

```
import numpy as np
import pandas as pd
import seaborn as sns
import matplotlib.pyplot as plt
import plotly.express as px
```

```
pip install pandas
```

```
Requirement already satisfied: pandas in c:\users\vedant kakade\anaconda\lib\site-packages (2.2.2)
```

```
Requirement already satisfied: numpy>=1.26.0 in c:\users\vedant kakade\anaconda\lib\site-packages (from pandas) (1.26.4)
```

```
Requirement already satisfied: python-dateutil>=2.8.2 in c:\users\vedant kakade\anaconda\lib\site-packages (from pandas) (2.9.0.post0)
```

```
Requirement already satisfied: pytz>=2020.1 in c:\users\vedant kakade\anaconda\lib\site-packages (from pandas) (2024.1)
```

```
Requirement already satisfied: tzdata>=2022.7 in c:\users\vedant kakade\anaconda\lib\site-packages (from pandas) (2023.3)
```

```
Requirement already satisfied: six>=1.5 in c:\users\vedant kakade\anaconda\lib\site-packages (from python-dateutil>=2.8.2->pandas) (1.16.0)
```

```
Note: you may need to restart the kernel to use updated packages.
```

```
shop=pd.read_csv('shopping_trends_updated.csv')
```

```
shop.shape
```

```
(3900, 18)
```

```
shop.to_excel('shopping_trends_updated.xlsx')
```

```
shop.head()
```

	Customer ID	Age	Gender	Item Purchased	Category	Purchase Amount (USD)
0	1	55	Male	Blouse	Clothing	53
1	2	19	Male	Sweater	Clothing	64
2	3	50	Male	Jeans	Clothing	73
3	4	21	Male	Sandals	Footwear	90
4	5	45	Male	Blouse	Clothing	49

	Location	Size	Color	Season	Review Rating	Subscription Status
0	Kentucky	L	Gray	Winter	3.1	Yes
1	Maine	L	Maroon	Winter	3.1	

```

Yes
2 Massachusetts S Maroon Spring 3.1
Yes
3 Rhode Island M Maroon Spring 3.5
Yes
4 Oregon M Turquoise Spring 2.7
Yes

```

	Shipping Type	Discount Applied	Promo Code Used	Previous Purchases
\				
0	Express	Yes	Yes	14
1	Express	Yes	Yes	2
2	Free Shipping	Yes	Yes	23
3	Next Day Air	Yes	Yes	49
4	Free Shipping	Yes	Yes	31

	Payment Method	Frequency of Purchases
0	Venmo	Fortnightly
1	Cash	Fortnightly
2	Credit Card	Weekly
3	PayPal	Weekly
4	PayPal	Annually

```
shop.dtypes
```

```

Customer ID      int64
Age              int64
Gender           object
Item Purchased   object
Category         object
Purchase Amount (USD)  int64
Location         object
Size            object
Color           object
Season          object
Review Rating    float64
Subscription Status object
Shipping Type    object
Discount Applied object
Promo Code Used  object
Previous Purchases int64
Payment Method   object
Frequency of Purchases object
dtype: object

```

```
shop.columns
```

```
Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',
      'Review Rating', 'Subscription Status', 'Shipping Type',
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',
      'Payment Method', 'Frequency of Purchases'],
      dtype='object')
```

```
shop.info()
```

```
<class 'pandas.core.frame.DataFrame'>
```

```
RangeIndex: 3900 entries, 0 to 3899
```

```
Data columns (total 18 columns):
```

#	Column	Non-Null Count	Dtype
0	Customer ID	3900 non-null	int64
1	Age	3900 non-null	int64
2	Gender	3900 non-null	object
3	Item Purchased	3900 non-null	object
4	Category	3900 non-null	object
5	Purchase Amount (USD)	3900 non-null	int64
6	Location	3900 non-null	object
7	Size	3900 non-null	object
8	Color	3900 non-null	object
9	Season	3900 non-null	object
10	Review Rating	3900 non-null	float64
11	Subscription Status	3900 non-null	object
12	Shipping Type	3900 non-null	object
13	Discount Applied	3900 non-null	object
14	Promo Code Used	3900 non-null	object
15	Previous Purchases	3900 non-null	int64
16	Payment Method	3900 non-null	object
17	Frequency of Purchases	3900 non-null	object

```
dtypes: float64(1), int64(4), object(13)
```

```
memory usage: 548.6+ KB
```

```
shop.isnull().sum()
```

Customer ID	0
Age	0
Gender	0
Item Purchased	0
Category	0
Purchase Amount (USD)	0
Location	0
Size	0
Color	0
Season	0
Review Rating	0
Subscription Status	0
Shipping Type	0

Discount Applied 0
Promo Code Used 0
Previous Purchases 0
Payment Method 0
Frequency of Purchases 0
dtype: int64

shop.describe()

	Customer ID	Age	Purchase Amount (USD)	Review Rating
\				
count	3900.000000	3900.000000	3900.000000	3900.000000
mean	1950.500000	44.068462	59.764359	3.749949
std	1125.977353	15.207589	23.685392	0.716223
min	1.000000	18.000000	20.000000	2.500000
25%	975.750000	31.000000	39.000000	3.100000
50%	1950.500000	44.000000	60.000000	3.700000
75%	2925.250000	57.000000	81.000000	4.400000
max	3900.000000	70.000000	100.000000	5.000000

Previous Purchases

count	3900.000000
mean	25.351538
std	14.447125
min	1.000000
25%	13.000000
50%	25.000000
75%	38.000000
max	50.000000

shop.describe(include="object")

	Gender	Item Purchased	Category	Location	Size	Color	
Season \							
count	3900	3900	3900	3900	3900	3900	3900
unique	2	25	4	50	4	25	4
top	Male	Blouse	Clothing	Montana	M	Olive	Spring
freq	2652	171	1737	96	1755	177	999

	Subscription Status	Shipping Type	Discount Applied	Promo Code
Used \				
count	3900	3900	3900	
3900				
unique	2	6	2	
2				
top	No	Free Shipping	No	
No				
freq	2847	675	2223	
2223				

	Payment Method	Frequency of Purchases
count	3900	3900
unique	6	7
top	PayPal	Every 3 Months
freq	677	584

```

print(f"The unique values of the 'Gender' column are:
{shop['Gender'].unique()}")
print() # This will print a blank line

print(f"The unique values of the 'Category' column are:
{shop['Category'].unique()}")
print() # This will print a blank line

print(f"The unique values of the 'Size' column are:
{shop['Size'].unique()}")
print() # This will print a blank line

print(f"The unique values of the 'Subscription Status' column are:
{shop['Subscription Status'].unique()}")
print() # This will print a blank line

print(f"The unique values of the 'Shipping Type' column are:
{shop['Shipping Type'].unique()}")
print() # This will print a blank line

print(f"The unique values of the 'Discount Applied' column are:
{shop['Discount Applied'].unique()}")
print() # This will print a blank line

print(f"The unique values of the 'Promo Code Used' column are:
{shop['Promo Code Used'].unique()}")
print() # This will print a blank line

print(f"The unique values of the 'Payment Method' column are:
{shop['Payment Method'].unique()}")
print() # This will print a blank line

The unique values of the 'Gender' column are: ['Male' 'Female']

```

The unique values of the 'Category' column are: ['Clothing' 'Footwear' 'Outerwear' 'Accessories']

The unique values of the 'Size' column are: ['L' 'S' 'M' 'XL']

The unique values of the 'Subscription Status' column are: ['Yes' 'No']

The unique values of the 'Shipping Type' column are: ['Express' 'Free Shipping' 'Next Day Air' 'Standard' '2-Day Shipping' 'Store Pickup']

The unique values of the 'Discount Applied' column are: ['Yes' 'No']

The unique values of the 'Promo Code Used' column are: ['Yes' 'No']

