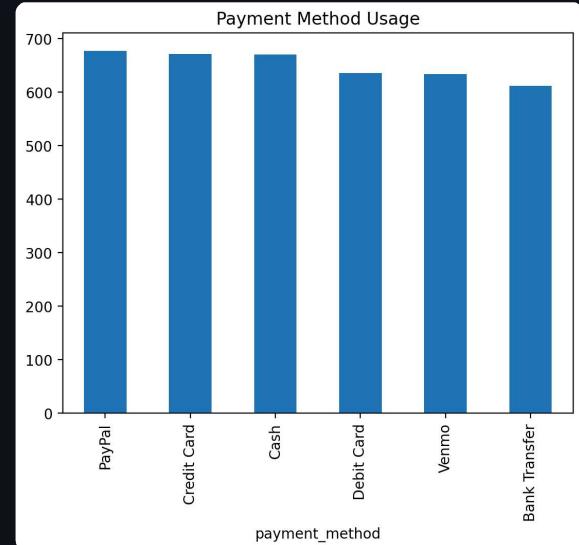
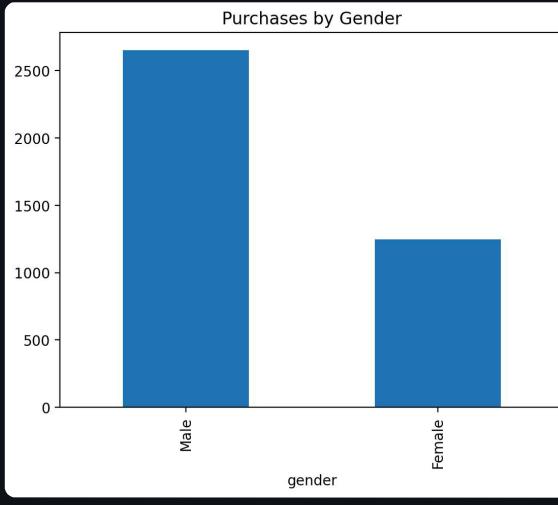
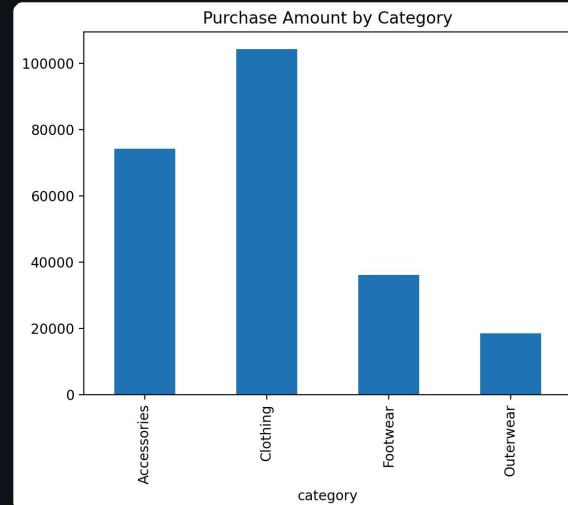
Clothing

