



# Customer Shopping Behavior Analysis

Comprehensive insights from 3,900 transactions

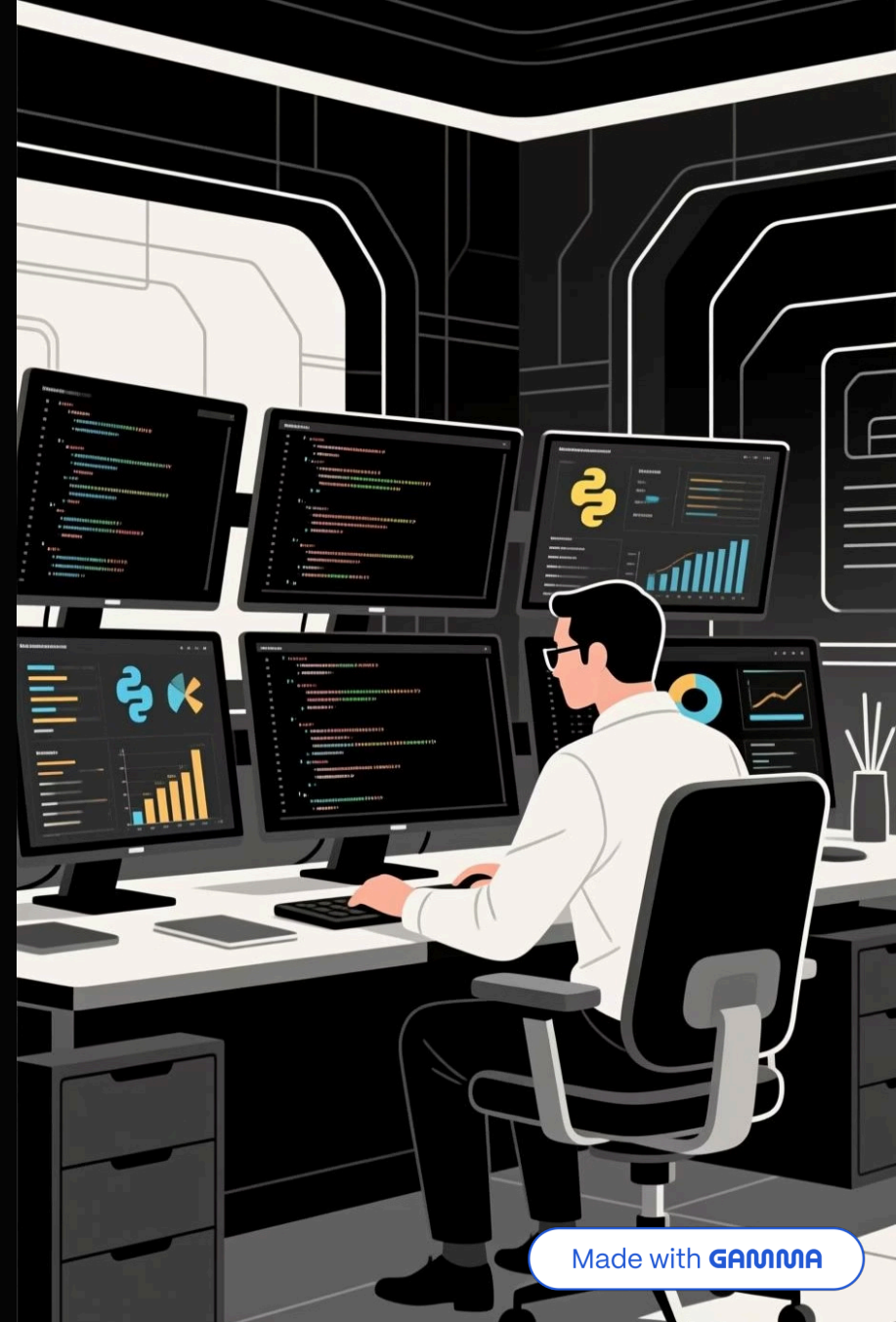
# Project Overview

## Analysis Scope

- 3,900 customer transactions
- Multiple product categories
- 18 key data features
- Multi-season coverage

## Tools & Methods

- Python (Pandas, NumPy)
- PostgreSQL (pgAdmin)
- Power BI Dashboard
- Advanced SQL queries



