

Customer Shopping Analysis

1. Sales Performance Analysis

- **Overall Sales Trend:** Create a line chart visualizing the total purchase amount over time (e.g., monthly, quarterly, yearly). This will reveal overall sales trends, seasonality, and potential growth areas.
- **Sales by Category:** Use a bar chart to compare sales across different product categories. Identify top-selling categories and those with room for improvement.
- **Sales by Location:** Analyze sales distribution by location (e.g., city, state, country). This helps identify regions with high sales potential and optimize marketing efforts accordingly.

2. Customer Behavior Analysis

- **Customer Segmentation:** Create a funnel chart to visualize the customer journey, from initial visit to purchase and repeat purchases. Identify drop-off points and optimize conversion rates.
- **Customer Lifetime Value (CLTV):** Calculate and visualize CLTV based on purchase history and frequency. This helps identify high-value customers and tailor marketing strategies accordingly.
- **Customer Churn:** Track customer churn rate over time and identify potential reasons for churn. This allows you to implement retention strategies and improve customer loyalty.

3. Product Performance Analysis

- **Best-Selling Products:** Create a bar chart to identify the top-selling products. This information can guide inventory management, product promotion, and future product development.
- **Product Popularity by Season:** Analyze product sales trends across different seasons. This helps you optimize inventory levels and plan promotional campaigns effectively.
- **Product Reviews and Ratings:** Visualize product reviews and ratings using a heatmap or a histogram. This provides insights into product quality and areas for improvement.

4. Marketing and Promotional Analysis

- **Effectiveness of Promotions:** Analyze sales performance during and after promotional campaigns. Compare sales with and without promotions to assess their effectiveness.
- **Channel Performance:** Track sales performance across different marketing channels (e.g., email, social media, website). Identify the most effective channels for reaching your target audience.
- **Customer Preferences:** Visualize customer preferences based on gender, age, and other demographic factors. This helps you tailor marketing messages and product offerings to specific segments.