The unique values of the 'Payment Method' column are: ['Venmo' 'Cash' 'Credit Card' 'PayPal' 'Bank Transfer' 'Debit Card']

1) What is the overall distribution of customer ages in the dataset?

```
shop['Age'].value_counts() #  
name_of_dataframe['column'].value_counts()
```

Age	
69	88
57	87
41	86
25	85
49	84
50	83
54	83
27	83
62	83
32	82
19	81
58	81
42	80
43	79
28	79
31	79
37	77
46	76
29	76
68	75
59	75
63	75
56	74
36	74

```
55    73
52    73
64    73
35    72
51    72
65    72
40    72
45    72
47    71
66    71
30    71
23    71
38    70
53    70
18    69
21    69
26    69
34    68
48    68
24    68
39    68
70    67
22    66
61    65
60    65
33    63
20    62
67    54
44    51
Name: count, dtype: int64

shop['Age'].mean()

44.06846153846154

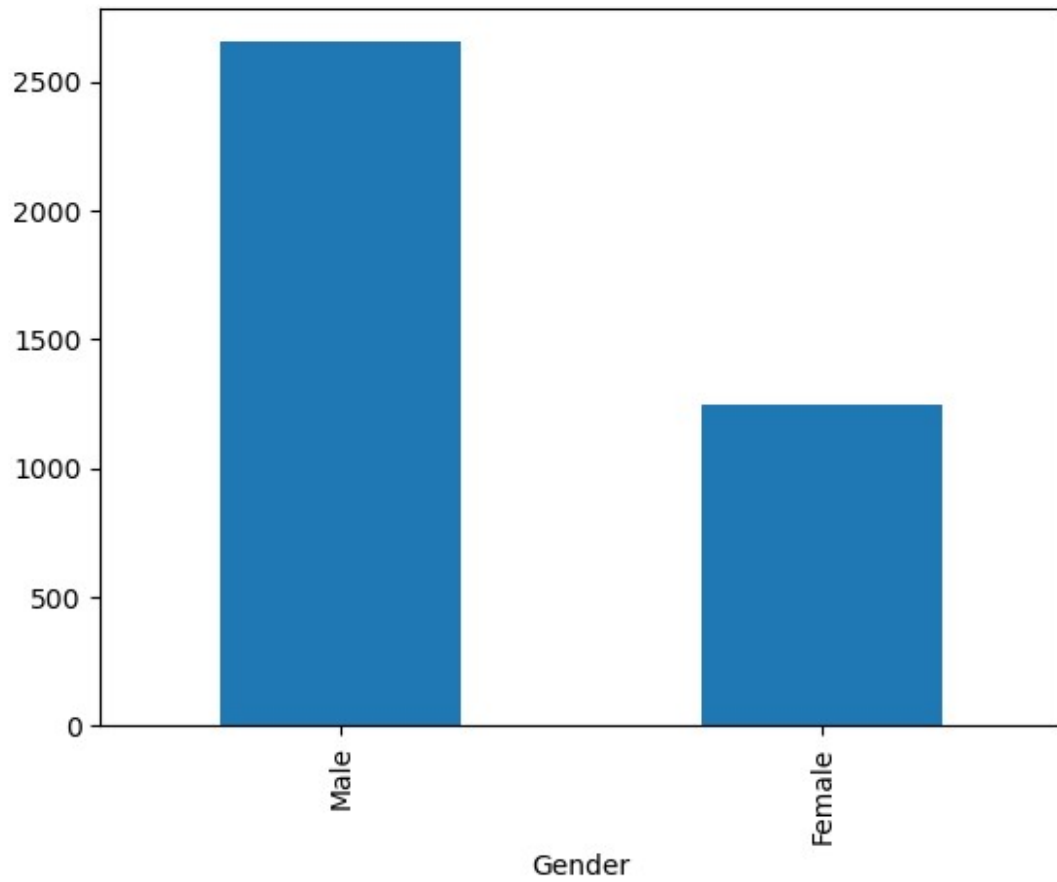
shop['Gender'].unique()

array(['Male', 'Female'], dtype=object)

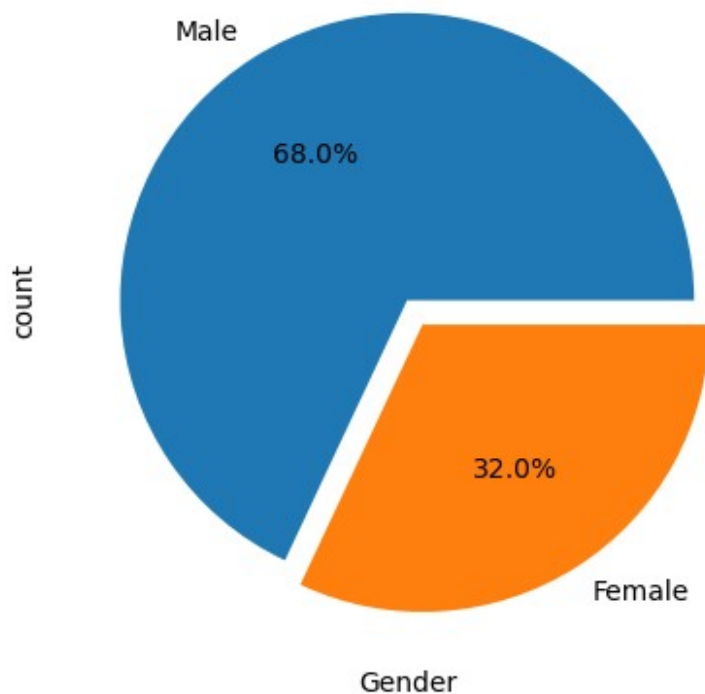
shop['Age_category'] = pd.cut(shop['Age'],
                               bins=[0, 15, 18, 30, 50, 70],
                               labels=['child', 'teen', 'Young Adults',
                                       'Middle-Aged Adults', 'old'])

shop["Gender"].value_counts().plot(kind='bar')

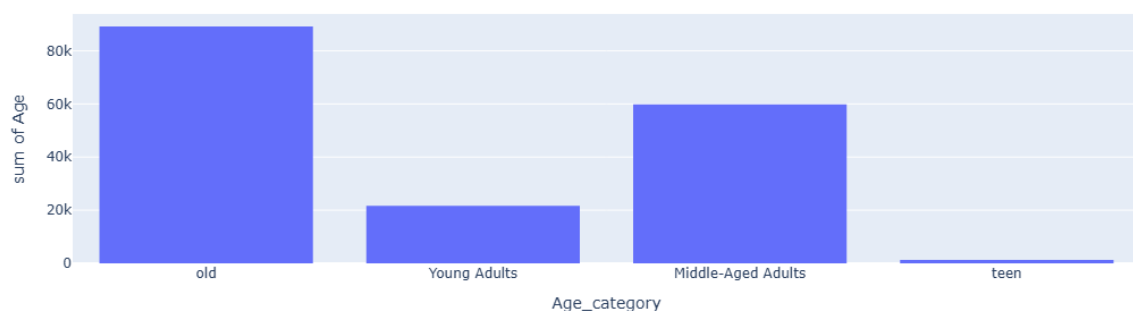
<Axes: xlabel='Gender'>
```



```
data = shop["Gender"].value_counts()
data.plot(kind='pie', explode=(0,0.1),autopct='%1.1f%%')
plt.xlabel("Gender")
Text(0.5, 0, 'Gender')
```

```
fig = px.histogram(shop, y='Age', x='Age_category')
fig.show()
```



