# Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases to guide strategic decisions

# Dataset Overview

## 3,900 Purchases
Transactions analyzed across multiple categories

## 18 Data Columns
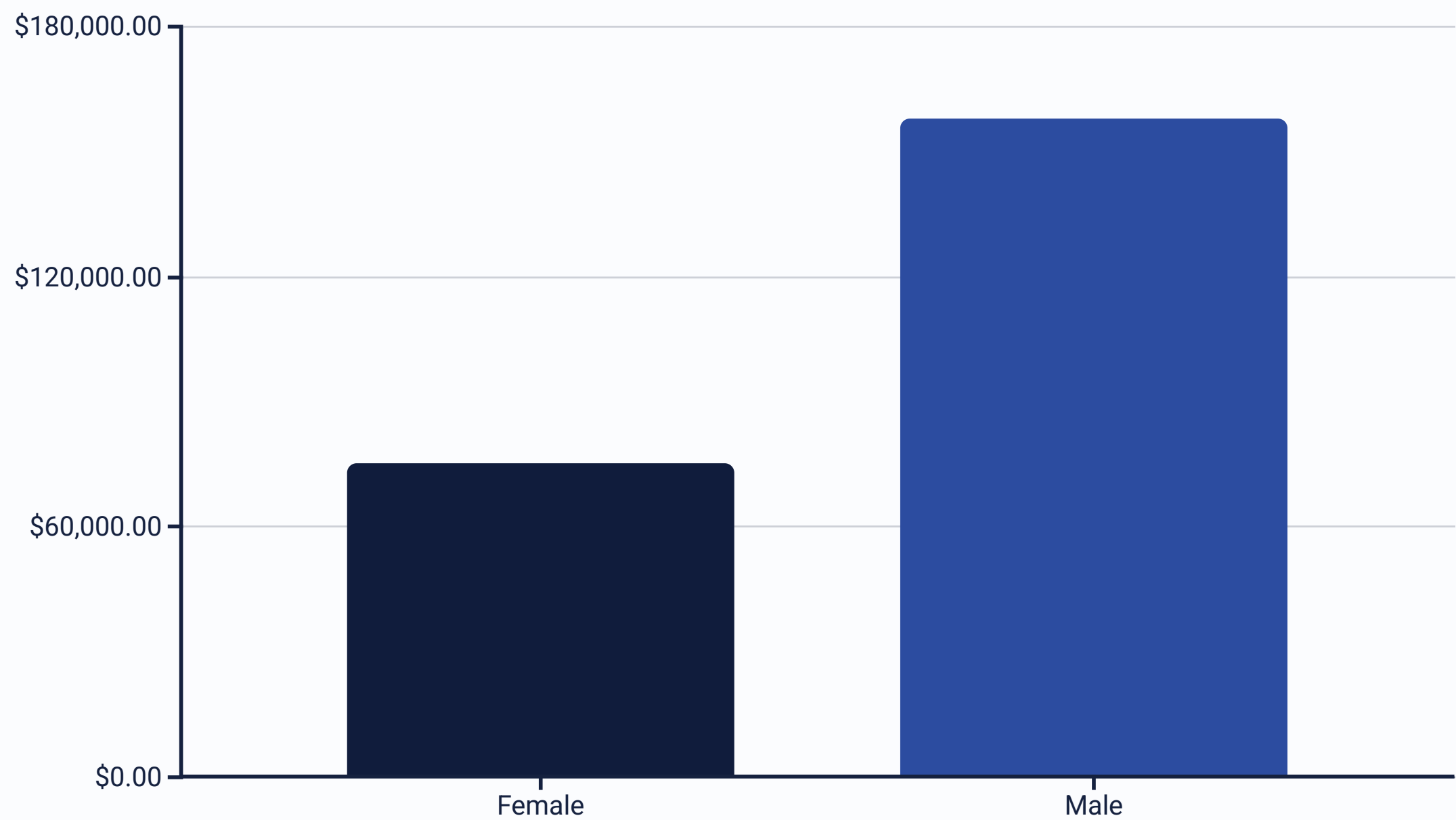Demographics, purchase details, behavior patterns

## 50 Locations
Geographic distribution across regions

## 25 Products
Across 4 categories: Clothing, Footwear, Accessories, Outerwear

# Revenue by Gender



Male customers generate **2.1x more revenue** than female customers, indicating a significant gender-based spending disparity.