REVENUE ANALYSIS

Promo Code Used

No

Yes

Discount Applied

No

Yes

Average age of Purchases

18

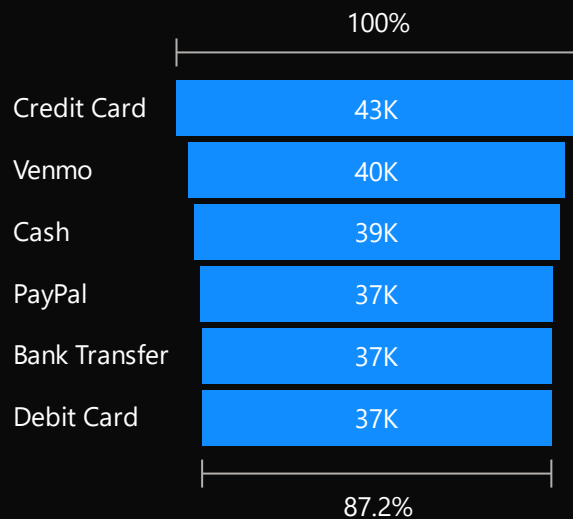
59.76

70

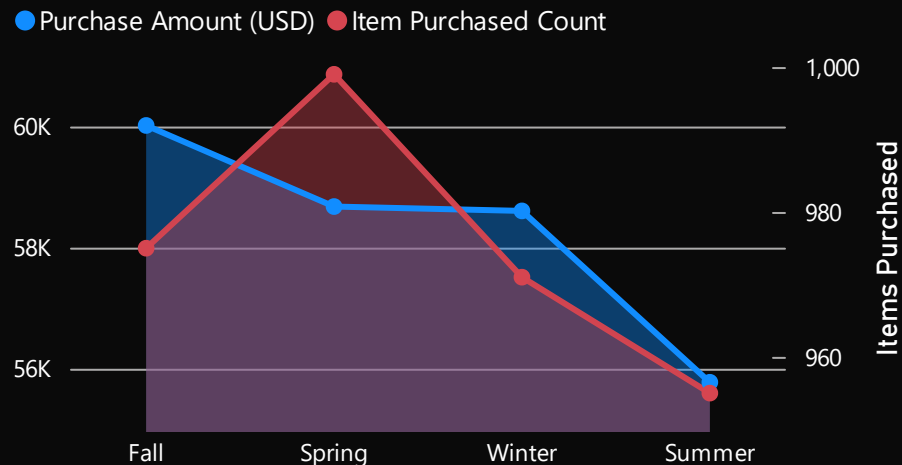
Total Revenue

233K

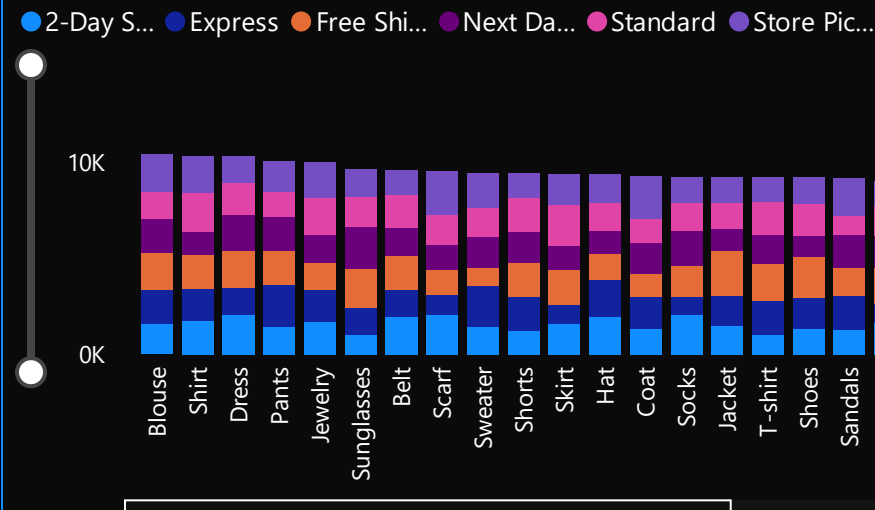
Revenue by Payment Method



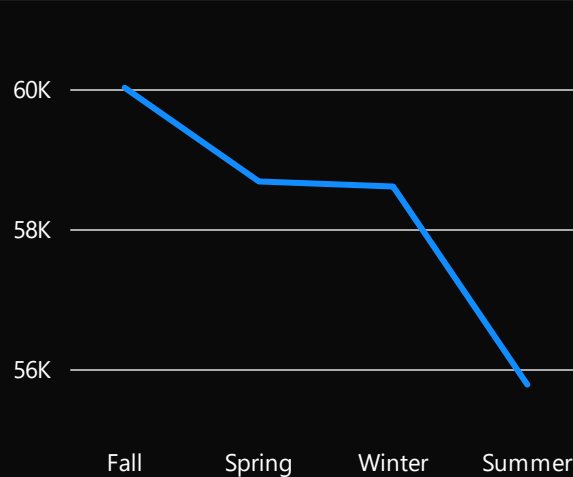
Revenue Trends for Different Items Purchased Across Various Seasons



