

A close-up photograph of a clothing rack filled with various leather jackets. The jackets are in a variety of colors including black, yellow, red, pink, and tan. They are hanging on dark metal hangers. A semi-transparent yellow rectangular box is overlaid in the center of the image, containing the text 'Shopping Trends' in a bold, purple, sans-serif font.

Shopping Trends

Our Data

- Customer shopping trends data set
 - <https://www.kaggle.com/datasets/iamsouravbanerjee/customer-shopping-trends-dataset>

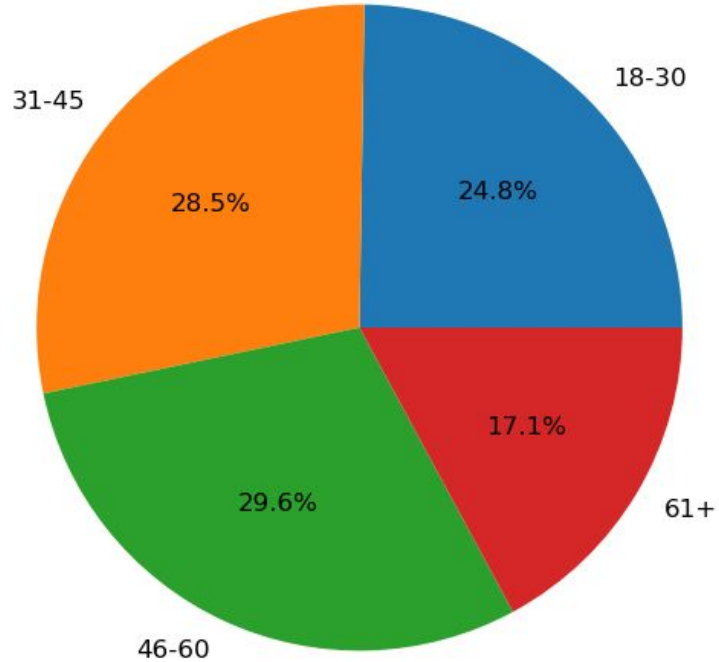
Customer ID	Age	Gender	Item Purchased	Category	Purchase Amount (USD)	Location	Size	Color	Season	Review Rating	Subscription Status	Shipping Type	Discount Applied	Promo Code Used	Previous Purchases	Payment Method	Frequency of Purchases
2896	56	Female	Hoodie	Clothing	86	Montana	L	Green	Summer	4.60	No	Standard	No	No	29	Bank Transfer	Monthly
2752	27	Female	Dress	Clothing	52	Minnesota	S	Indigo	Fall	3.10	No	Free Shipping	No	No	50	Venmo	Monthly
1224	69	Male	Pants	Clothing	24	Kansas	L	Red	Winter	3.90	No	Free Shipping	Yes	Yes	21	Bank Transfer	Weekly
2485	60	Male	Hoodie	Clothing	97	New Hampshire	M	Green	Summer	4.80	No	2-Day Shipping	No	No	50	Cash	Every 3 Months
3286	58	Female	Hat	Accessories	31	Hawaii	XL	Magenta	Fall	4.60	No	Free Shipping	No	No	11	Cash	Weekly