Made with **GAMMA**

# Customer Segmentation



**Returning**

701 customers

18% of base

**Loyal**

3,116 customers

80% of base

**New**

83 customers

2% of base

# Subscription Impact

## Subscribers

**1,053** customers

Avg Spend: **$59.49**

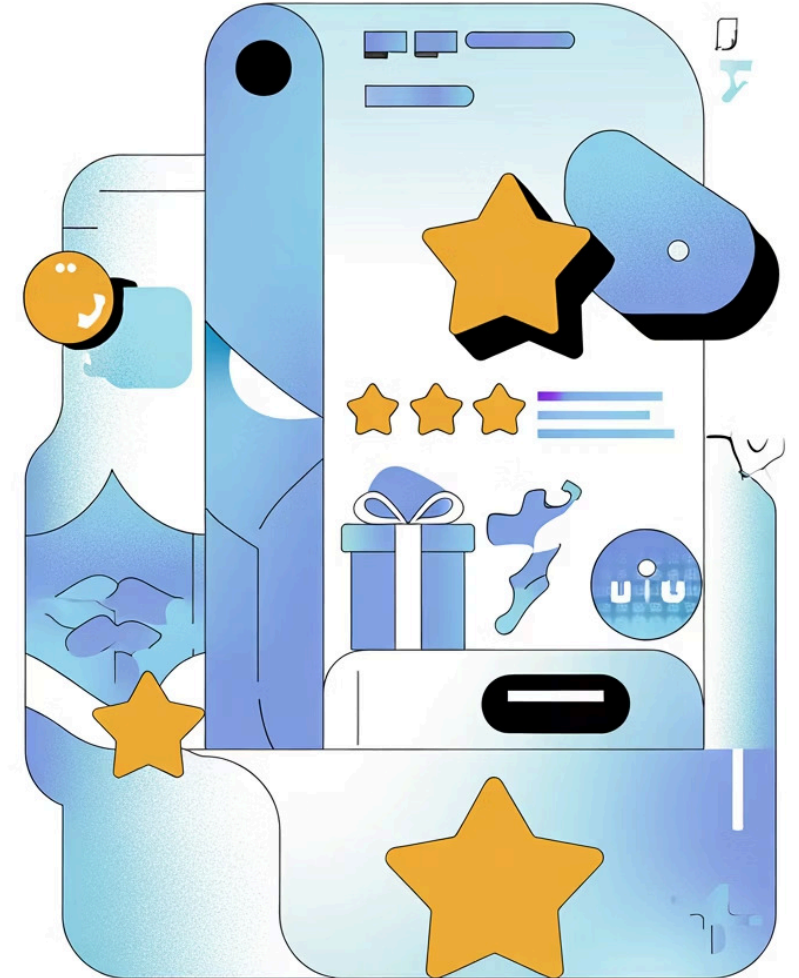Total Revenue: **$62,645**

## Non-Subscribers

**2,847** customers

Avg Spend: **$59.87**

Total Revenue: **$170,436**

Non-subscribers drive **73% of revenue** despite similar per-purchase spending. Subscription growth opportunity identified.