2) How does the average purchase amount vary across different product categories?

```
shop.columns
```

```
Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',
      'Review Rating', 'Subscription Status', 'Shipping Type',
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',
      'Payment Method', 'Frequency of Purchases', 'Age_category'],
      dtype='object')
```

```
shop['Category'].unique()

array(['Clothing', 'Footwear', 'Outerwear', 'Accessories'],
      dtype=object)

shop.groupby('Category')['Purchase Amount (USD)'].mean()

Category
Accessories    59.838710
Clothing       60.025331
Footwear       60.255426
Outerwear      57.172840
Name: Purchase Amount (USD), dtype: float64
```

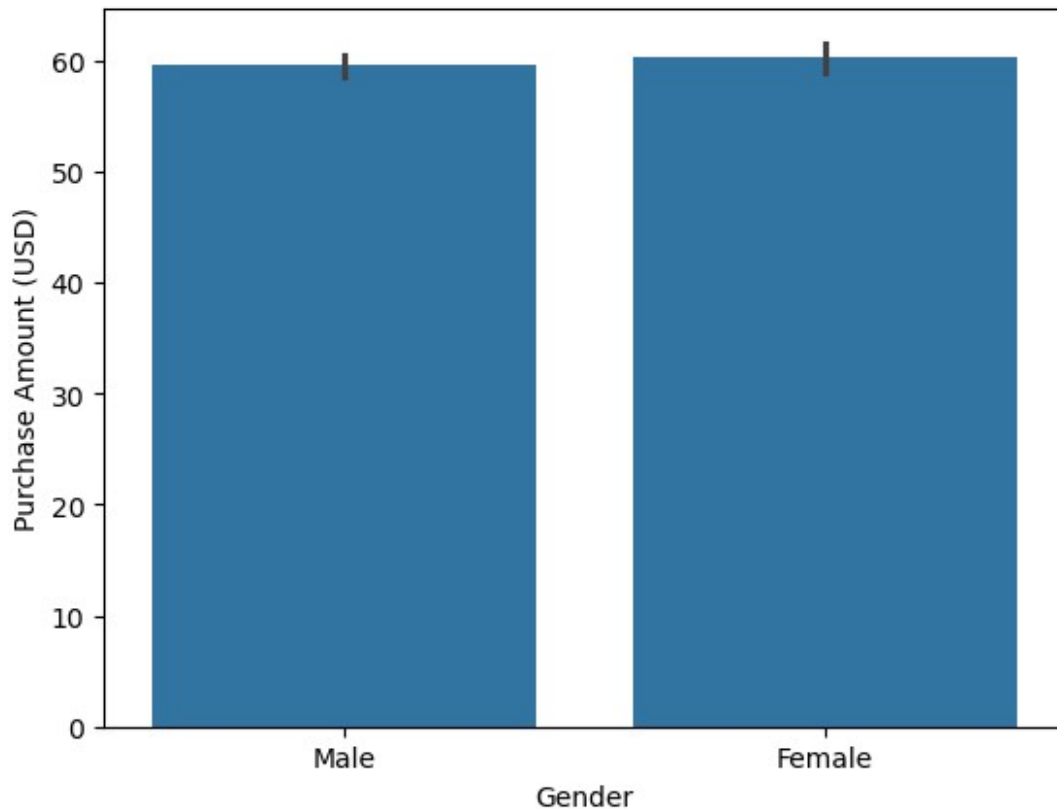
3) Which gender has the highest number of purchases?

```
shop.columns

Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',
      'Review Rating', 'Subscription Status', 'Shipping Type',
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',
      'Payment Method', 'Frequency of Purchases', 'Age_category'],
      dtype='object')

sns.barplot(x='Gender', y='Purchase Amount (USD)', data=shop)

<Axes: xlabel='Gender', ylabel='Purchase Amount (USD)'>
```



4) What are the most commonly purchased items in each category?

```
shop.columns
```

```
Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',
      'Review Rating', 'Subscription Status', 'Shipping Type',
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',
      'Payment Method', 'Frequency of Purchases', 'Age_category'],
      dtype='object')
```

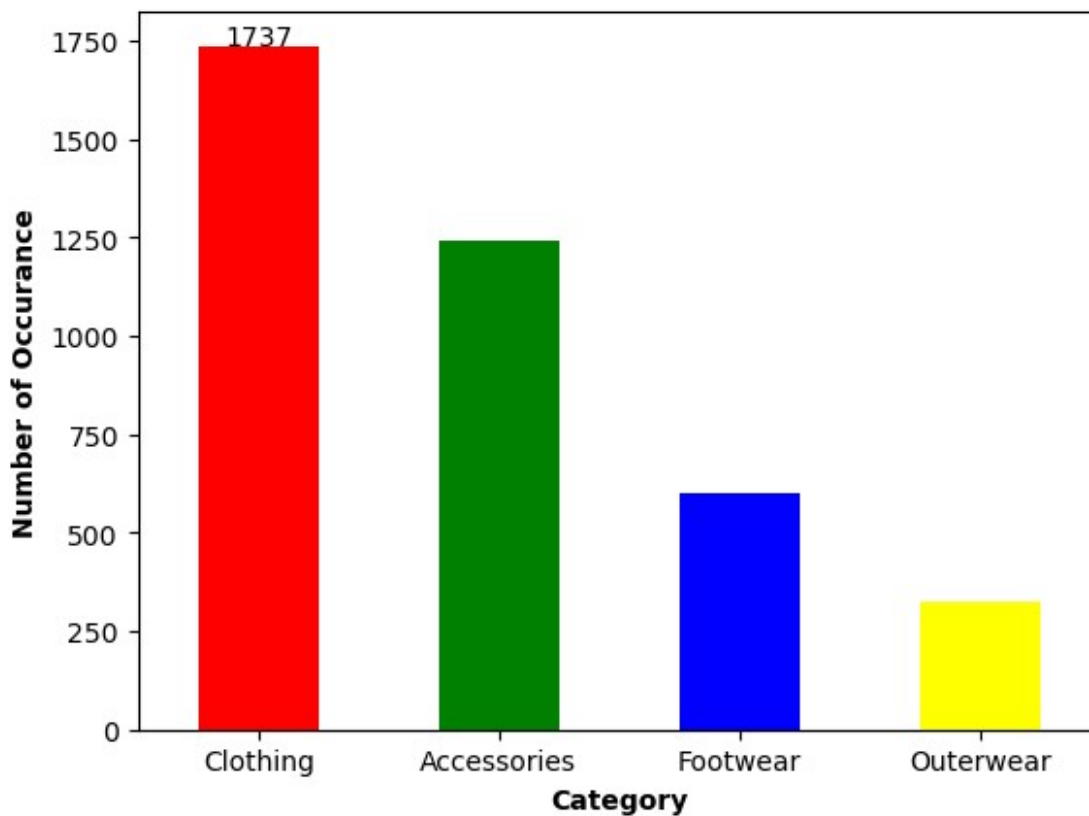
```
shop.groupby('Category')['Item Purchased'].value_counts()
```