Identify Trends

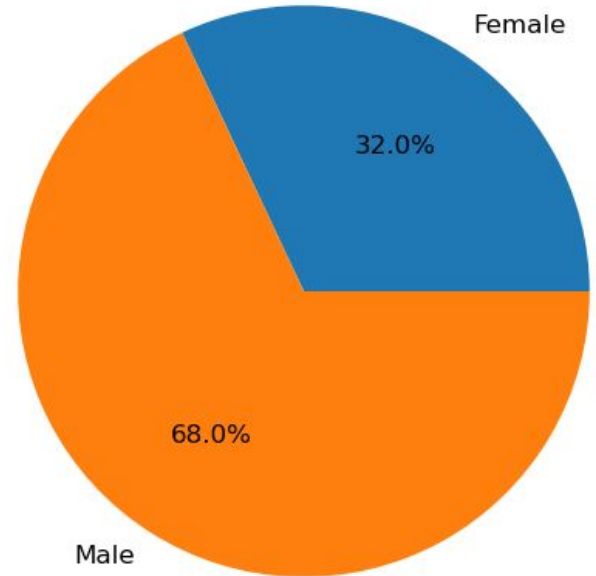
- Age Groups
- Seasons
- Discount Rates

Demographics

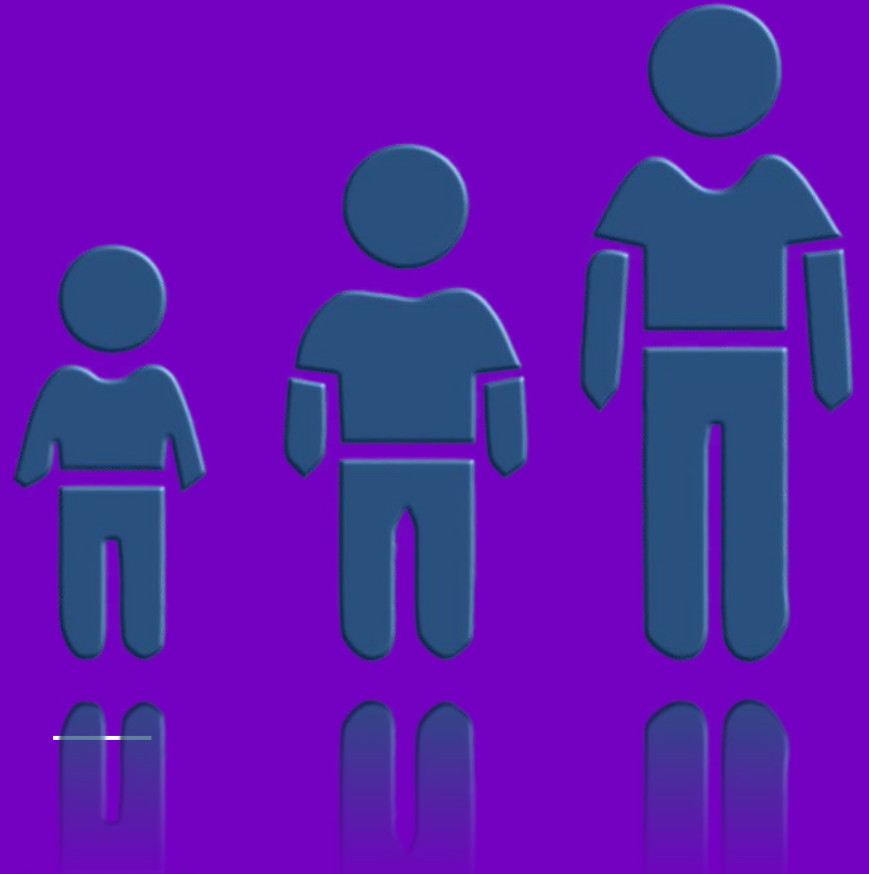
Customer Age Distribution



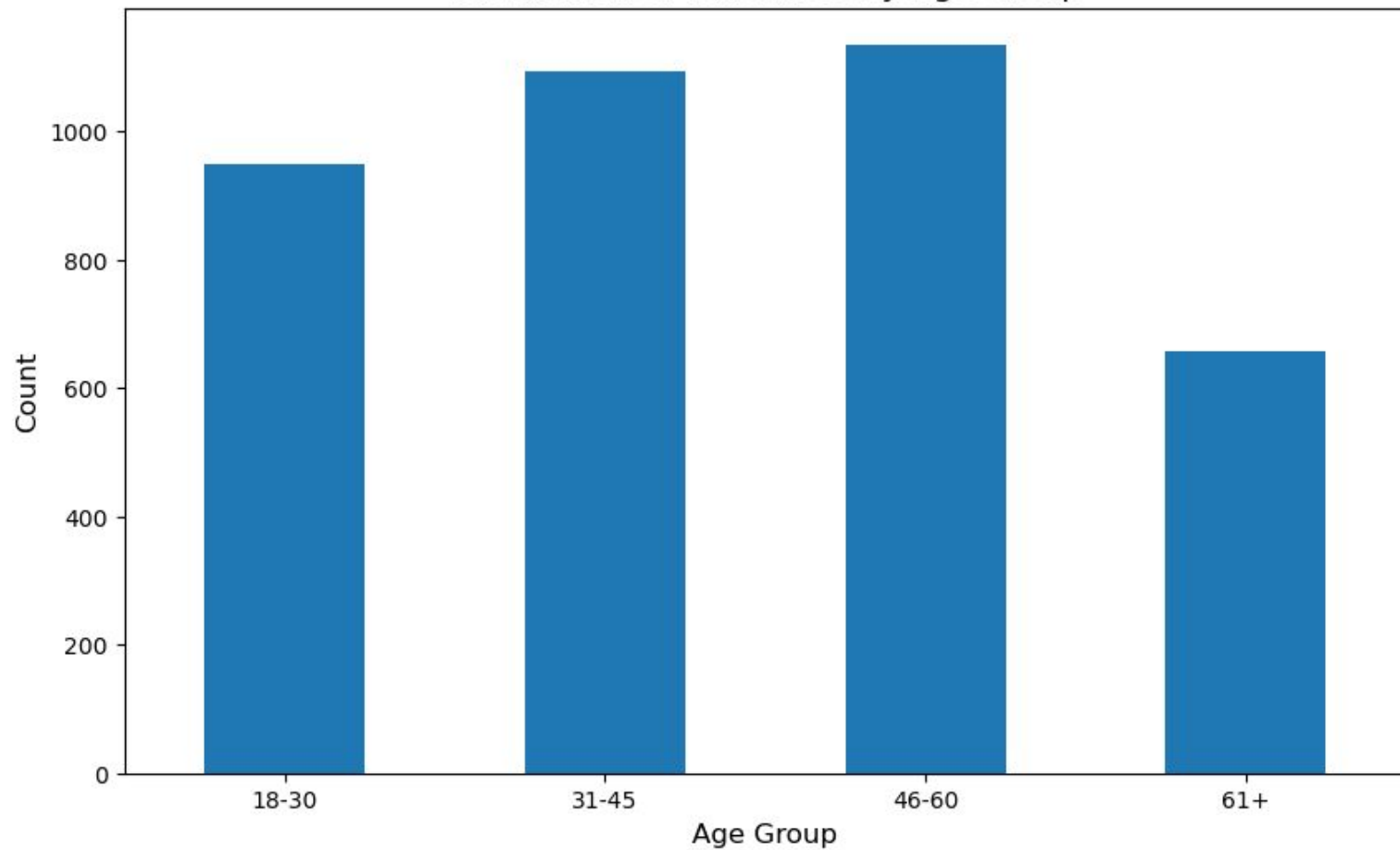
Customer Gender Distribution



