Final Summary and Recommendations

Summary

This project analyzed customer purchase data to uncover key trends in demographics, product preferences, and payment behaviors. The insights provide a solid foundation for targeted marketing and strategic business decisions.

Key Insights

- Majority of customers are male (around 68%), with most purchases coming from the 30–60 age range.

- Clothing is the most purchased category, especially items like blouses and shirts.

- Montana is the top location by transaction count.

- Medium size and colors like olive, navy blue, and red are most preferred.

- The majority of users are not subscribed, yet those who are subscribed show slightly higher average purchases.

- Customers who used promo codes or discounts did not necessarily spend more, indicating potential to target better incentives.

Recommendations

- Focus campaigns on ages 35–60, especially in top-performing states like Montana.

- Promote clothing and accessories with targeted bundles based on size and color preferences.

- Expand subscription perks, as more engagement is seen in subscribed users.

- Reassess the impact of discounts and promo codes; consider implementing loyalty programs instead.

What You Achieved

- Cleaned and understood customer purchase data.

- Visualized key behaviors such as age, gender, location, seasonality, and preferences.

- Gained strategic insights into what, how, and when people buy.

- Built a foundation for further predictive analytics like customer segmentation or churn prediction.

This project demonstrates strong foundational skills in exploratory data analysis and lays the groundwork for future enhancements, such as predictive modeling and interactive dashboards.