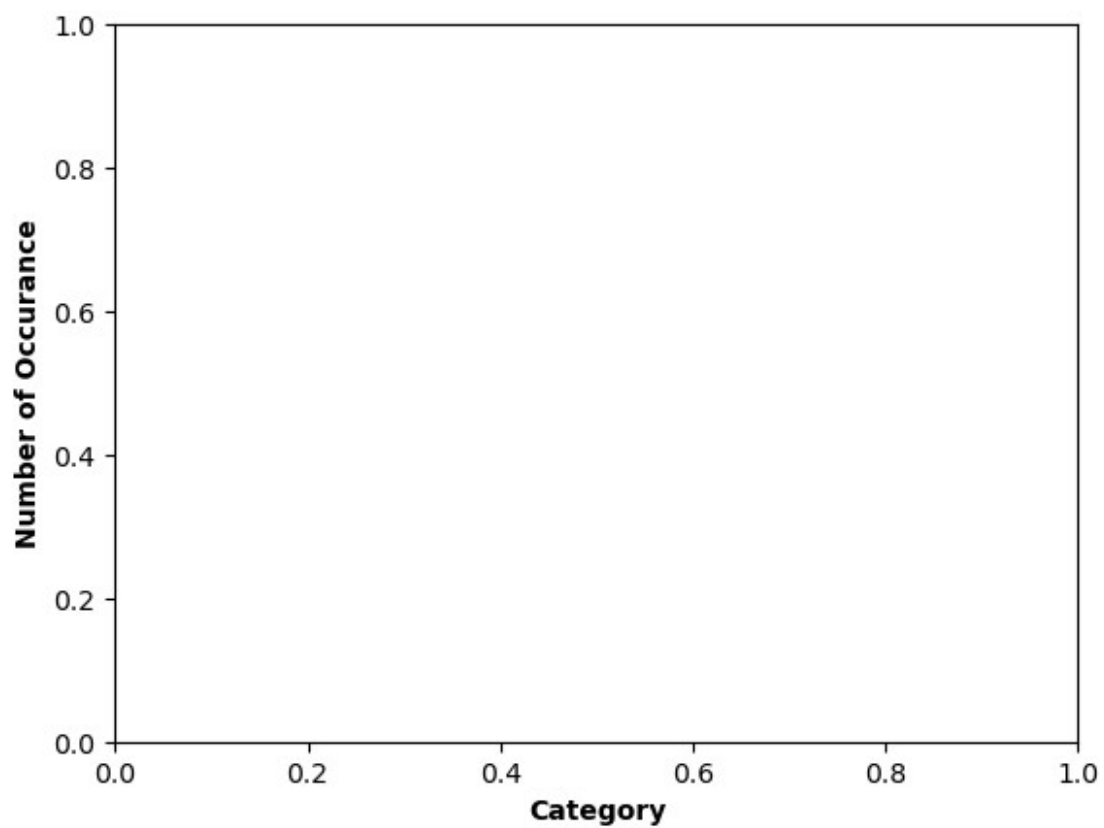
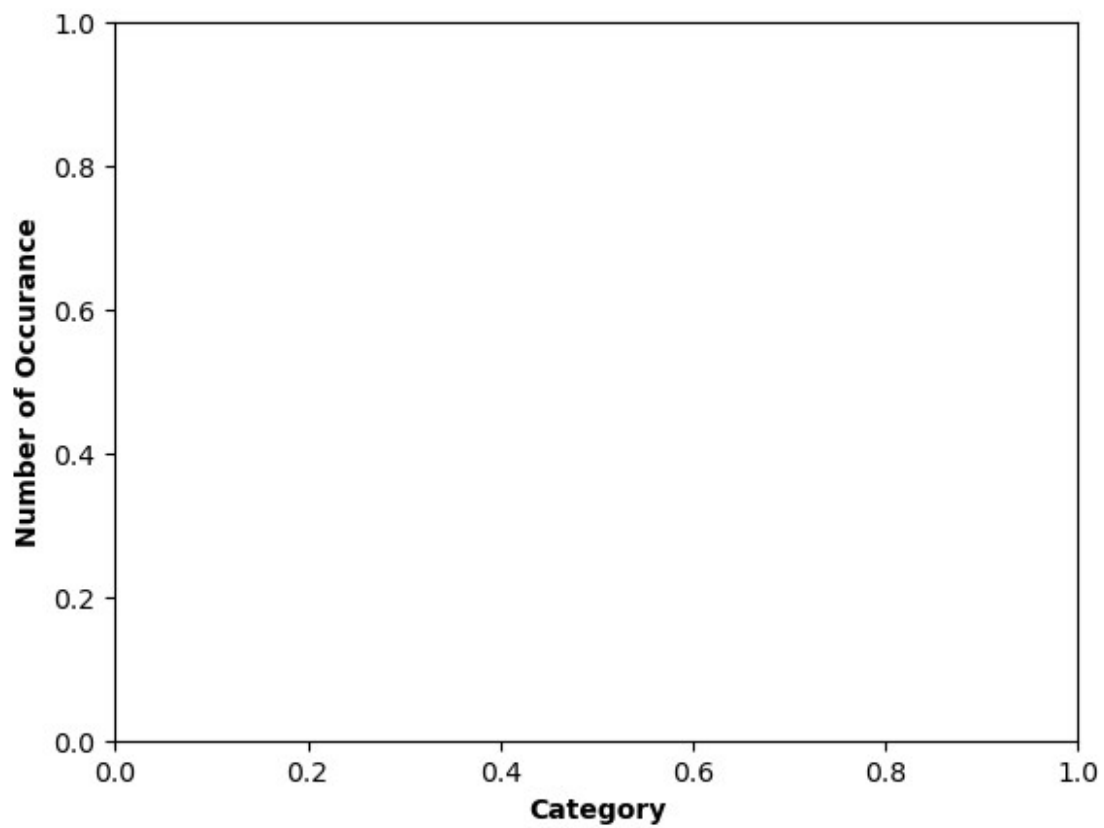
Category	Item Purchased	
Accessories	Jewelry	171
	Belt	161
	Sunglasses	161
	Scarf	157
	Hat	154
	Handbag	153
	Backpack	143
	Gloves	140
Clothing	Blouse	171
	Pants	171
	Shirt	169

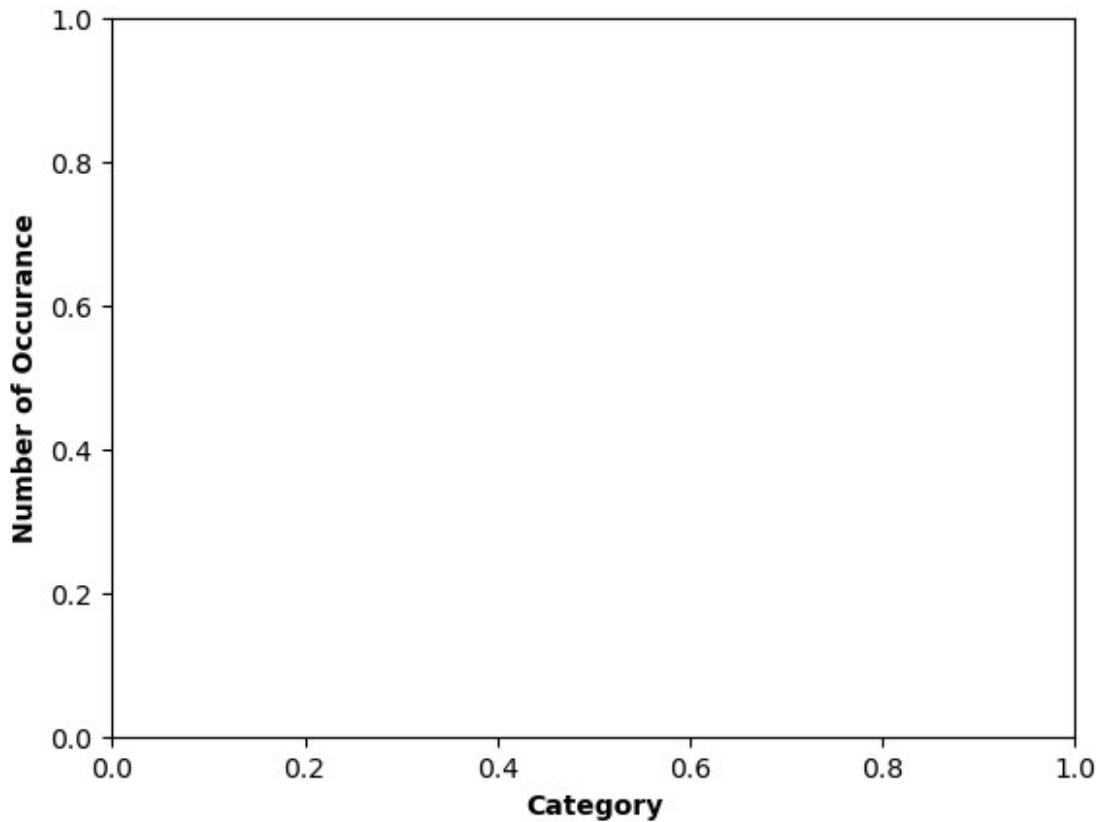
	Dress	166
	Sweater	164
	Socks	159
	Skirt	158
	Shorts	157
	Hoodie	151
	T-shirt	147
	Jeans	124
Footwear	Sandals	160
	Shoes	150
	Sneakers	145
	Boots	144
Outerwear	Jacket	163
	Coat	161