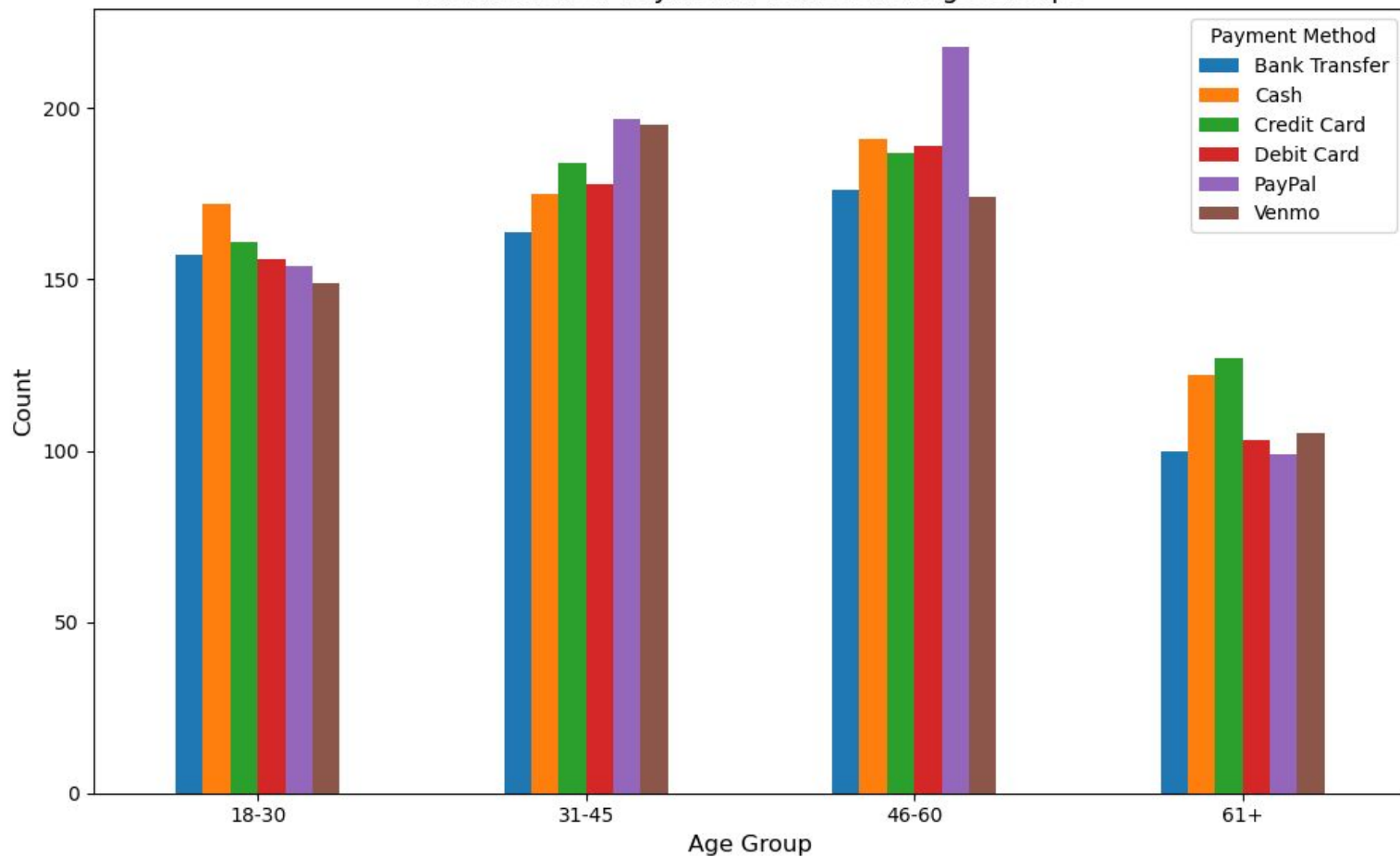
Age Groups



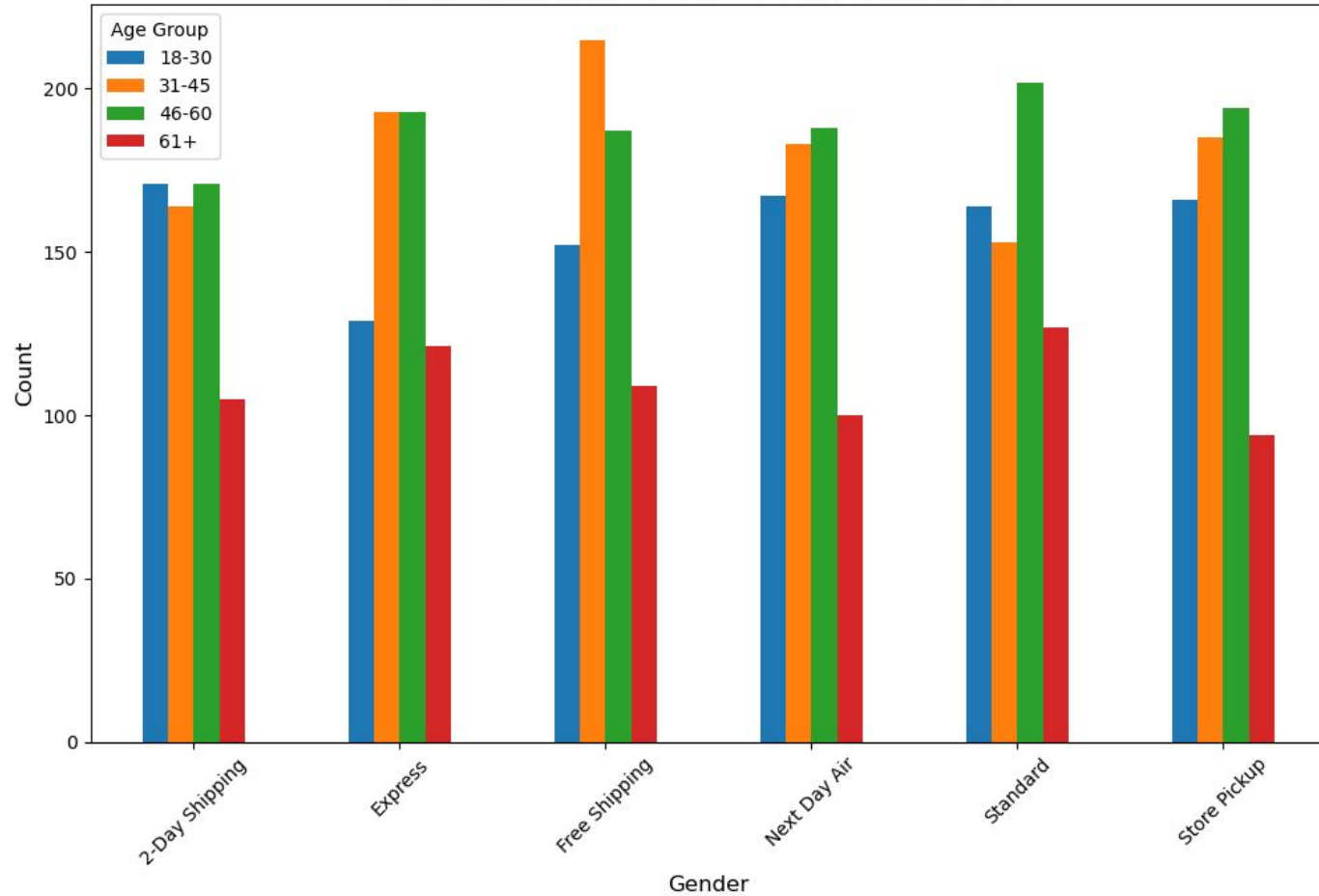
