



Customer Purchase Behavior

Tannu



Power BI

Tool Used

Introduction

- The Consumer Behavior and Shopping Habits Dataset provides a detailed overview of consumer preferences and purchasing behaviors. It includes demographic information, purchase history, product preferences, and preferred shopping channels (online or offline). This dataset is essential for businesses aiming to tailor their strategies to meet customer needs and enhance their shopping experience, ultimately driving sales and loyalty.

Dashboard



Size-Based Buying trends

This analysis reveal distinct purchase patterns across different size category.

- large and medium sizes drives the highest sales.
- Small and extra-large sizes have lower sales.

Below table shows the country wise size preference

Size	L	M	S	XL
Country with highest customer	Louisiana	Minnesota and California	Illinois	Nebraska

Segmented Analysis: Subscribed vs Non Subscribed

- Subscribed Customer (1053 customer) prefer express and store pickup shipping option and are concentrated in Nevada and California.
- Non-Subscribed customers with promo code (624 customer) prefer next day and free shipping option and have lower purchase amount compared to those without promo code
- Non-Subscribed customer without promo codes (2223 customer) prefer free shipping and are concentrated in Montana, with a higher purchase amount compared to those with promo code.

Purchase Item Analysis

The analysis reveals distinct customer behavior and sales patterns across four purchase item categories: clothing, accessories, footwear, and outerwear.

- Clothing dominates sales with \$104000 and 1737 customer peaking in spring.
- Accessories and footwear follow with Nebraska and Ohio emerging as key markets.
- outerwear has a smaller but consistent customer base with North Dakota leading.

Conclusion

- As we observed the highest customers are from Montana
- Free shipping is mostly preferred by the customers
- PayPal and credit card are the most used payment method
- Montana and Nebraska R key markets with high customer concentration
- Spring is a peak sales season four clothing and footwear
- Subscribe the customer could ask for express and store pickup shipping option