Name: count, dtype: int64

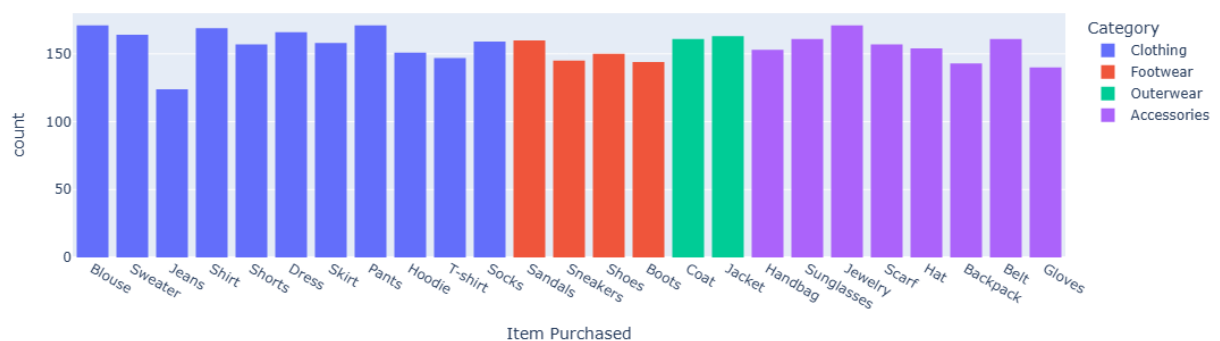
```
ax = shop['Category'].value_counts().plot(kind='bar', rot=0, color=
['red', 'green', 'blue', 'yellow']) # Example list of colors
for p in ax.patches:
    ax.annotate(str(p.get_height()), (p.get_x()+0.25, p.get_height()
+1), ha='center')
plt.xlabel("Category", weight="bold")
plt.ylabel("Number of Occurance", weight="bold")
plt.show()
```



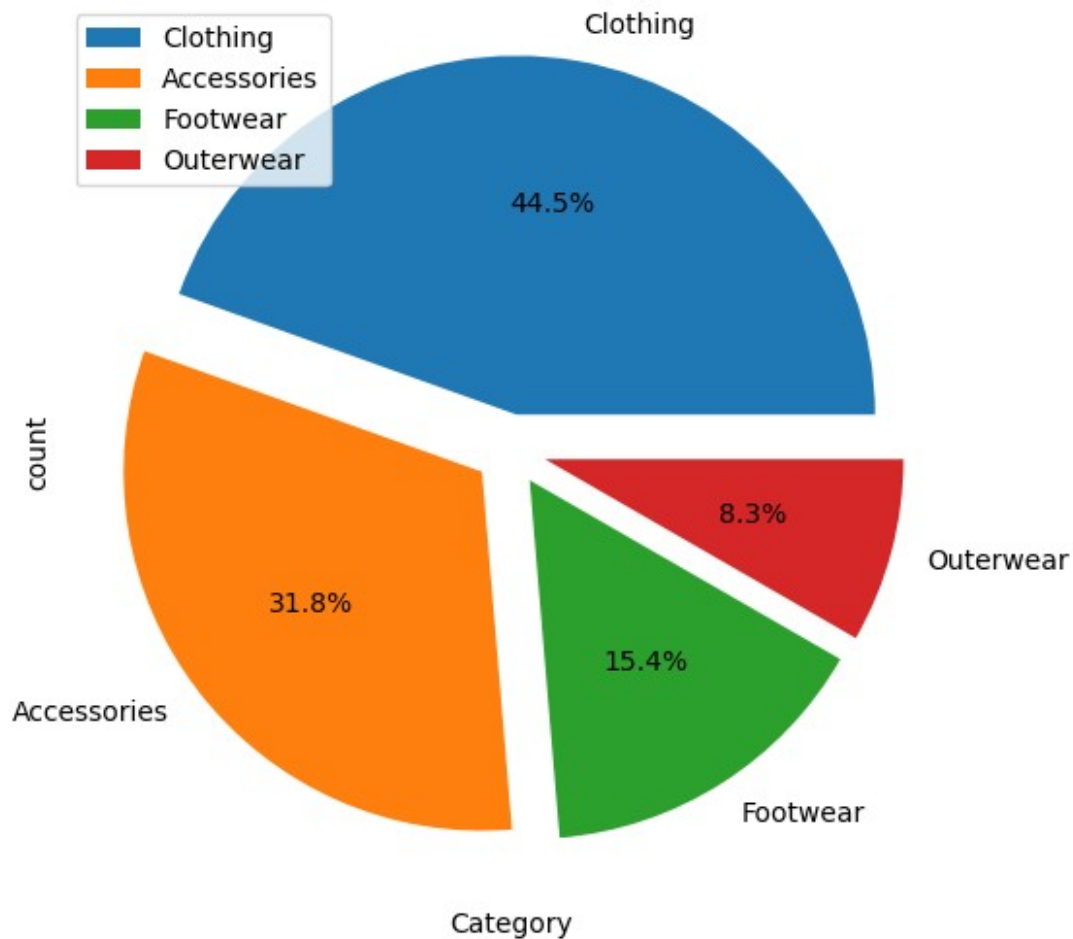




```
fig = px.histogram(shop, x='Item Purchased', color='Category')
fig.show()
```



```
plt.figure(figsize=(20,6))
data = shop['Category'].value_counts()
explode = [0.1]*len(data)
data.plot(kind='pie', explode=explode, autopct='%1.1f%%')
plt.xlabel("Category")
plt.legend()
plt.show()
```



5) Are there any specific seasons or months where customer spending is significantly higher?