Distribution of Purchases by Age Group



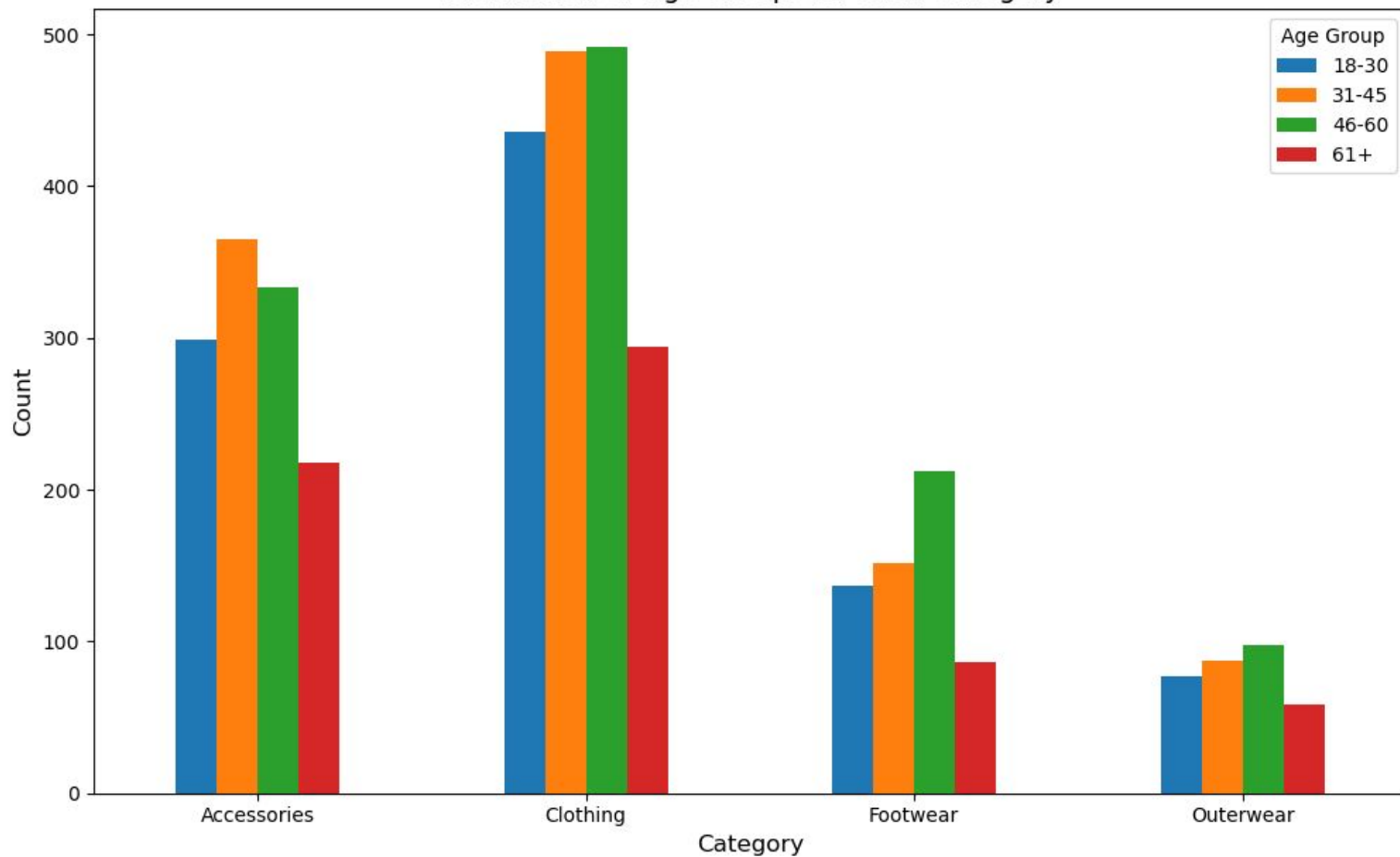
Distribution of Payment Methods for Age Groups

