

Informe de Posibles Mejoras y Sugerencias Comportamiento de Compra en EE.UU.

Este informe presenta ideas exploratorias basadas en el análisis del dataset. No es definitivo; el proyecto está abierto a ajustes, nuevas variables y validaciones adicionales.

Fuente: shopping_behaviour.csv (datos limpios)

Herramienta: Dashboard interactivo en Excel con VBA

1. Las mujeres compran más en otoño y primavera; los hombres, en primavera e invierno.
Sugerencia: Ajustar campañas por género y estación para mayor impacto.
2. Los no suscritos usan más promociones que los suscritos.
Sugerencia: Ofrecer incentivos a nuevos clientes y beneficios exclusivos a suscritos.
3. Los adultos mayores compran menos en invierno.
Sugerencia: Facilitar compras desde casa en temporada fría (envío gratis, catálogo digital).
4. Outerwear y calzado venden menos, incluso en estados con climas variados.
Sugerencia: Revisar oferta (precios, variedad, presentación) y probar paquetes combinados.
5. La primavera genera más volumen; el otoño, mayor valor por compra.
Sugerencia: En primavera, captar volumen; en otoño, promover compras de mayor ticket.
6. Combinaciones de filtros (ej. mujer + otoño) destacan segmentos de interés.
Sugerencia: Usar el dashboard para identificar grupos clave y personalizar acciones.

Próximos pasos posibles:

- Añadir filtros por ubicación o método de pago
- Explorar integración con otras herramientas

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Proyecto realizado como parte del Máster en Data & Analytics V3 – The PowerMBA
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U.S.A Costumer Purchase Behavior

TOTAL PURCHASES		
Age Range	Cuenta de Customer ID	Suma de Purchases
18-37	1,494	\$ 68,220
38-57	1,492	\$ 89,098
58-77	844	\$ 55,763
Total general		3,900 \$ 233,081

AVG. PURCHASE VALUE	
Category	Average Purchase Value (USD)
Accessories	\$60
Clothing	\$60
Footwear	\$60
Outerwear	\$57
Total general	\$60
\$60	

15 AVG. PURCHASE QUANTITY	
Category	AVG. Purchase Q.
Accessories	1946
Clothing	1959
Footwear	1960
Outerwear	1907
Total general	1953

3 AVG. AGE FREQUENCY	
Age Range	Average Age
18-37	28
38-57	48
58-77	64
Total general	44

44

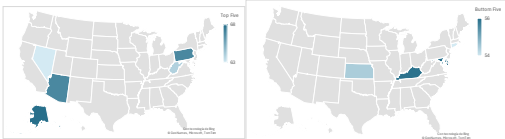
ITEM RECOUNT BY PURCHASE	
Clothing Items	Cuenta de Customer ID
Backpack	143
Belt	161
Blouse	171
Boots	144
Coat	161
Dress	166
Gloves	140
Handbag	153
Hat	154
Hoodie	151
Jacket	163
Jeans	124
Jewelry	171
Pants	171
Sandals	160
Scarf	157
Shirt	169
Shoes	150
Shorts	157
Skirt	158
Sneakers	145
Socks	159
Sunglasses	161
Sweater	164
T-shirt	147
Total general	3.900

T-SHIRT	147
SWEATER	164
SUNGLAS...	161
SOCKS	159
SNEAKERS	145
SKIRT	158
SHORTS	157
SHOES	150
SHIRT	169
SCARF	157
SANDALS	160
PANTS	171
JEWELRY	171
JEANS	124
JACKET	163
HOODIE	151
HAT	154
HANDBAG	153
GLOVES	140
DRESS	166
COAT	161
BOOTS	144
BLOUSE	171
BELT	161
BACKPACK	143

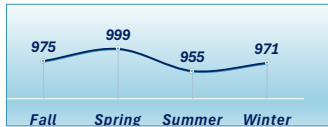
AVG. OF TOP 5 & BOTTOM 5 STATES BY SHOPPING RATING			
State	Purchase Amount	Review-Rating	Previous-Purchases
Alaska	68	35	28
Pennsylvania	67	34	27
Arizona	67	35	28
West Virginia	64	33	24
Nevada	63	33	26
Total		65	34

State	Purchase Amount	Review-Rating	Previous-Purchases
Connecticut	54	35	24
Delaware	55	34	25
Kansas	55	35	23
Kentucky	56	35	26
Maryland	56	33	27
Total		55	34

State	Top Five	State	Bottom Five
Alaska	68	Connecticut	54
Pennsylvania	67	Delaware	55
Arizona	67	Kansas	55
West Virginia	64	Kentucky	56
Nevada	63	Maryland	56
Total		65	55