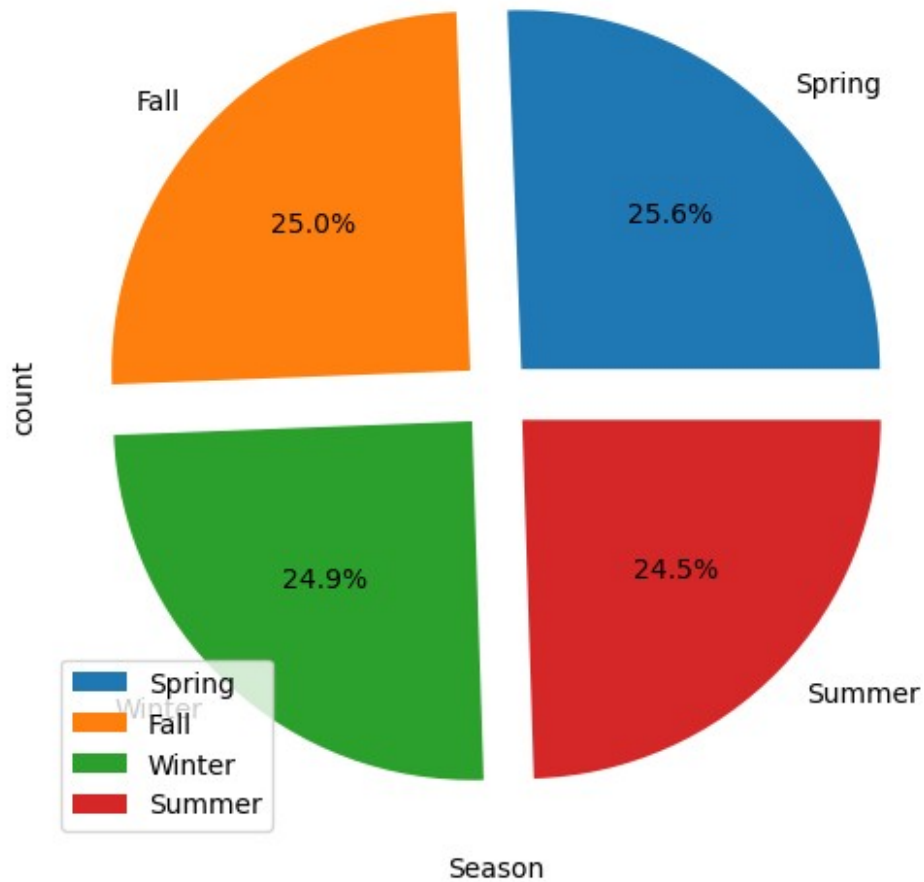
```
shop.columns
```

```
Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',  
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',  
      'Review Rating', 'Subscription Status', 'Shipping Type',  
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',  
      'Payment Method', 'Frequency of Purchases', 'Age_category'],  
      dtype='object')
```

```
data = shop["Season"].value_counts()  
data
```

```
Season  
Spring    999  
Fall      975  
Winter    971  
Summer    955  
Name: count, dtype: int64
```

```
plt.figure(figsize=(20,6))
data = shop['Season'].value_counts()
explode = [0.1]*len(data)
data.plot(kind='pie', explode=explode, autopct='%1.1f%%')
plt.xlabel("Season")
plt.legend()
plt.show()
```



6) What is the average rating given by customers for each product category?

```
shop.groupby('Category')['Review Rating'].mean()
```

```
Category
Accessories    3.768629
Clothing       3.723143
Footwear       3.790651
Outerwear      3.746914
Name: Review Rating, dtype: float64
```



```
shop_groupby = shop.groupby('Category')['Review
Rating'].mean().reset_index()
print(shop_groupby)
```

	Category	Review Rating
0	Accessories	3.768629
1	Clothing	3.723143
2	Footwear	3.790651
3	Outerwear	3.746914

```
fig = px.bar(shop_groupby, x= 'Category', y= 'Review Rating')
fig.show()
```



7) Are there any notable differences in purchase behavior between subscribed and non-subscribed customers?

```
shop.columns
```

```
Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',
      'Review Rating', 'Subscription Status', 'Shipping Type',
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',
      'Payment Method', 'Frequency of Purchases', 'Age_category'],
      dtype='object')
```

```
shop["Subscription Status"].value_counts()
```

```
Subscription Status
```

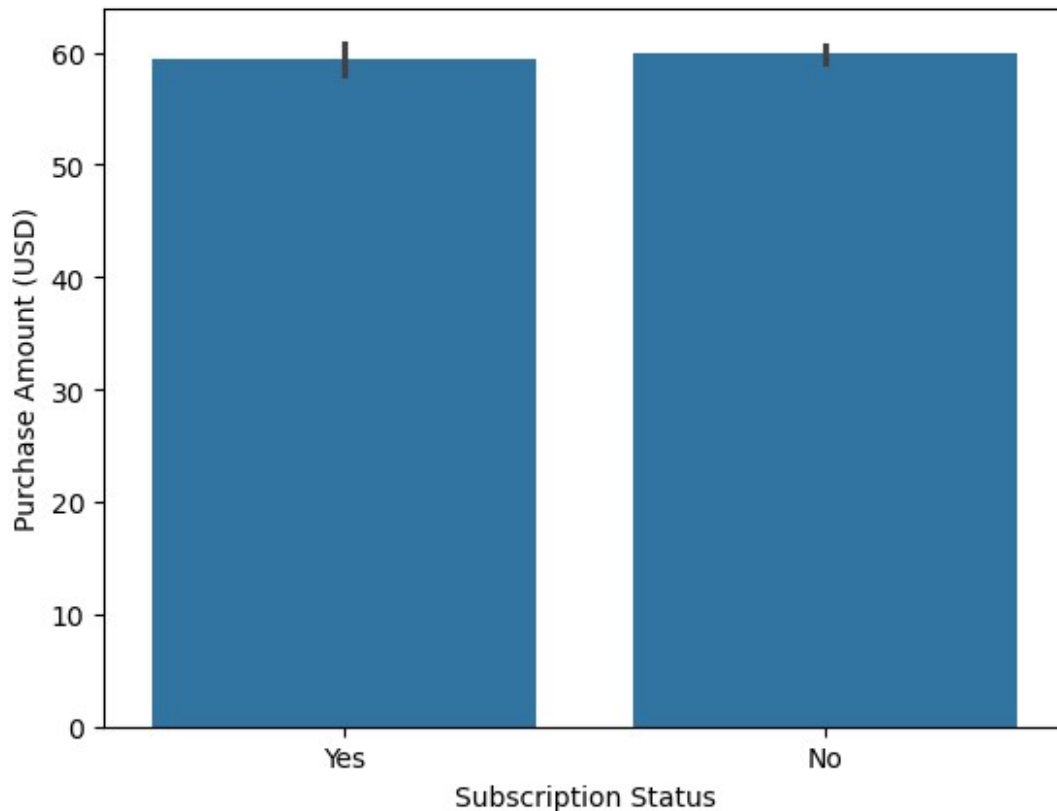
```
No      2847
```

```
Yes     1053
```

```
Name: count, dtype: int64
```

```
sns.barplot(shop, x='Subscription Status', y='Purchase Amount (USD)')
```

```
<Axes: xlabel='Subscription Status', ylabel='Purchase Amount (USD)'>
```



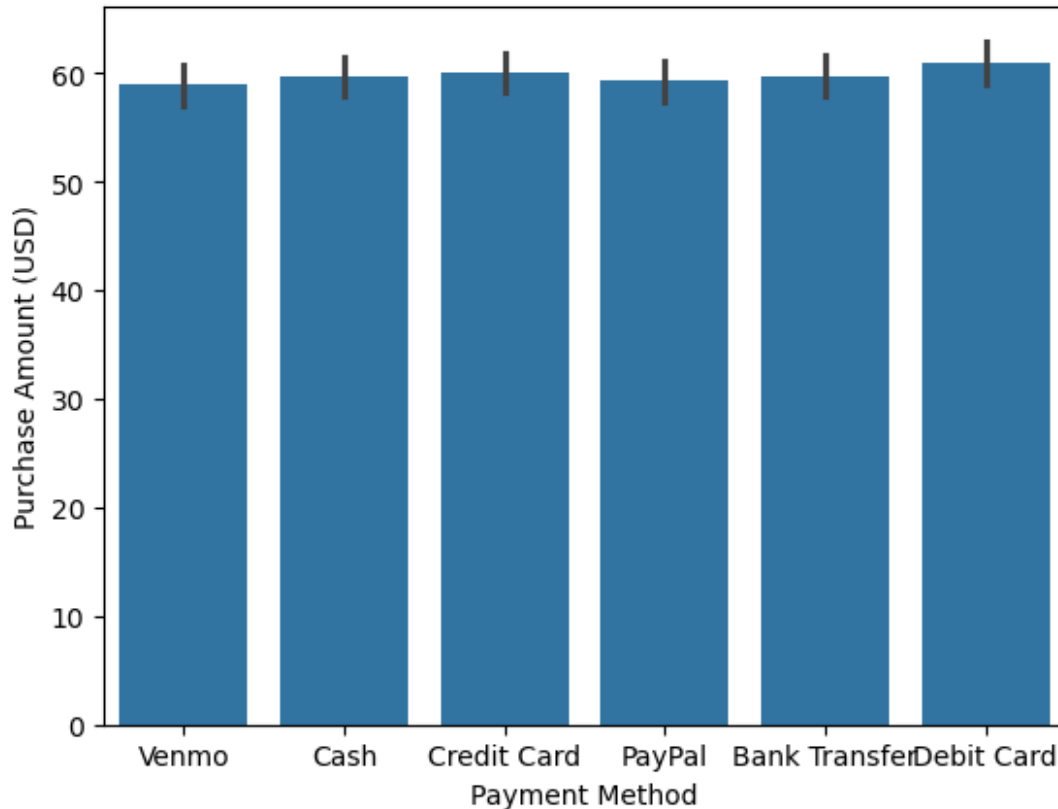
```
shop['Purchase Amount (USD)'].sum()
233081
shop.groupby('Subscription Status')['Purchase Amount (USD)'].mean()
Subscription Status
No      59.865121
Yes     59.491928
Name: Purchase Amount (USD), dtype: float64
```