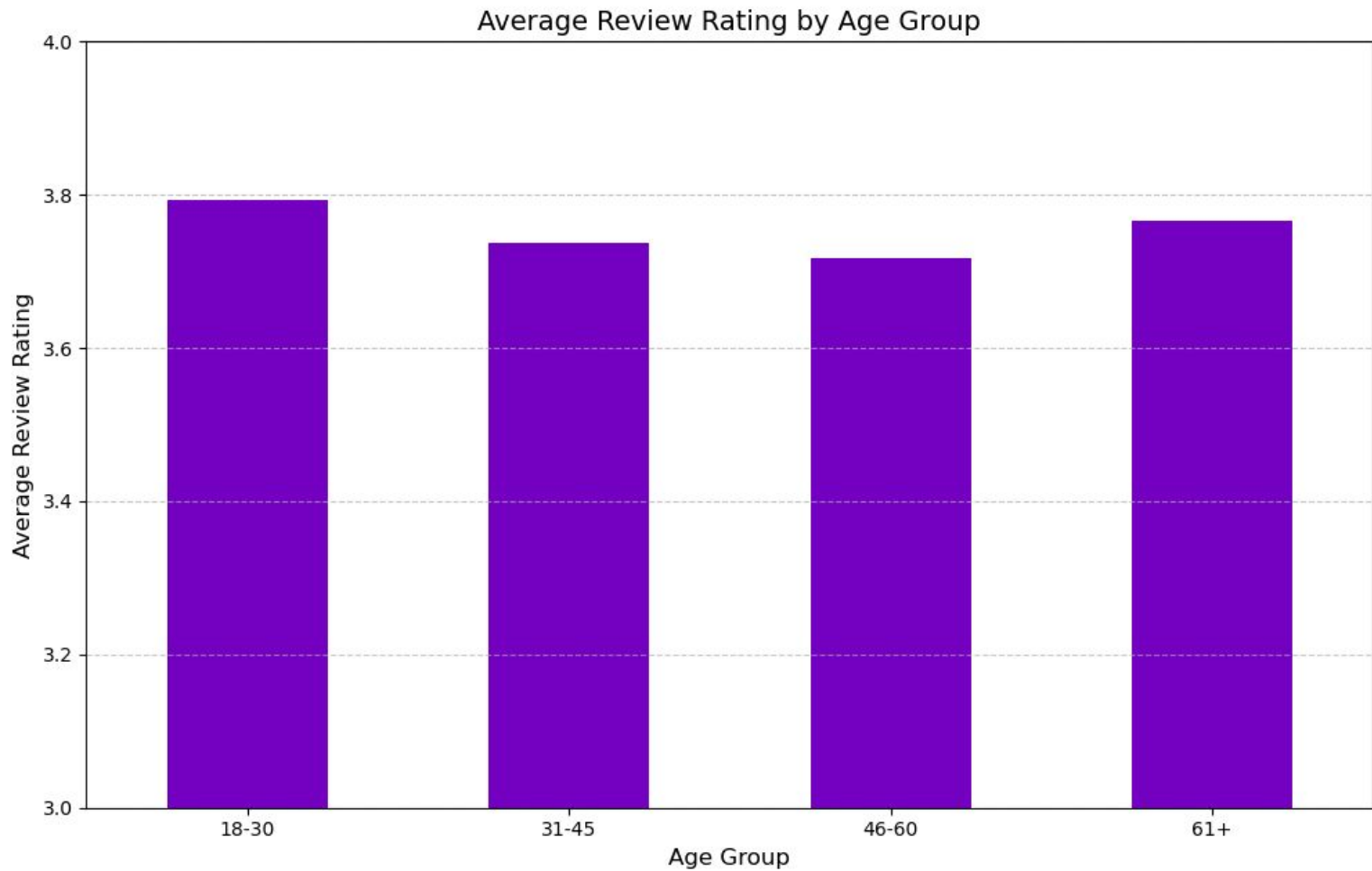


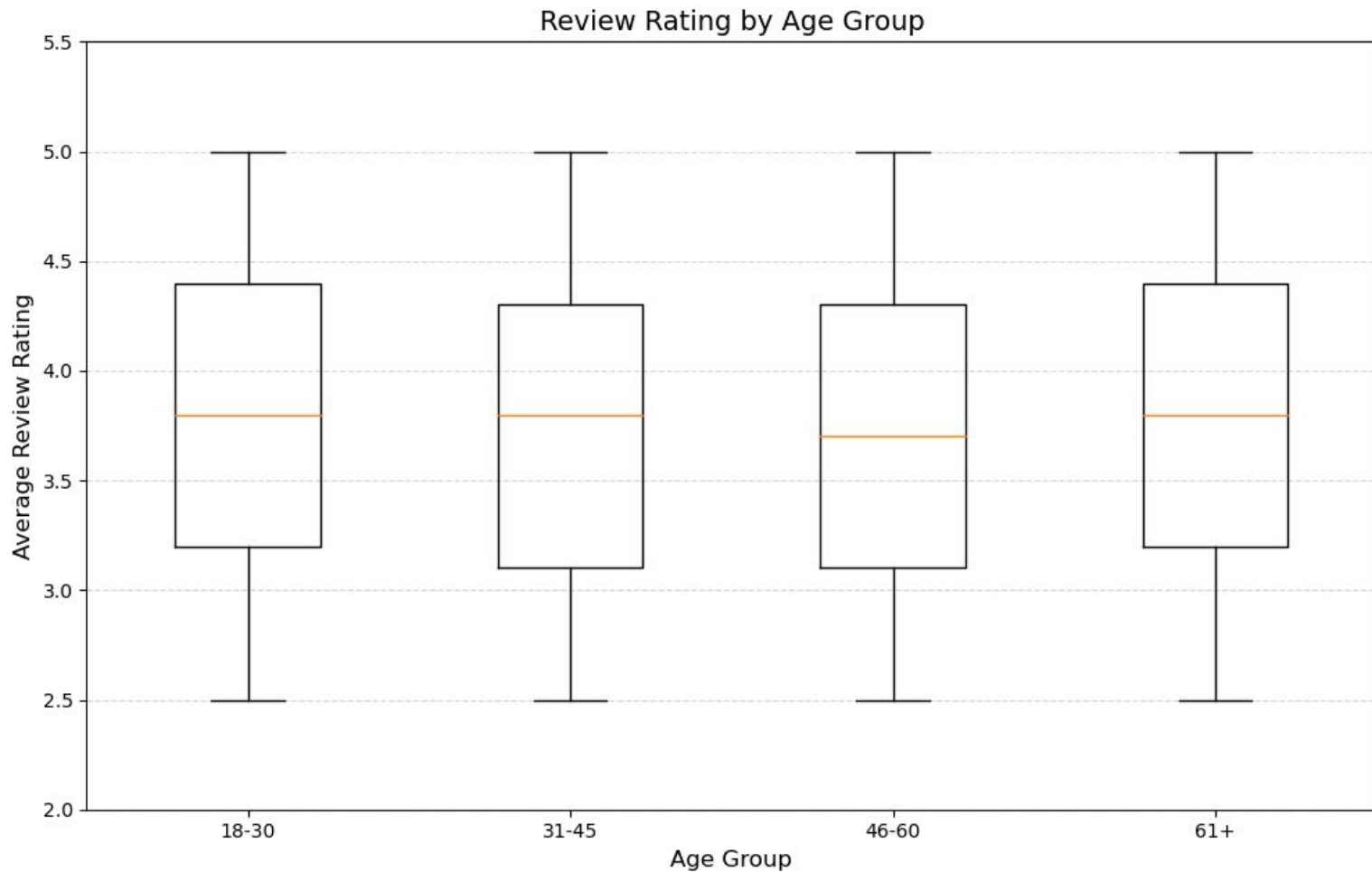
Distribution of Age Groups for Each Shipping Type