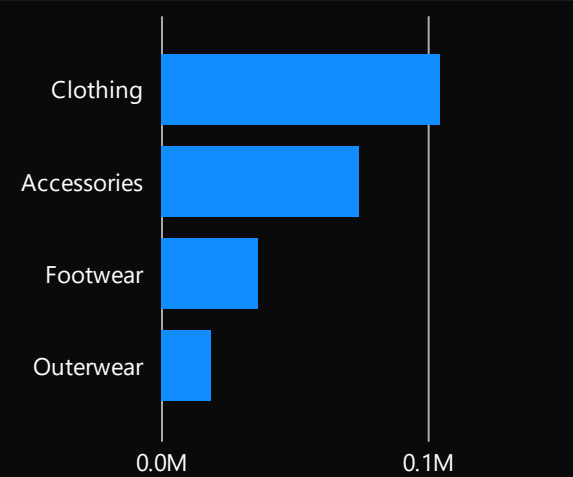
Selling Products Based on Revenue



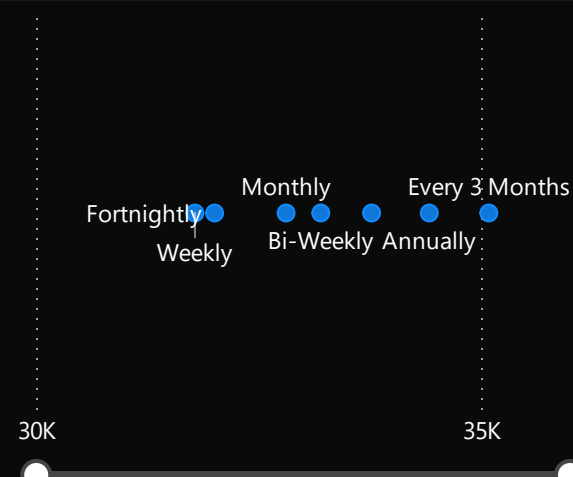
Revenue over time



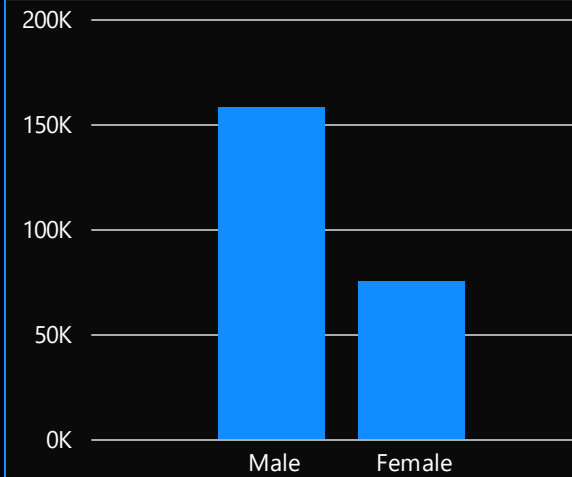
Revenue Across Different Categories



Revenue vs. Frequency of Purchases



Revenue Across Different Gender



PRODUCT ANALYSIS

Total Items Available

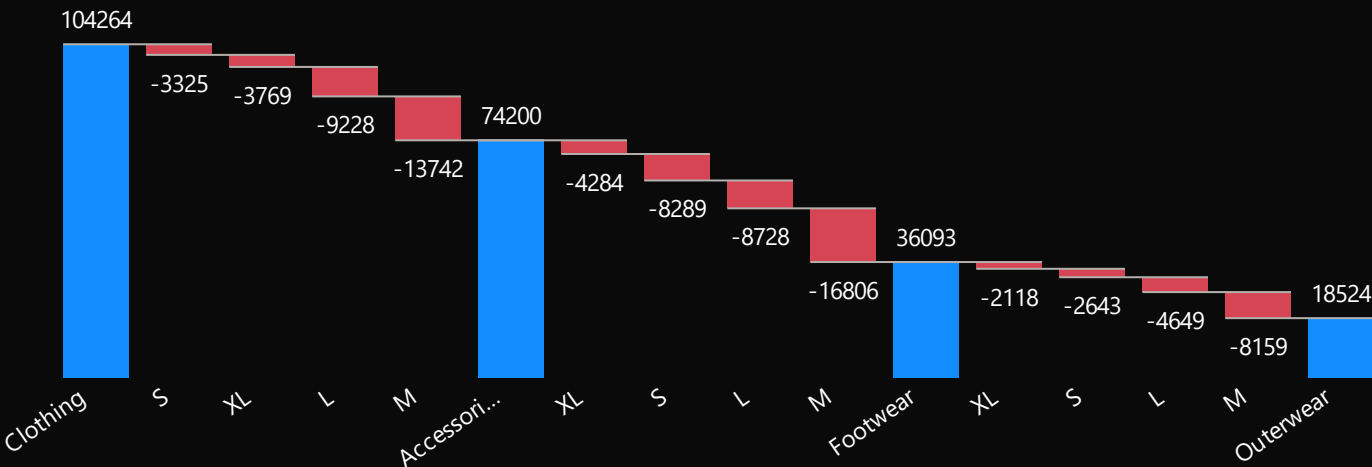
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Total Items Purchased

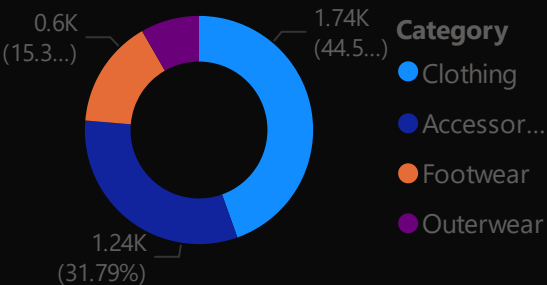
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Revenue by Category and Size