# Dataset Deep Dive



## Demographics

Age, gender, location, subscription status



## Purchase Details

Item, category, amount, season, size, color



## Behavior Metrics

Discounts, reviews, shipping, payment methods

3,900

Total Transactions

18

Data Features

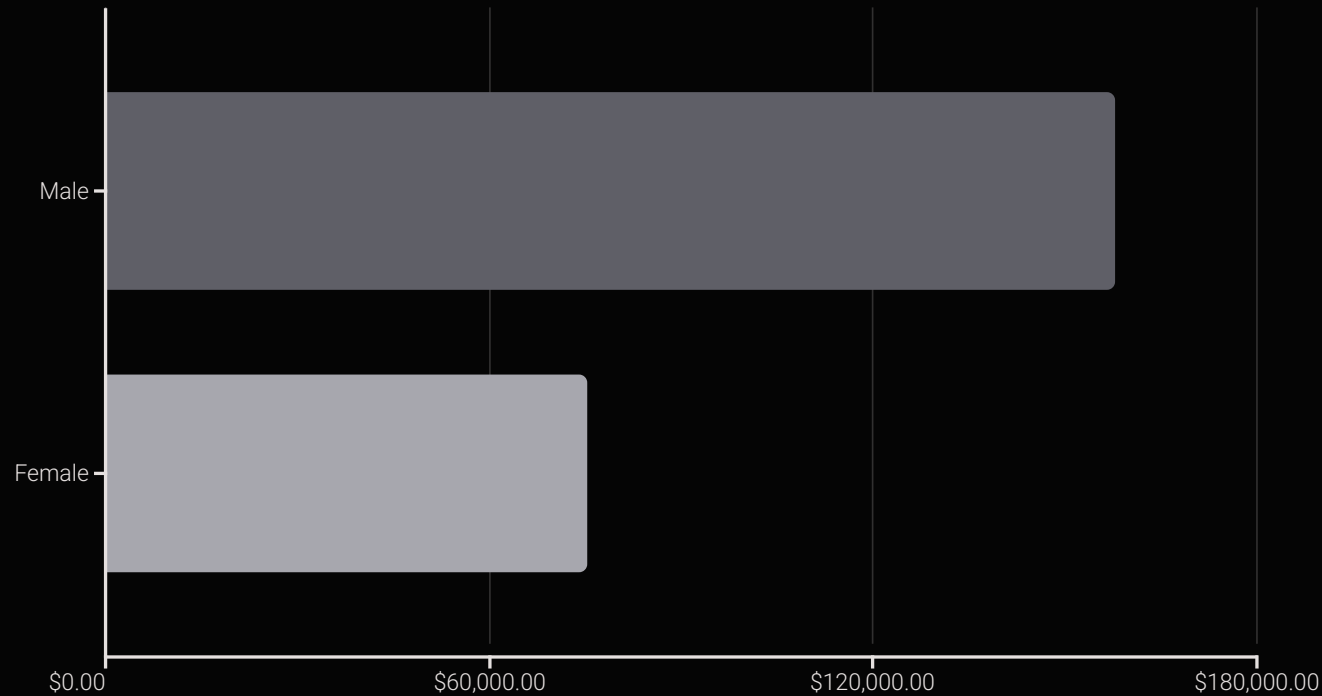
\$59.76

Avg Purchase

3.75

Avg Rating