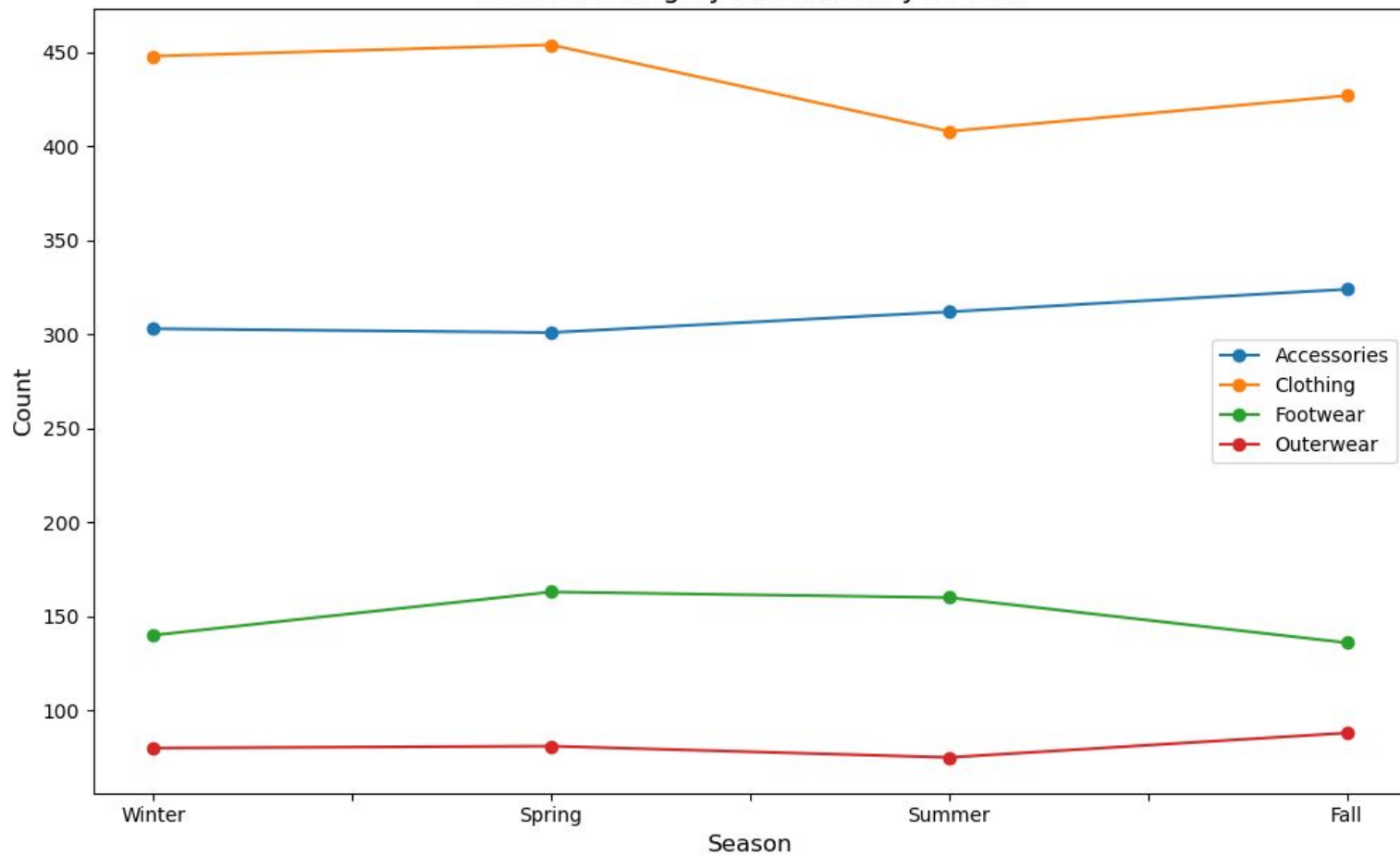
Distribution of Age Groups for Each Category