8) Which payment method is the most popular among customers?

```
shop.groupby('Payment Method')['Purchase Amount (USD)'].mean().sort_values(ascending=False)
Payment Method
Debit Card      60.915094
Credit Card    60.074516
Bank Transfer   59.712418
Cash            59.704478
PayPal          59.245199
Venmo           58.949527
Name: Purchase Amount (USD), dtype: float64
```

```
sns.barplot( x="Payment Method", y="Purchase Amount (USD)" ,  
data=shop)
```

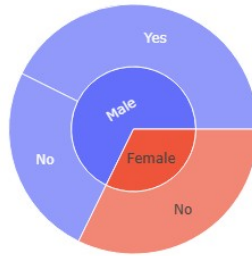
```
<Axes: xlabel='Payment Method', ylabel='Purchase Amount (USD)'>
```



9) Do customers who use promo codes tend to spend more than those who don't?

```
shop_groupby = shop.groupby('Promo Code Used')['Purchase Amount  
(USD)'].sum().reset_index()
```

```
fig = px.sunburst(shop, path=['Gender' , 'Promo Code Used'], values =  
'Purchase Amount (USD)')  
fig.show()
```



```
fig = px.bar(shop.groupby , x='Promo Code Used' , y='Purchase Amount (USD)')
fig.show()
```



10) How does the frequency of purchases vary across different age groups?

```
shop[['Age' , 'Age_category']]
```

	Age	Age_category
0	55	old
1	19	Young Adults
2	50	Middle-Aged Adults
3	21	Young Adults
4	45	Middle-Aged Adults
...
3895	40	Middle-Aged Adults
3896	52	old
3897	46	Middle-Aged Adults
3898	44	Middle-Aged Adults
3899	52	old

```
[3900 rows x 2 columns]
```

```
shop['Age_category'].unique()
```

```
['old', 'Young Adults', 'Middle-Aged Adults', 'teen']
Categories (5, object): ['child' < 'teen' < 'Young Adults' < 'Middle-Aged Adults' < 'old']
```

```
shop_group = shop.groupby('Frequency of Purchases')['Age'].sum()
```

```
px.sunburst(shop, path=['Frequency of Purchases', 'Age_category'],
values='Age')
```

```
C:\Users\Vedant Kakade\anaconda\Lib\site-packages\plotly\express\
_core.py:1727: FutureWarning:
```

The default of observed=False is deprecated and will be changed to True in a future version of pandas. Pass observed=False to retain current behavior or observed=True to adopt the future default and silence this warning.



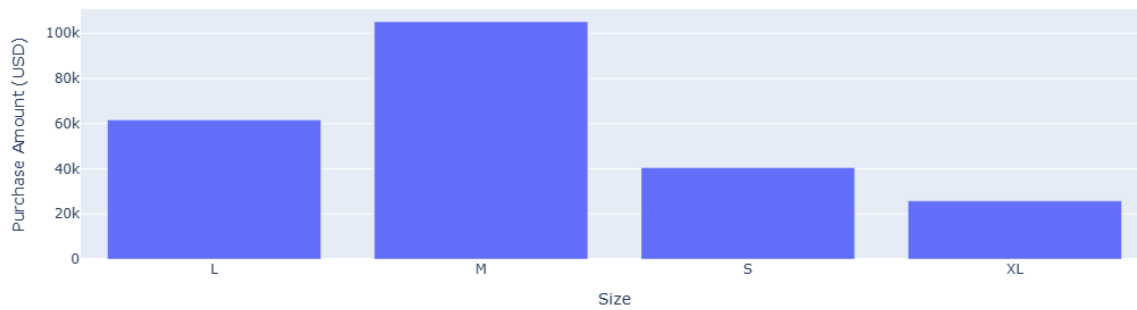
11) Are there any correlations between the size of the product and the purchase amount?

```
shop.columns
```

```
Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',
      'Review Rating', 'Subscription Status', 'Shipping Type',
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',
      'Payment Method', 'Frequency of Purchases', 'Age_category'],
      dtype='object')
```

```
shop_groupby = shop.groupby('Size')['Purchase Amount
(USD)'].sum().reset_index()
```

```
fig = px.bar(shop_groupby, x='Size', y='Purchase Amount (USD)')
fig.show()
```



12) Which shipping type is preferred by customers for different product categories?

```
shop.groupby('Category')['Shipping Type'].value_counts().sort_values(ascending=False)
```

Category	Shipping Type	Count
Clothing	Standard	297
	Free Shipping	294
	Next Day Air	293
	Express	290
	Store Pickup	282
Accessories	2-Day Shipping	281
	Store Pickup	217
	Next Day Air	211
	Standard	208
	2-Day Shipping	206
Footwear	Express	203
	Free Shipping	195
	Free Shipping	122
	Standard	100
	Store Pickup	98
Outerwear	Express	96
	Next Day Air	93
	2-Day Shipping	90
	Free Shipping	64
	Express	57
	Store Pickup	53
	Next Day Air	51
	2-Day Shipping	50
Standard	49	

Name: count, dtype: int64

```
shop['Category'].unique()
```

```
array(['Clothing', 'Footwear', 'Outerwear', 'Accessories'],
      dtype=object)
```

13) How does the presence of a discount affect the purchase decision of customers?

```
shop.columns
```

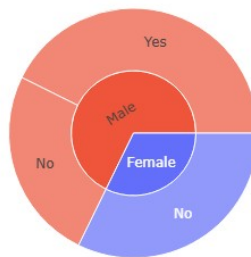
```
Index(['Customer ID', 'Age', 'Gender', 'Item Purchased', 'Category',  
      'Purchase Amount (USD)', 'Location', 'Size', 'Color', 'Season',  
      'Review Rating', 'Subscription Status', 'Shipping Type',  
      'Discount Applied', 'Promo Code Used', 'Previous Purchases',  
      'Payment Method', 'Frequency of Purchases', 'Age_category'],  
      dtype='object')
```

```
shop_group = shop.groupby('Discount Applied')['Purchase Amount  
(USD)'].sum().reset_index()
```

```
px.histogram(shop_group , x='Discount Applied' , y='Purchase Amount  
(USD)')
```