# Top-Rated Products

**3.86**

Gloves

**3.84**

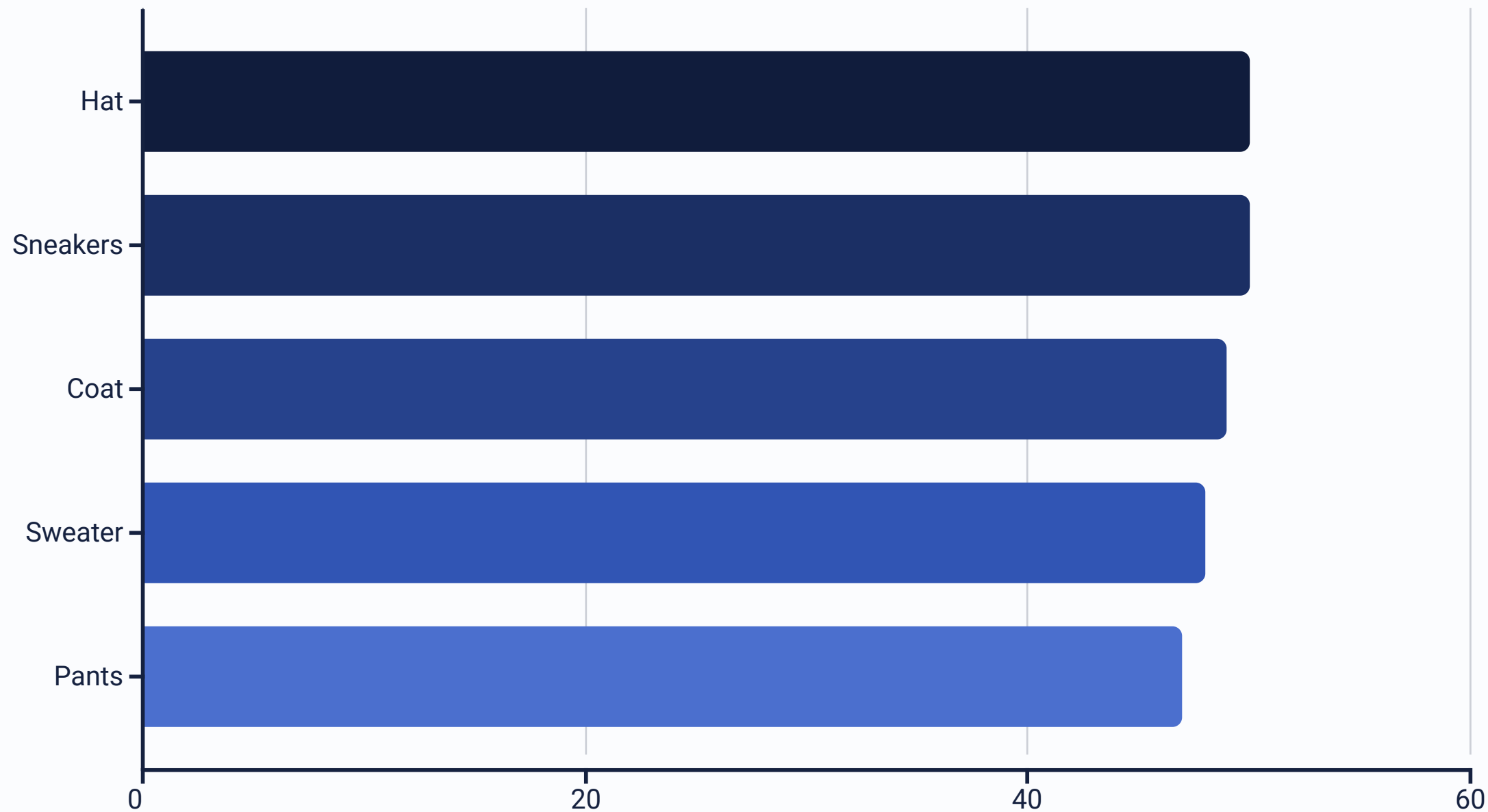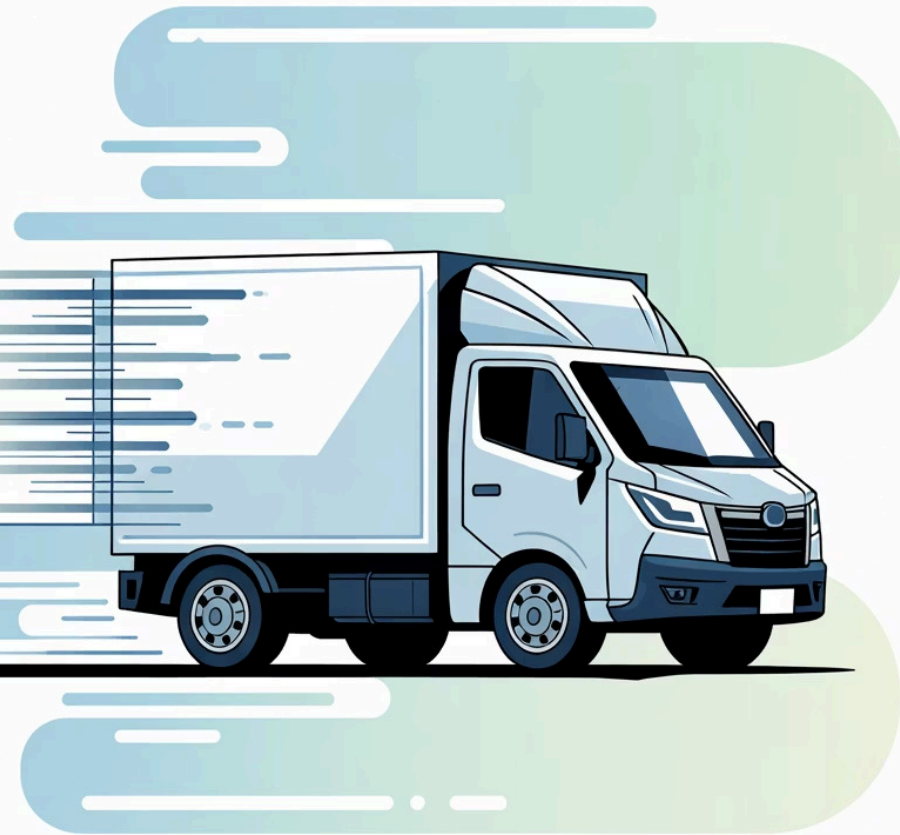Sandals

**3.82**

Boots

**3.80**

Hat

**3.78**

Skirt

Average review ratings guide product positioning and marketing focus.