Count of Category Purchased by Season

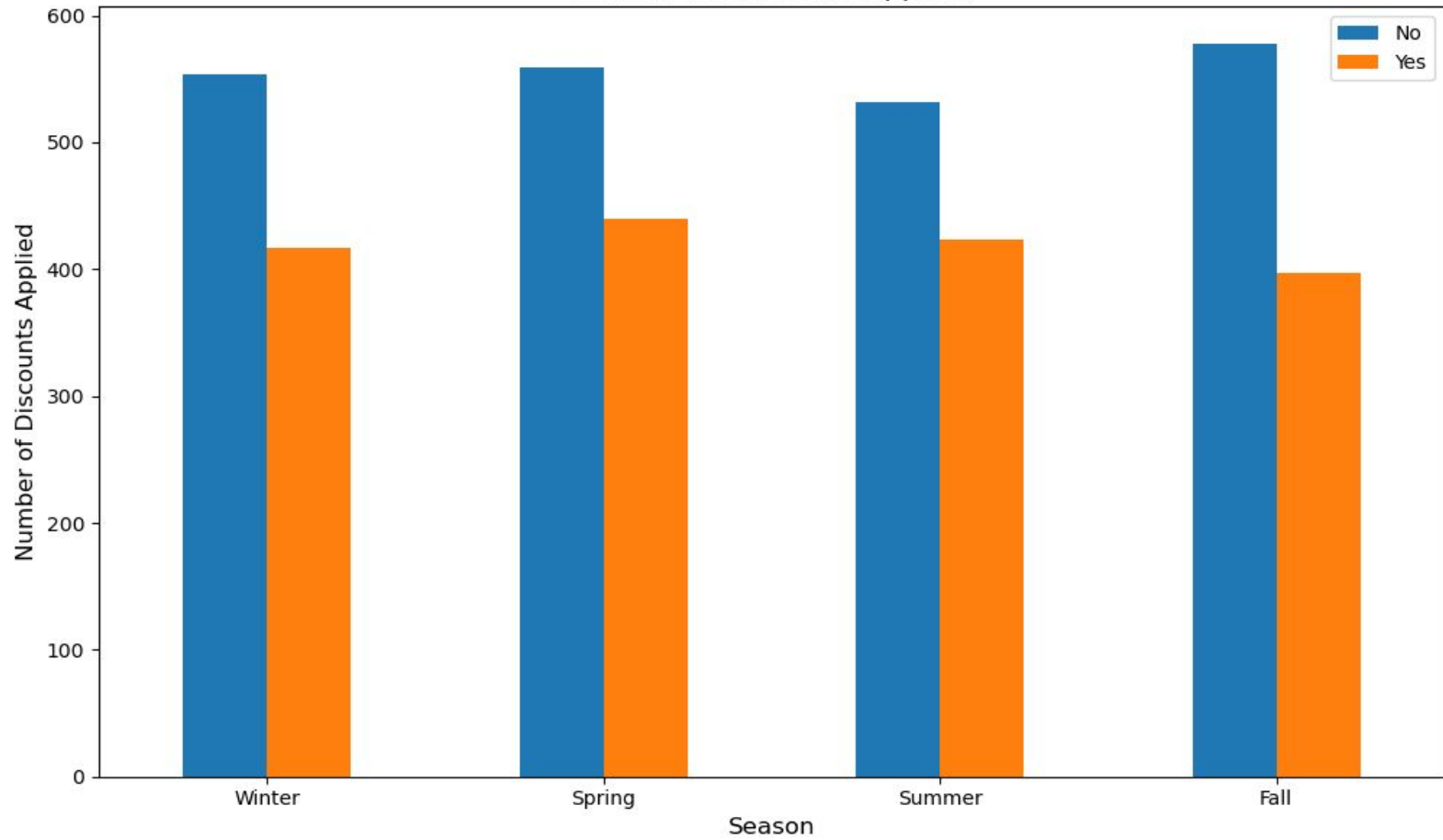


Discounts

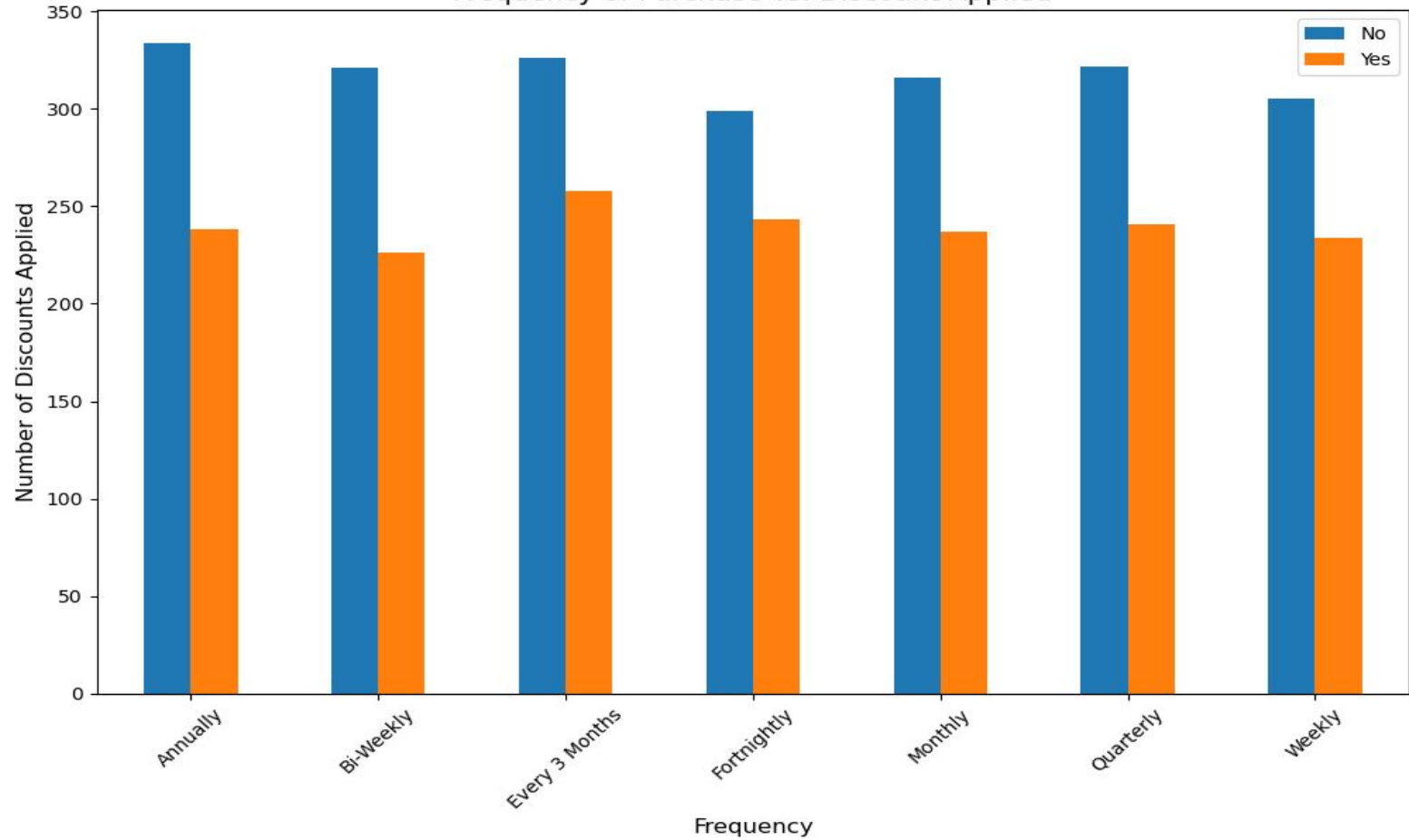


SALE

Season vs. Discount Applied



Frequency of Purchase vs. Discount Applied



Limitations

- Missing information on the business
- Synthetic dataset (ChatGPT)
- Dates not shown, only seasons

Conclusions

- Better targeted category discounts applied seasonally
- Focus less on the 61+ age group
- Improve review ratings