## **About Dataset**

****Description:****  
This dataset contains information on customer purchase behavior across various attributes, aiming to help data scientists and analysts understand the factors influencing purchase decisions. The dataset includes demographic information, purchasing habits, and other relevant features.  
  
****Features:****

* ****Age:**** Customer's age
* ****Gender:**** Customer's gender (0: Male, 1: Female)
* ****Annual Income:**** Annual income of the customer in dollars
* ****Number of Purchases:**** Total number of purchases made by the customer
* ****Product Category:**** Category of the purchased product (0: Electronics, 1: Clothing, 2: Home Goods, 3: Beauty, 4: Sports)
* ****Time Spent on Website:**** Time spent by the customer on the website in minutes
* ****Loyalty Program:**** Whether the customer is a member of the loyalty program (0: No, 1: Yes)
* ****Discounts Availed:**** Number of discounts availed by the customer (range: 0-5)
* ****PurchaseStatus (Target Variable):**** Likelihood of the customer making a purchase (0: No, 1: Yes)

#### **Target Variable:**

****Distribution of the Target Variable (PurchaseStatus):****

* 0 (No Purchase): 48%
* 1 (Purchase): 52%

#### **Conclusion**

This dataset provides a balanced and diverse set of features, enabling various analyses such as classification, clustering, and regression tasks to predict and understand customer purchase behavior. Enjoy exploring and analyzing the data!

**About this file**

add\_comment**Add Suggestion**

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<https://www.kaggle.com/datasets/rabieelkharoua/predict-customer-purchase-behavior-dataset>

I am happy to share a project I worked on from https://www.kaggle.com/datasets/rabieelkharoua/predict-customer-purchase-behavior-dataset  
  
Dataset: Customer Purchase Data Analysis  
  
Description: This dataset contains information on customer purchase behavior across various attributes, aiming to help understand the factors influencing purchase decisions. The dataset includes demographic information, purchasing habits, and other relevant features.  
  
Tools used: Microsoft Excel and Power BI  
  
Data preparation: I used Excel to appropriately clean and prepare the Customer Purchase Data and then imported it into Power BI for further cleaning, visualization, and analysis.  
  
Key Insights

* Total Annual Income of Customers is $126,373,750
* Total number of Customers is 1500 (743 males and 757 females)
* Total number of purchases is 16,000
* Both Male and Female customers between the age group of 45-54 years earned the highest Annual Income of $12,371,593.71 and $13,389,331.26 respectively while Male customers between the age group of 65-74 years and Female customers between the age group of 15-24 years earned the least Annual Income of $7,814,903.45 and $8,280,012.36 respectively.
* Male customers made their highest number of purchases on Clothing, totaling 1,828, and their least number of purchases on Electronics, totaling 1,247.
* Female customers made their highest number of purchases on Sports, totaling 1,768, and their least number of purchases on both Home Goods and Beauty, totaling 1,412.
* Customers between the age group of 45-54 years have the highest number of purchase totaling 3169.
* Customers that are not in the Loyalty Program made the highest number of purchases of 5013 (Female) and 5282 (Male).
* Customers (both Male and Female) that purchased Sports products received the highest number of discount of 836, while Customers that purchased Home Goods received the least number of discount of 653.
* Both Male and Female customers between the age group of 45-54 years spent the most time on the website while age 65-74 customers spent the least time on website.

Observation

* Customers (age group 45-54) that earned more income were able to spend well enough time on the website thereby purchasing more goods.
* Female customers purchased more Electronic and Sports products than the Male customers.
* Customers that made the highest number of purchases are not members of the Loyalty program, therefore the customers’ loyalty is not dependent on their number of purchases.