# Revenue by Gender



## Key Insight

Male customers generate **2× more revenue** than female customers

Opportunity for male-focused campaigns while maintaining female segment

# Top Products by Rating



Gloves

Highest rated



Sandals



Boots



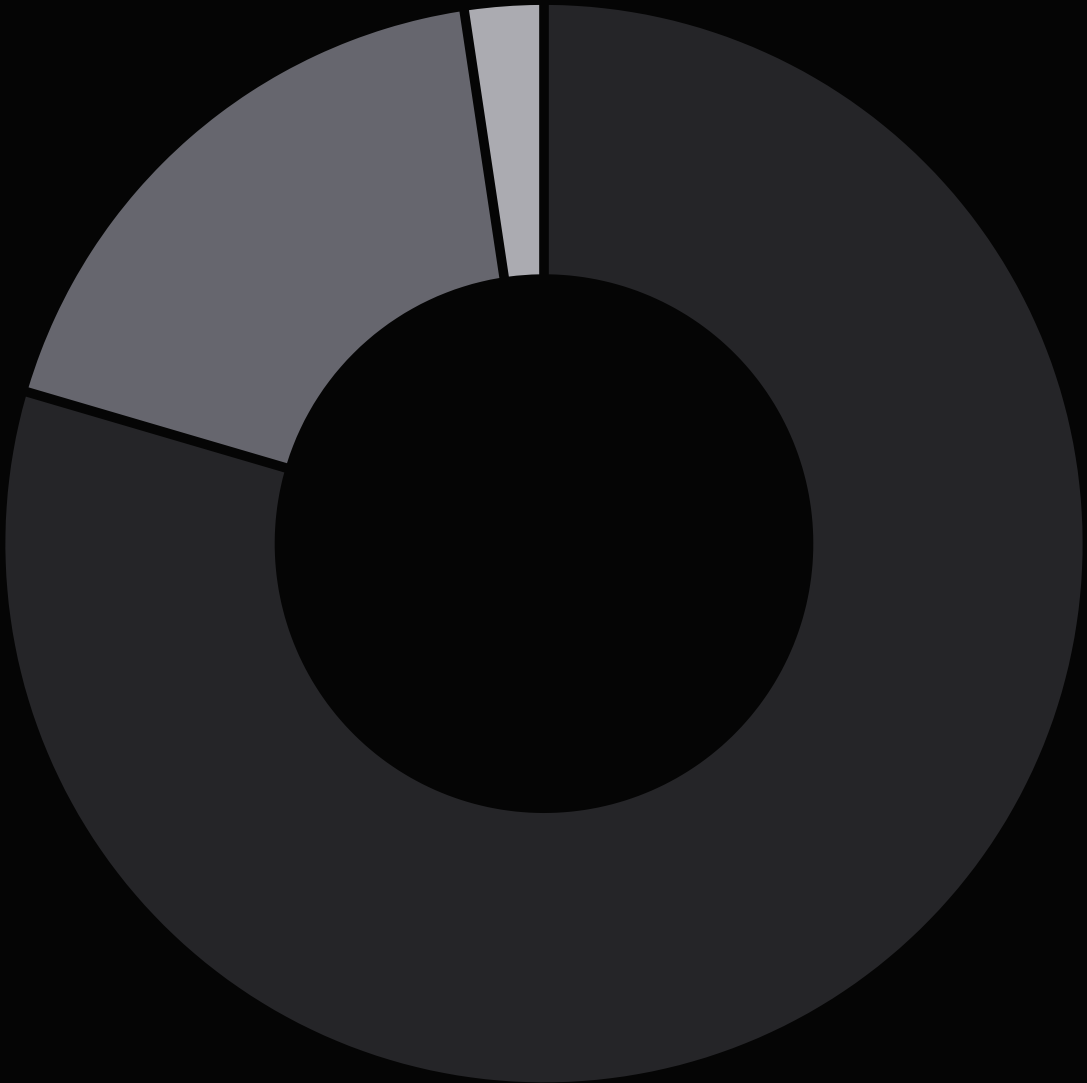
Hat



Skirt

Strong customer satisfaction makes these ideal for marketing campaigns and bundles