SEASONAL PURCHASES SWING		
Season	Cuenta de Cliente	
Fall	975	
Spring	999	
Summer	955	
Winter	971	
Total general	3900	
	999	Spring
	955	Summer



CATEGORY PURCHASE TOTALS	
Category	Cuenta de Customer
Accessories	1240
Clothing	1737
Footwear	599
Outerwear	324
Total general	3900

AVG. PURCHASE FREQUENCY			Summae
Frequency	Average Purchase	Purchase	
Annually	1.961	\$	34.419
Bi-Weekly	2.000	\$	33.200
Every 3 Months	1.948	\$	35.088
Fortnightly	1.898	\$	32.007
Monthly	1.970	\$	32.810
Quarterly	1.963	\$	33.771
Weekly	1.912	\$	31.786
Total general	1.951	\$	233.081
	2.000		
	Bi-Weekly		
\$	33.200		

TOP 5 POPULAR COLORS AND SIZE					
Customer ID. Size.					
Color	L	M	S	XL	Total
Yellow	59		64	29 22	174
Teal	54		70	29 19	172
Silver	47		79	32 15	173
Olive	38		86	36 17	177
Green	55		70	23 21	169
Total	253		369	149 94	865

LEADING PAYMENT METHOD	
Category	Cuenta de Customer
Bank Transfer	612
Cash	670
Credit Card	671
Debit Card	636
PayPal	677
Venmo	634
Total general	3900

677	PayPal
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Age

18-37

38-57

58-77

Discount Applied

No

Yes

Subscription Status

No

Yes

Gender

Female

Male

Promo Code Us...

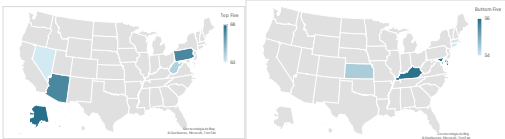
No

Yes

LEADING SHIPPING TYPE	
Category	Cuenta de Customer
2-Day Shipping	627
Express	646
Free Shipping	675
Next Day Air	648
Standard	654
Store Pickup	650
Total general	3900

675	Free Shipping
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CATEGORY PURCHASE TOTALS	
Cuenta de Customer ID	3900
Accessories	1240
Clothing	1737
Footwear	599
Outerwear	324



U.S.A Costumer Purchase



Membership Benefits

Subscription Status

☐ No

☐ yes

Product Code Used

☐ No

☐ Yes

Discount Applied

☐ No

☐ Yes

Demographic Slicers

Age

☐ 18-37

☐ 38-57

☐ 58-77

Gender

☐ Female

☐ Male

Total Purchases

3900

\$233.081

Average Purchase Frequency

Bi-Weekly

\$33.200

Average Purchase Value

\$60

Average Age Frequency

44

Average Purchase Quantity

1951

Leading payment method

PayPal



Leading Shipping Type

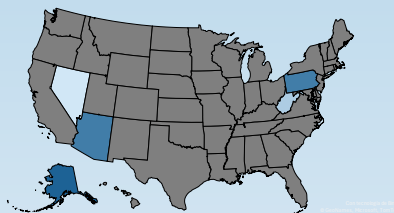
Free



Seasonal Purchase Swing

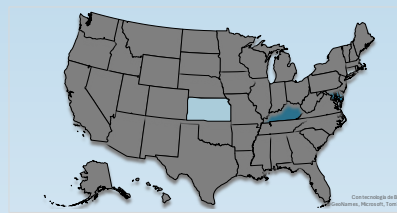


AVG. Top 5 States by Purchase



State	Purchase Amount	Review-Rating	Previous-Purchases
Wisconsin	83	39	22
Arizona	79	32	28
Rhode Island	78	42	26
Delaware	72	39	35
Ohio	71	30	26
Total	75	36	29

AVG. Bottom 5 States by Purchase



State	Purchase Amount	Review-Rating	Previous-Purchases
South Dakota	49	37	21
Montana	49	41	29
Georgia	48	21	21
Alabama	47	39	37
Utah	43	35	25
Total	47	34	27

Item Recount by Purchase

T-SHIRT	147
SWEATER	164
SUNGLA...	161
SOCKS	159
SNEAKERS	145
SKIRT	158
SHORTS	157
SHOES	150
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SCARF	157
SANDALS	160
PANTS	171
JEWELRY	171
JEANS	124
JACKET	163
HOODIE	151
HAT	154
HANDBAG	153
GLOVES	140
DRESS	166
COAT	161
BOOTS	144
BLOUSE	171
BELT	161
BACKPACK	143

Top 5 popular colors and size

Color	L	M	S	XL
Yellow	6	6	3	4
Teal	6	10	2	3
Olive	5	12	4	1
Magenta	6	9	4	2
Green	7	9	1	4
Total	30	46	14	14

Category Purchase Totals

