

# Customer Shopping Behavior Analysis

Analyzing 3,900 purchases to uncover spending patterns, customer segments, and strategic insights



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DATASET OVERVIEW

# The Foundation

1000

Total Rows

Customer transactions  
analyzed

14

Data Columns

Key features tracked

3

Core  
Categories

Customer, Product,  
Order details

# Data Preparation & Exploration

01

## Data Loading

Imported dataset using pandas

02

## Structure Check

Used `df.info()` to verify data types

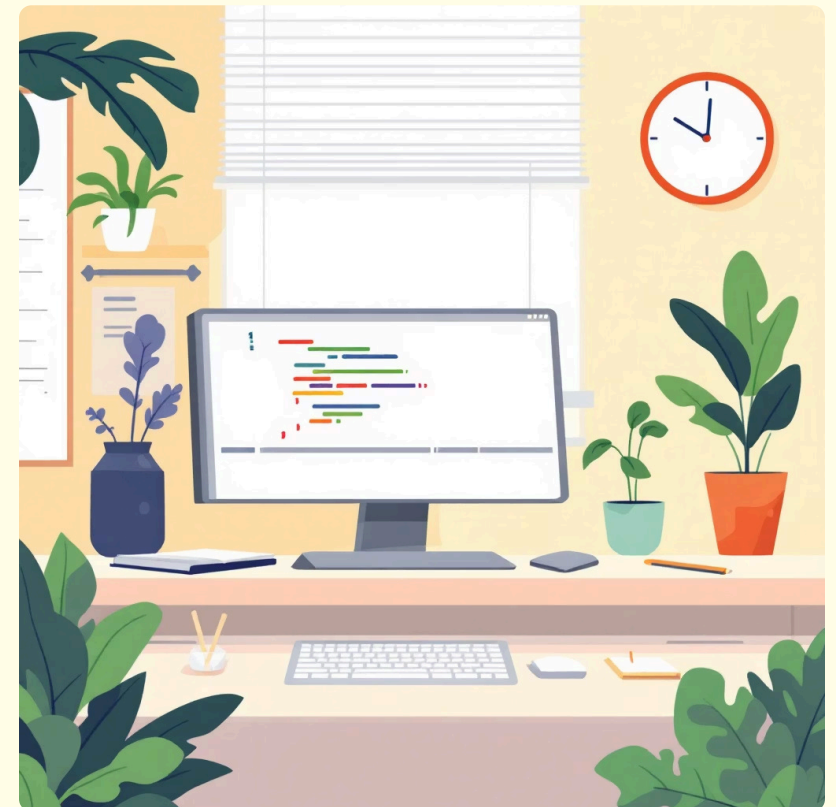
03

## Summary Statistics

Applied `.describe()` for insights

## Key Statistics

- Average Age: 41 years
- Average Rating: 2.98/5
- Average Quantity: 4.9 units
- Average Sales: ₹1,306



# Peak Sales Period



**August**

₹145,564 - Highest sales month



**February**

₹132,834 - Strong performance



**July**

₹126,921 - Summer peak



# Top Revenue Contributors

## Elite Customers

Top 10 customers driving significant revenue

- Faiyaz Ahuja: ₹6,116
- Sumer Talwar: ₹6,014
- Anahita Tella: ₹6,014
- Jiya Vora: ₹6,014
- Parinaaz Golla: ₹6,014



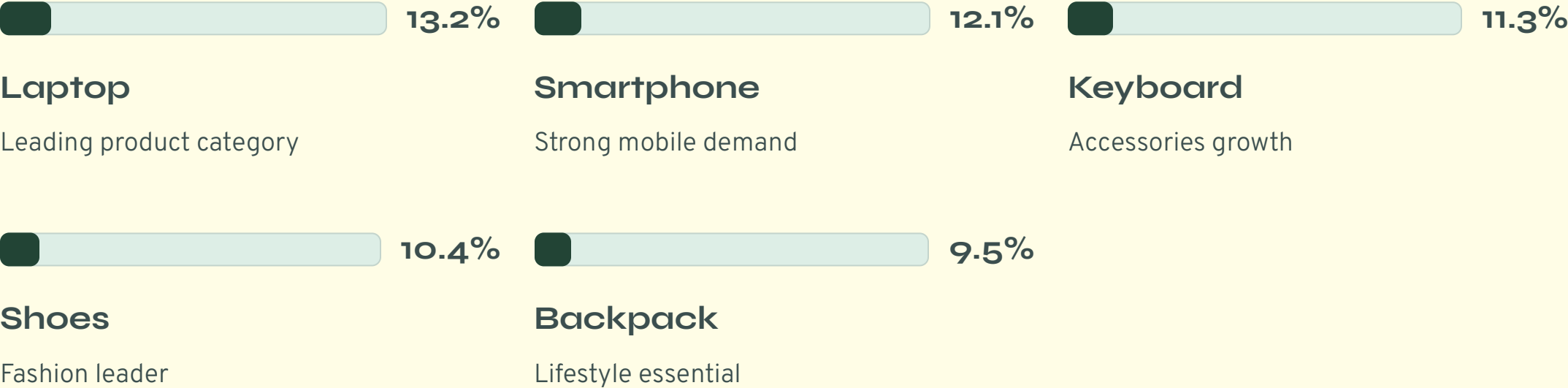
# Category Performance



■ Electronics ■ Fashion

Electronics dominates with 63% of total revenue, while Fashion contributes 37%

# Product Contribution Analysis



# Business Intelligence Insights

1

## Top Rated Products

Keyboard leads with 3.23 avg rating

Mouse (3.12), Laptop (3.08) follow

2

## Payment Preferences

Cash most popular: 225 transactions

Net Banking (204), UPI (199) strong

3

## Category Revenue

Electronics: ₹823,526

Fashion: ₹482,939

# Interactive Analytics

## Total Revenue

₹81.74K

## Total Orders

69 transactions

## AOV

₹1.18K per order

## Profit Margin

0.06%





# Key Takeaway

Full-cycle data analytics combining **Python**, **SQL**, and **Power BI** to deliver actionable business insights



## Data Preparation

Python exploration & cleaning



## Business Analysis

SQL structured queries



## Visual Insights

Power BI dashboards