Shopping Trends and Understanding Customer Behaviour

The project is about creating visual representation based on Shopping Trends dataset which contains information about customers and their purchase history. The objective is to derive meaningful relationships between customer behaviour and their preferences which impact purchasing patterns. The visualisations will communicate these relationships effectively. The goal of this project is to provide best insights to business decision makers by analysing the shopping trend of customer data. Our top objectives is to provide an understanding between purchase amount and frequency, identifying the most profitable categories and items and exploring the impact of subscription status & review ratings on previous purchase behaviour.Our main audience and targets include stakeholders and business decision makers and analysts involved in marketing and sales.As this project provides information and relationships between customers and their behaviour on how they purchase items depending on various factors, it will guide the business analysts and business decision makers by presenting a visualisation of data driven insights in a clear and accessible manner.We are communicating in an informative and clear manner.Our tone is professional, strategic ,clear and simple emphasizing the level of formality and impartiality in communication. The visualisations itself will convey the messages to our target audience such as relationship between purchase amount and frequency of purchase, most profitable category and item and the impact of subscription status on customer satisfaction. It aims to optimize business strategies boom and give insightful relationships. The project includes box plots,pie charts, histograms and line charts based on the nature of analysis to provide insights.They are designed to be clear, precise and understandable with proper labelling, colour palettes and contextual information.

There are no missing values in the data which we have made transparent by effective data pre-processing before exploratory data analysis.Privacy and ethical considerations are taken care of in the time of extracting the dataset. This project

will empower analysts in market sales with valuable insights for strategic decision making in their businesses.