# Customer Segmentation



■ Loyal

■ Returning

■ New

## Strong Retention

80% loyal customer base indicates excellent retention

## Acquisition Gap

Only 83 new customers—focus area for growth

# Subscription Opportunity

2,518

Repeat Buyers

Without subscription

27%

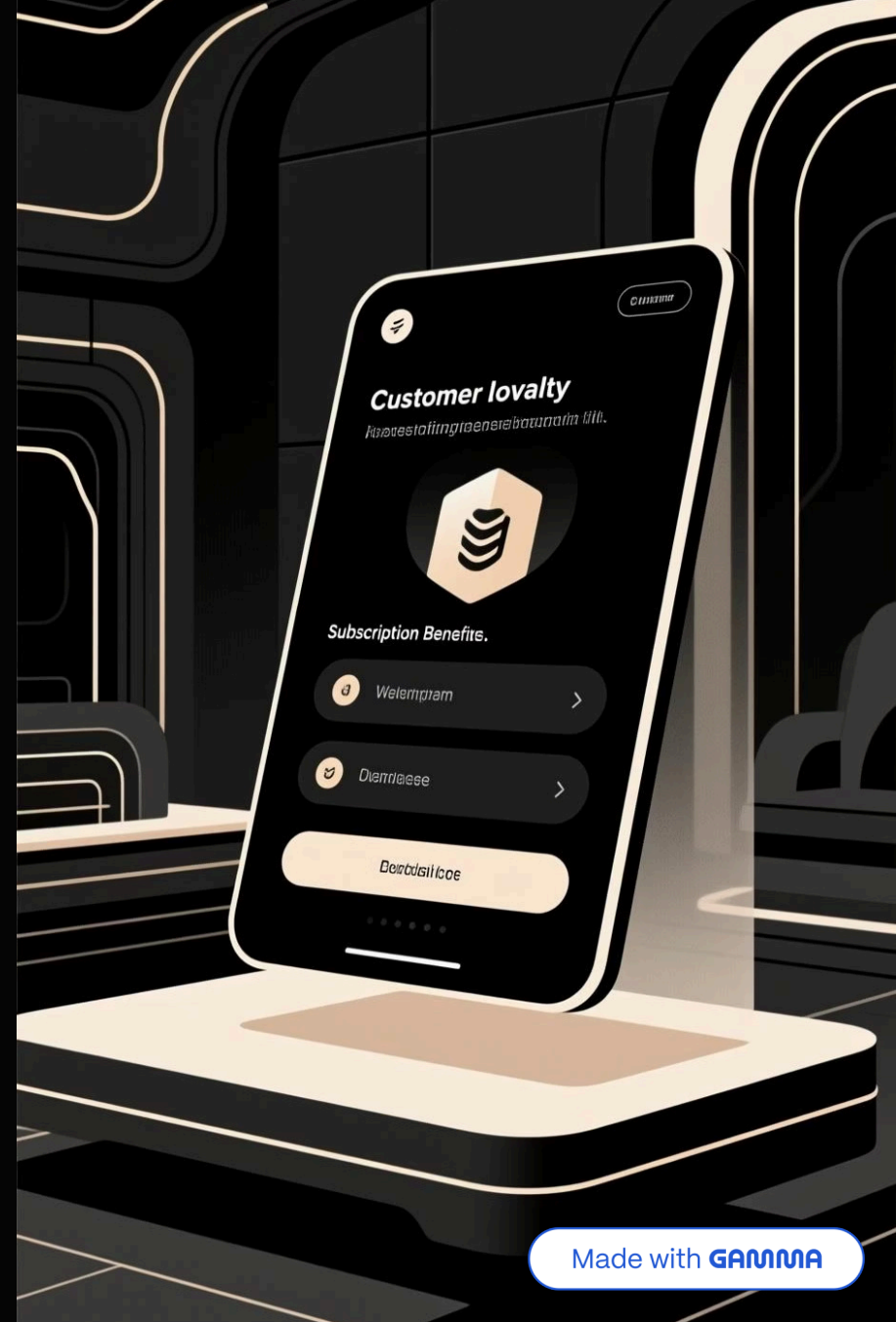
Current Rate

Subscribed customers

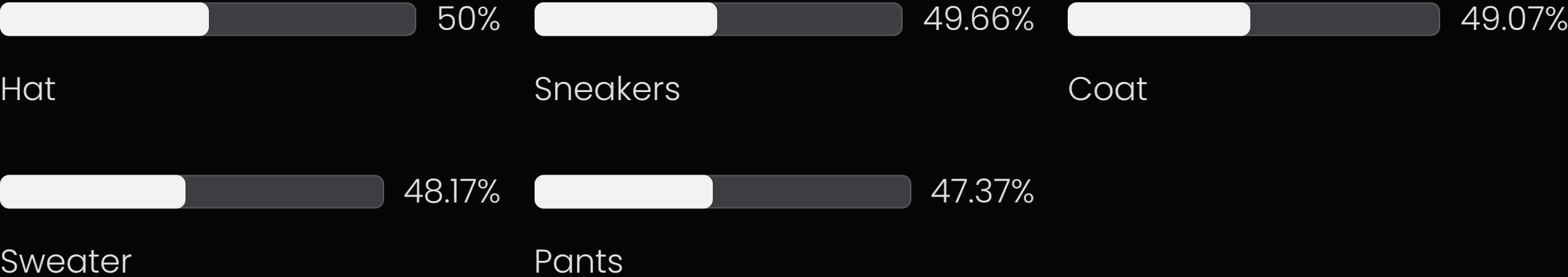
## Massive Conversion Potential

Heavy buyers not yet subscribed represent high-priority targets

- Offer exclusive discounts
- Provide early access perks
- Create loyalty rewards program