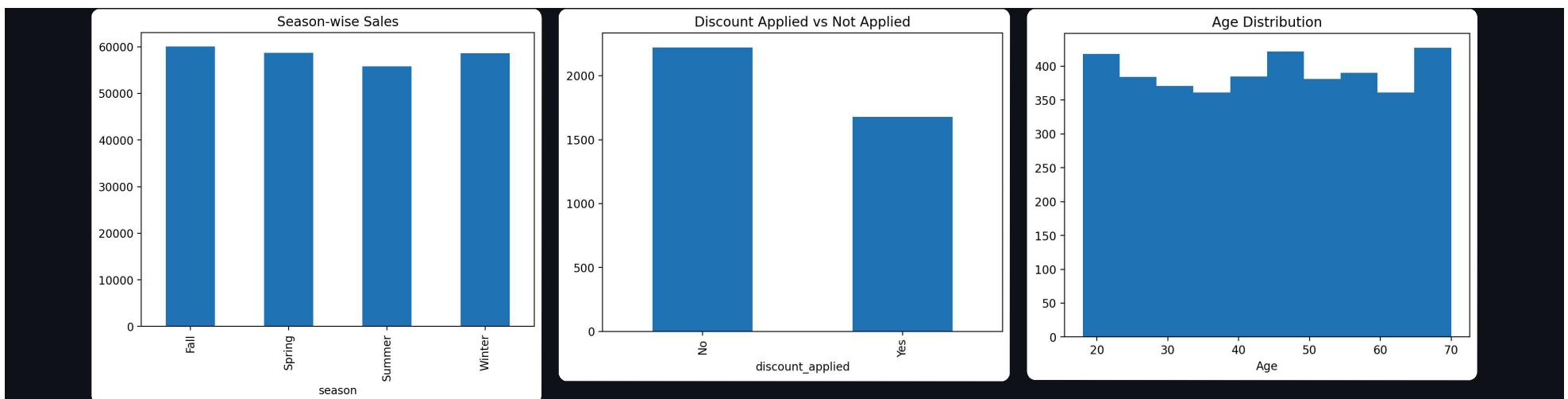
Top Payment Method

PayPal

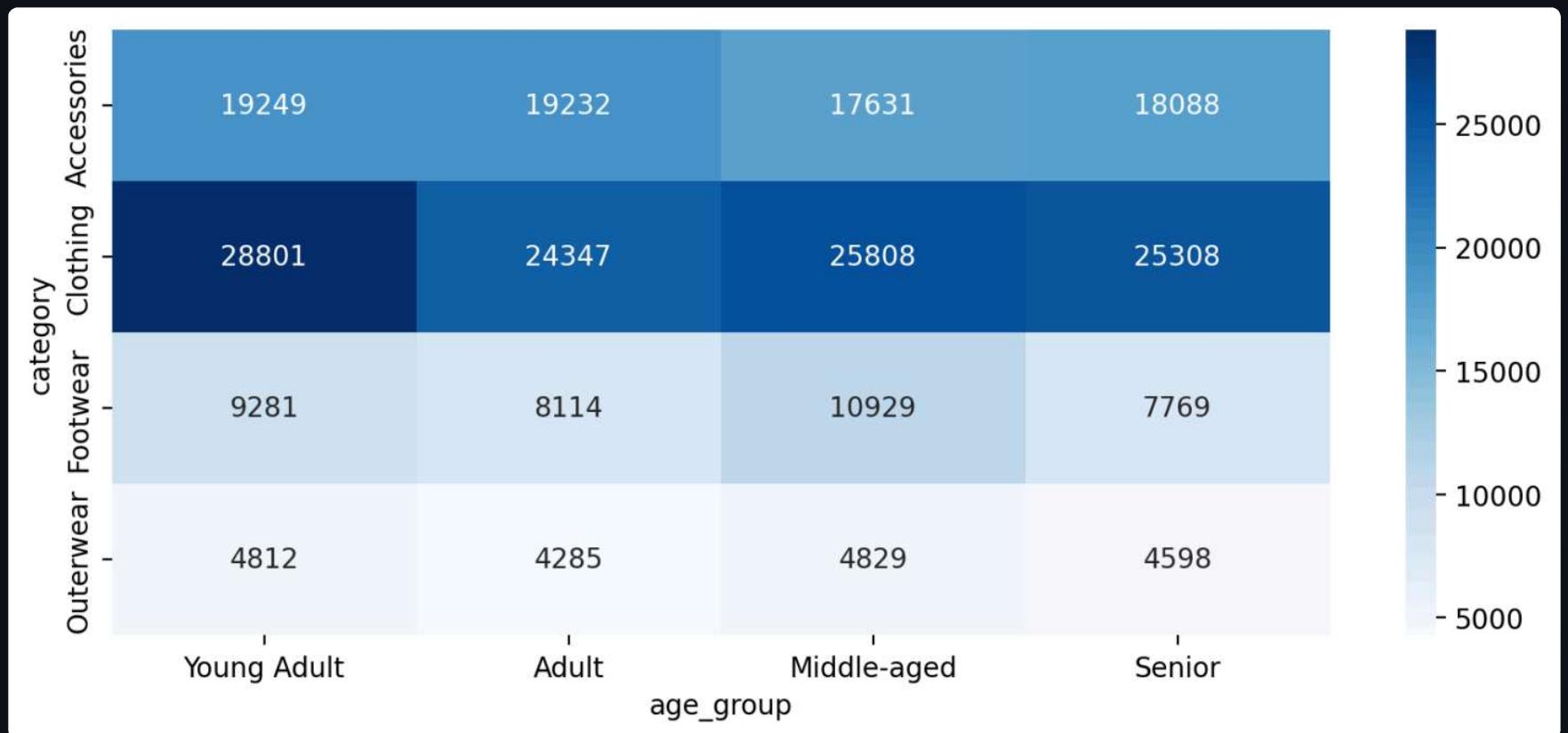


## Purchase Analysis





### 🔥 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	previou
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	