# Discount Dependency



Five products rely heavily on discounts. Review pricing strategy to protect margins.

# Shipping Preference Impact
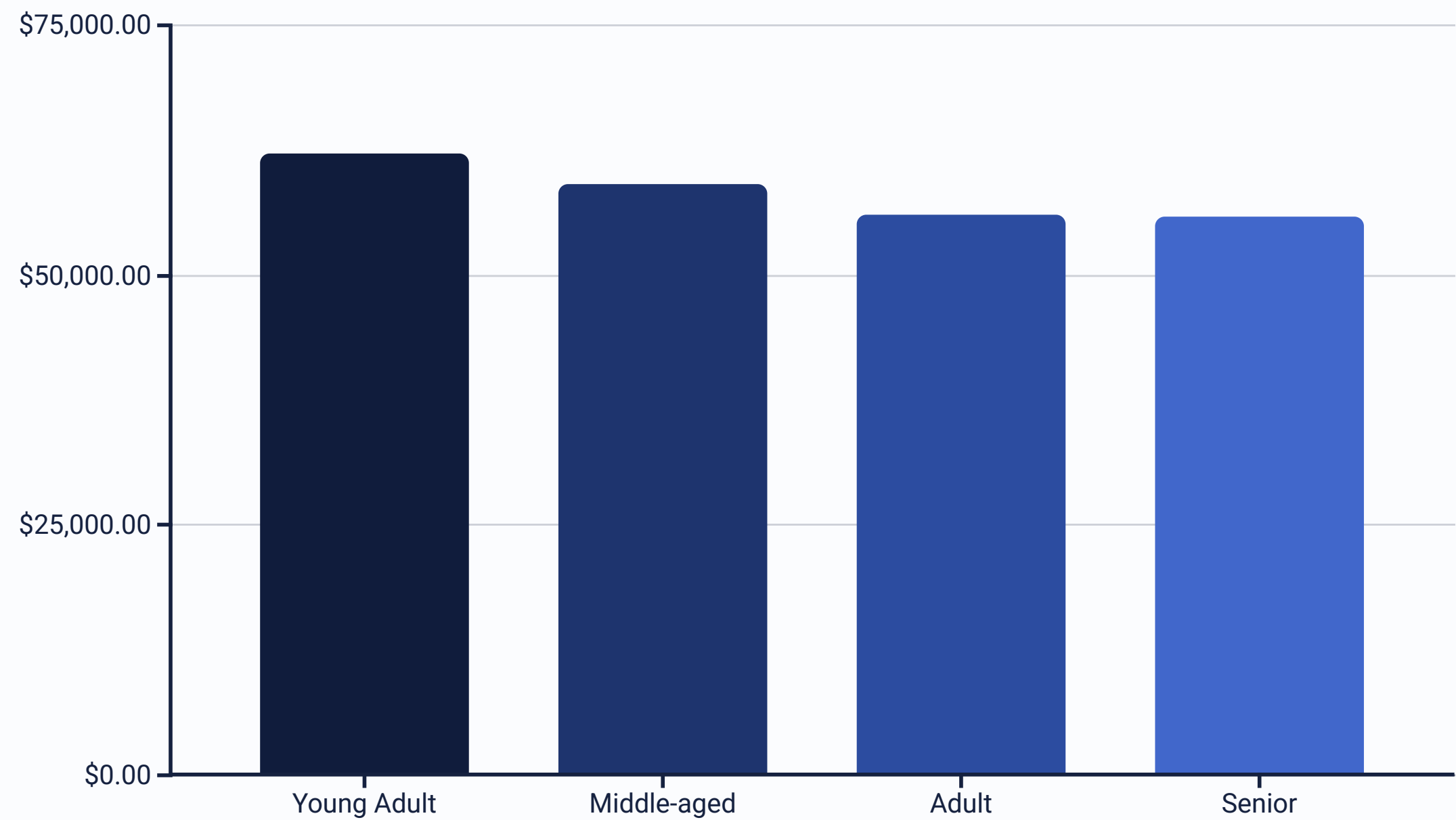
## Standard Shipping

Avg Purchase: **$58.46**

## Express Shipping

Avg Purchase: **$60.48**

Express shipping users spend **3.5% more** per transaction. Target this segment for premium offerings.

# Revenue by Age Group



Young adults lead revenue generation. Tailor marketing campaigns by demographic.

# Strategic Recommendations

**1** **Boost Subscriptions**

Promote exclusive benefits to unlock non-subscriber revenue

**2** **Loyalty Programs**

Reward repeat buyers to strengthen the Loyal segment

**3** **Review Discount Policy**

Balance sales growth with margin protection on key items

**4** **Targeted Marketing**

Focus on high-revenue age groups and express-shipping users