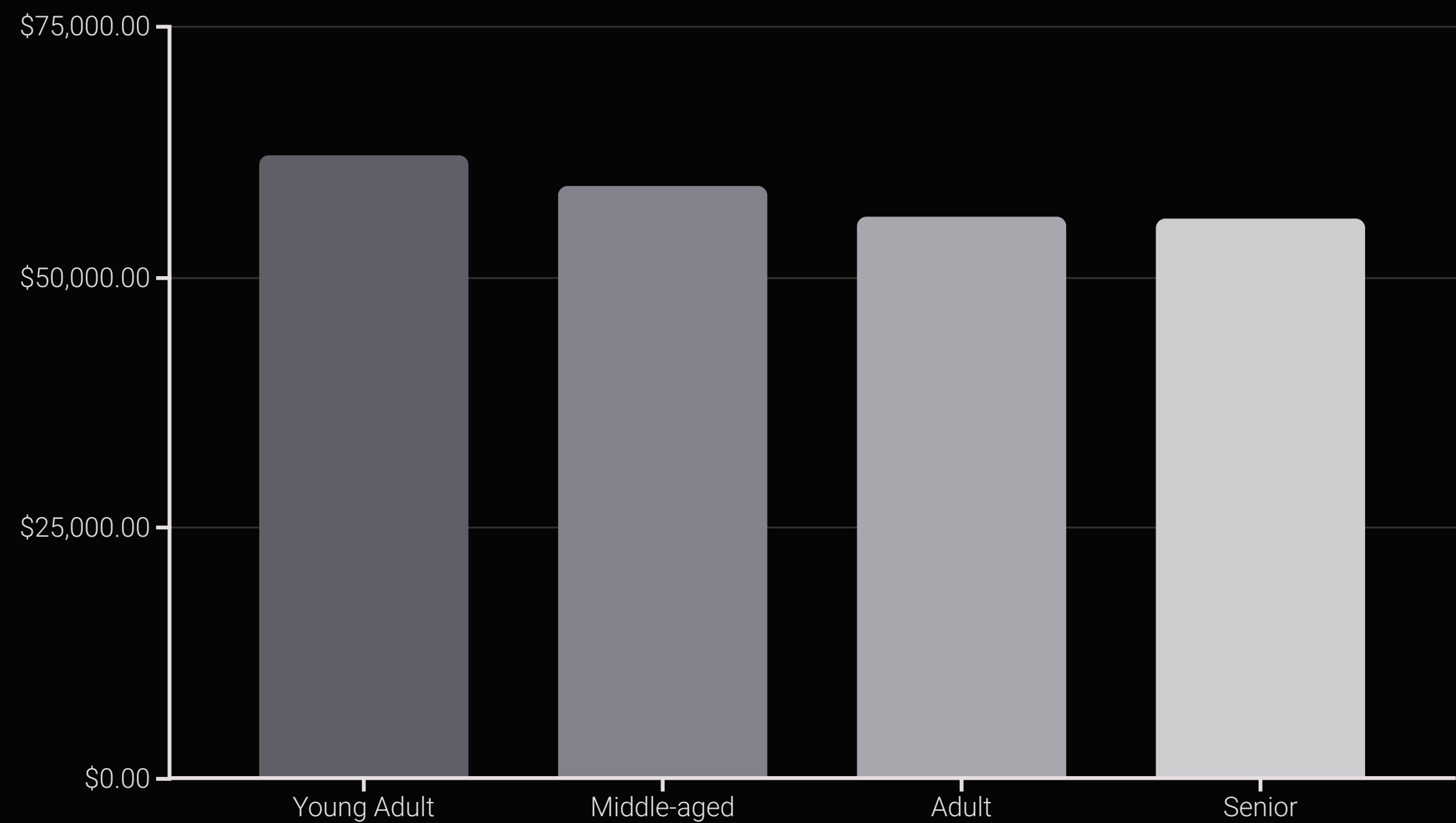
# Discount-Dependent Products



📌 **Strategic Insight:** These products rely heavily on discounts. Test reduced discount levels or value bundles to protect margins while maintaining volume.



# Revenue by Age Group



All age groups contribute meaningfully—balanced marketing with slight focus on younger demographics for digital channels

# Key Recommendations

01

## Convert Repeat Buyers

Target 2,518 non-subscribed repeat buyers with exclusive incentives

02

## Optimize Pricing

Test reduced discounts on high-dependency products to protect margins

03

## Leverage Top Products

Feature highest-rated items in campaigns and recommendations

04

## Acquire New Customers

Invest in awareness campaigns to grow the small new customer segment

05

## Promote Express Shipping

Encourage upgrades—express customers spend \$2 more on average