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**CUSTOMER BUYING PATTERNS REPORT**

The preliminary analysis of Blackwell’s eCommerce data shows that customer spending differs based on regions. When examining the relationship between the customer spending per specific region, the analysis highlighted Region 4 as having the highest amount of total revenue and Region 2 having the least amount. Typically, customers in Region 2 did not spend more than 500 dollars per transaction. Conversely, Region 4 customer spending ranged between 2500 and 3000 dollars per transaction. An explanation as to why Region 2 spending is so low could be that all of the purchases were recorded as having an ‘in-store’ value of 0. If the 0 value represents online transactions then there might be restrictions on large ticket items available for purchase. Both regions 3 and 4 share similar spending trends with respect to amount per transaction, but the Region 4 population of customers is greater than Region 3 by almost 8000, which accounts for the Region 4 leading in amount spent. Using a sample size of 150 customers, Region 3 and 4 shows other unique spending similarities within specific ranges. For instance, both 3 and 4 have the same spending trend in the amount ranges 0 - 1000 and 2000 - 3000. The 1000 - 2000 spending range is exclusive to Region 4.

The data analyzed shows a strong correlation between region and amount. There is also a relationship between number of items purchased and amount spent, but the bond between region and amount is stronger. When analyzing the regional results for the total amount spent per number of items purchased, Region 3 and 4 were similar. These amounts were calculated by summing the total amount for each region and dividing their respective total items count. Region 3 spent around 204 dollars per item and Region 4 spent close to 285 dollars per item. At the lowest end, Region 2 spent around 56 dollars per item and Region 1 spent about 165 dollars per item. The average number of items per transaction for each region was 4.5. This number was generated by filtering out each region with it’s items and using a description function.

The customer purchasing behavior differs regionally. There are a number of factors that could account for the contrasts and similarities. The average age of the regions are quite different and could provide insight to spending trends. For instance, the average age of the Region 2 customer population is around 56 years old. That detail coupled with the Region 2 online sales preference might assist with marketing strategies geared towards older customers that don’t want to go to the store to purchase items.