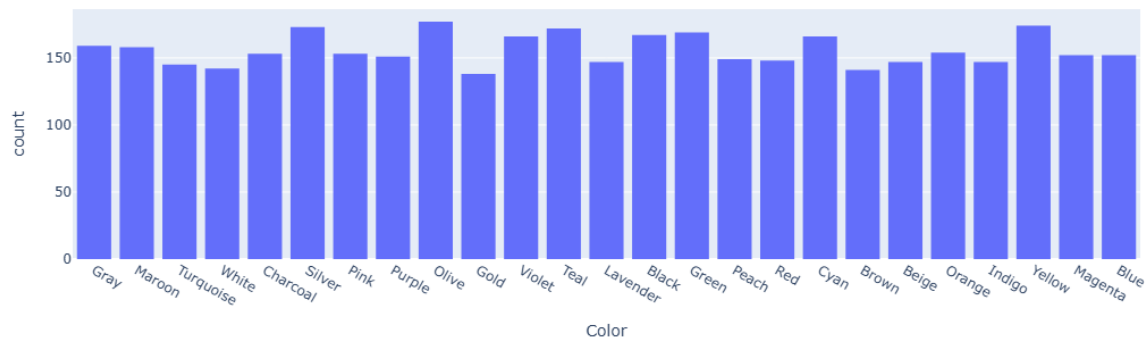


```
fig = px.sunburst(shop, path=['Gender' , 'Discount Applied'],  
values='Purchase Amount (USD)', color='Gender')  
fig.show()
```



14) Are there any specific colors that are more popular among customers?

```
px.histogram(shop , x = 'Color')
```



```
shop['Color'].value_counts()
```

```
Color
Olive      177
Yellow     174
Silver     173
Teal       172
Green      169
Black      167
Cyan       166
Violet     166
Gray       159
Maroon     158
Orange     154
Charcoal   153
Pink       153
Magenta    152
Blue       152
Purple     151
Peach      149
Red        148
Beige      147
Indigo     147
Lavender   147
Turquoise  145
White      142
Brown      141
Gold       138
Name: count, dtype: int64
```

15) What is the average number of previous purchases made by customers?

```
shop['Previous Purchases'].mean()
25.35153846153846
```

16) Are there any noticeable differences in purchase behavior between different locations?

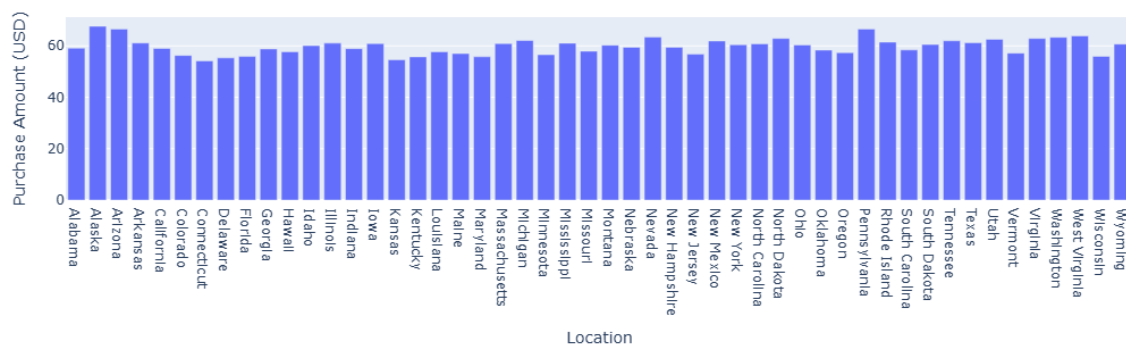

```
shop.groupby('Location')['Purchase Amount  
(USD)'].mean().sort_values(ascending=False)
```

Location	
Alaska	67.597222
Pennsylvania	66.567568
Arizona	66.553846
West Virginia	63.876543
Nevada	63.379310
Washington	63.328767
North Dakota	62.891566
Virginia	62.883117
Utah	62.577465
Michigan	62.095890
Tennessee	61.974026
New Mexico	61.901235
Rhode Island	61.444444
Texas	61.194805
Arkansas	61.113924
Illinois	61.054348
Mississippi	61.037500
Massachusetts	60.888889
Iowa	60.884058
North Carolina	60.794872
Wyoming	60.690141
South Dakota	60.514286
New York	60.425287
Ohio	60.376623
Montana	60.250000
Idaho	60.075269
Nebraska	59.448276
New Hampshire	59.422535
Alabama	59.112360
California	59.000000
Indiana	58.924051
Georgia	58.797468
South Carolina	58.407895
Oklahoma	58.346667
Missouri	57.913580
Hawaii	57.723077
Louisiana	57.714286
Oregon	57.337838
Vermont	57.176471
Maine	56.987013
New Jersey	56.746269
Minnesota	56.556818
Colorado	56.293333
Wisconsin	55.946667
Florida	55.852941
Maryland	55.755814

```
Kentucky      55.721519
Delaware      55.325581
Kansas        54.555556
Connecticut   54.179487
Name: Purchase Amount (USD), dtype: float64
```

```
shop_group = shop.groupby('Location')['Purchase Amount (USD)'].mean().reset_index()
```

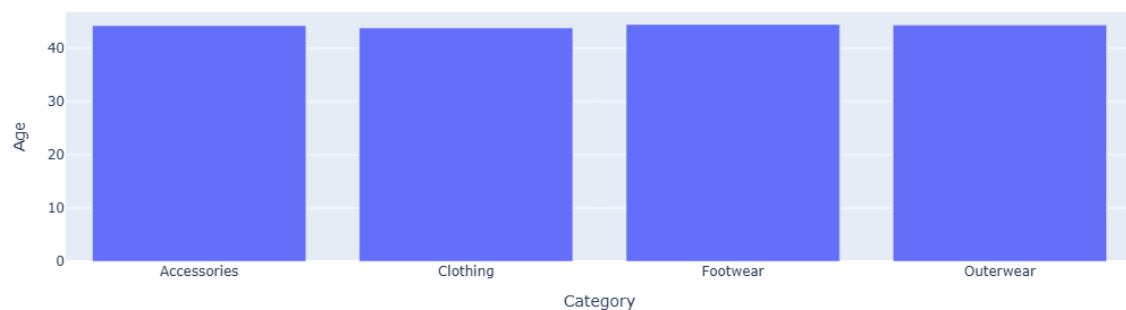
```
fig = px.bar(shop_group, x = 'Location', y = 'Purchase Amount (USD)')
fig.show()
```



17) Is there a relationship between customer age and the category of products they purchase?

```
shop_group = shop.groupby('Category')['Age'].mean().reset_index()
```

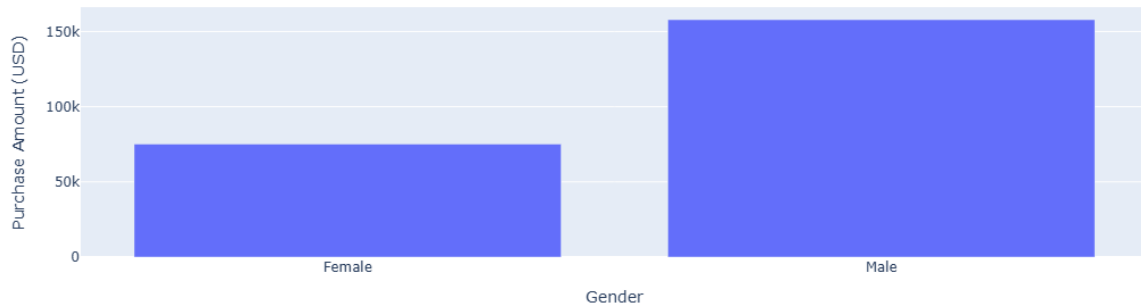
```
fig = px.bar(shop_group, y='Age', x='Category')
fig.show()
```



18) How does the average purchase amount differ between male and female customers?

```
shop_group = shop.groupby('Gender')['Purchase Amount (USD)'].sum().reset_index()
```

```
fig = px.bar(shop_group, x='Gender', y='Purchase Amount (USD)')
fig.show()
```



```
px.sunburst(data_frame=shop, path=['Gender', 'Age_category'],
values='Purchase Amount (USD)')
```

C:\Users\Vedant Kakade\anaconda\Lib\site-packages\plotly\express_core.py:1727: FutureWarning:

The default of observed=False is deprecated and will be changed to True in a future version of pandas. Pass observed=False to retain current behavior or observed=True to adopt the future default and silence this warning.