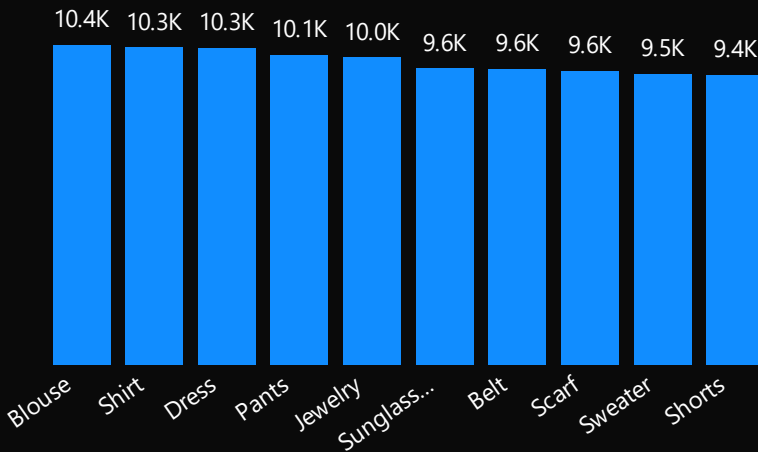
● Increase ● Decrease ● Total ● Other



Items Purchased by Category

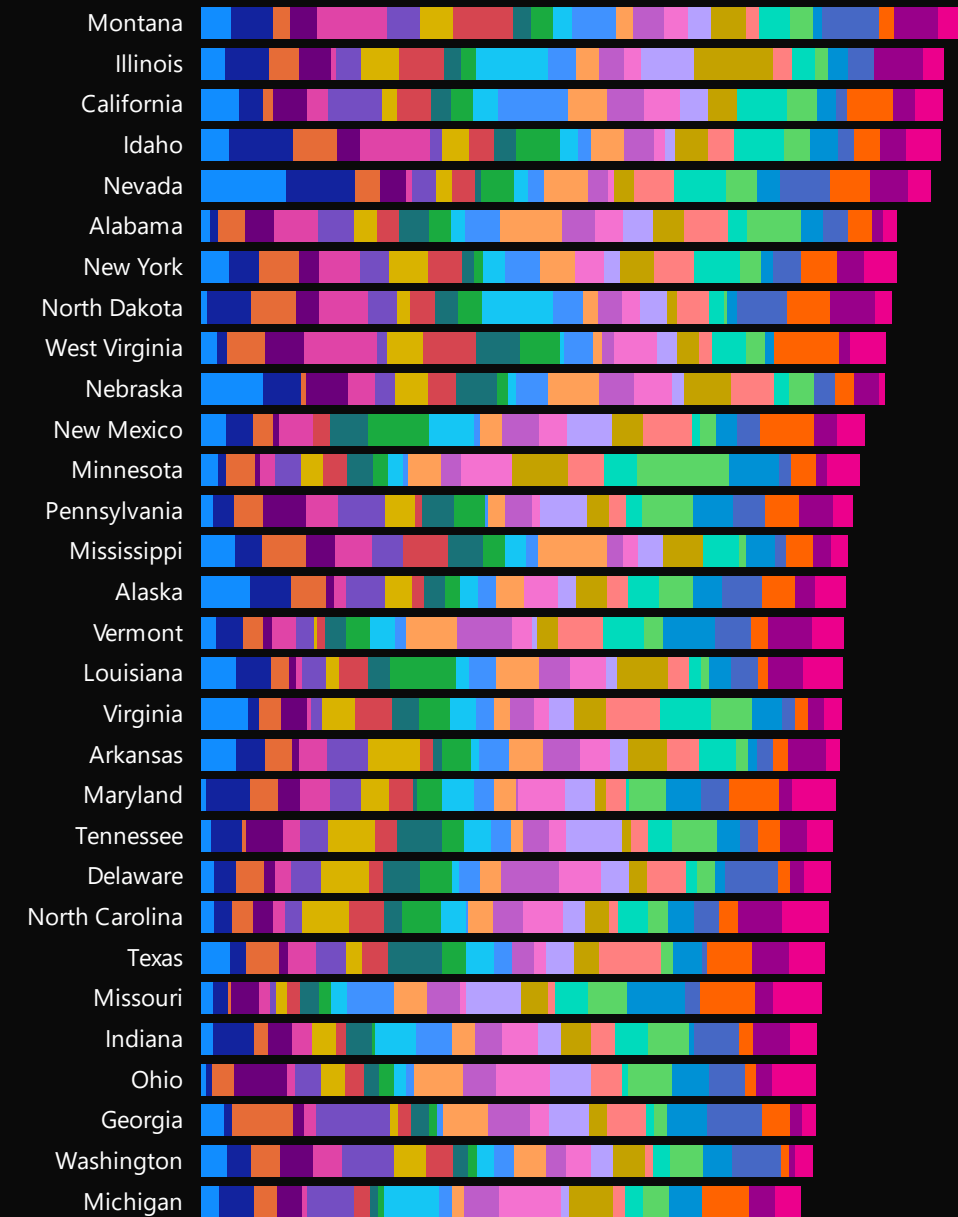


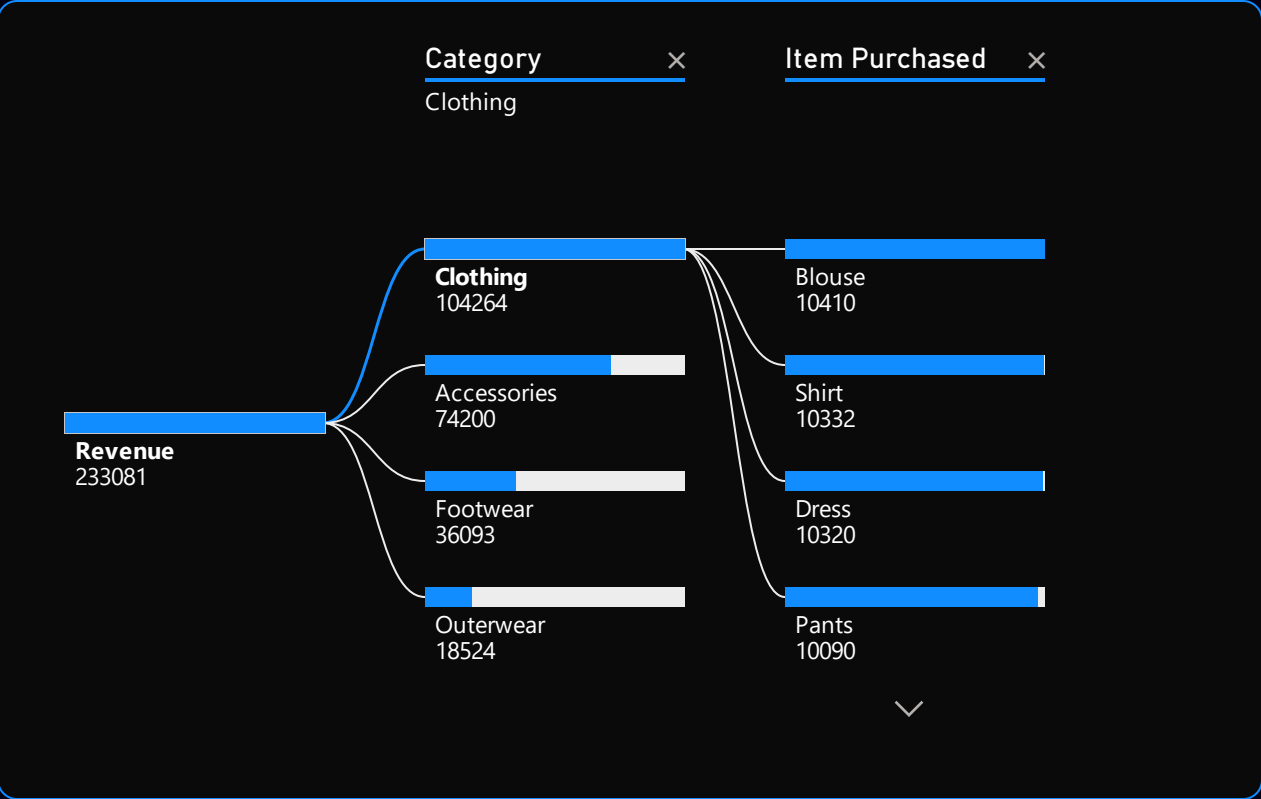
Revenue by Item Purchased



Revenue by Location and Item Purchased

● Backpack ● Belt ● Blouse ● Boots ● Coat ● Dress ● Gloves ● Handbag





Ask a question about your data

Try one of these to get started

total age

average age

count age groups

number of locations

count item purchased

average review rating

how many colors are there

maximum previous purchase

shopping trends sorted by gender

Categories - Payment methods and Revenue		
Accessories	Bank Transfer	11123
Accessories	Cash	12061
Accessories	Credit Card	15181
Accessories	Debit Card	11504
Accessories	PayPal	11590
Accessories	Venmo	12741
Clothing	Bank Transfer	17574
Clothing	Cash	16555
Clothing	Credit Card	19395
Clothing	Debit Card	16679
Clothing	PayPal	16295
Clothing	Venmo	17766
Footwear	Bank Transfer	5679
Footwear	Cash	6565
Footwear	Credit Card	5108
Footwear	Debit Card	5390
Footwear	PayPal	6022