

# CUSTOMER BEHAVIOR

&  
*Revenue Drivers Analysis*

Turning purchase data into actionable business insights

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# **Business Context & Objective**

## **Why this analysis was done**

The business wanted to understand what drives revenue, who its most valuable customers are, and how discounts and subscriptions influence purchasing behavior.

## **Core Questions Answered**

- Are we dependent on repeat customers?
- Which customer segments drive high-value purchases?
- Do discounts grow revenue or dilute value?
- Which products and experiences create loyalty?



# Data Scope & Analytical Lens

## Dataset Snapshot

3,900 purchases | ~233K total revenue

Customer demographics, product attributes, discounts, ratings

## Analytical Lens

- Focused on revenue contribution (%), not just totals
- Compared behavioral segments, not isolated metrics
- Prioritized decision-making insights over descriptive charts



# Revenue Is Extremely Repeat-Driven

## Repeat Revenue %

97.92%

*(Percentage of revenue from repeat customers)*

233K

*Total Revenue*

## Discounted Revenue %

42.65%

*(Percentage of revenue driven by Discount)*

## What the data shows

~98% of revenue comes from repeat customers  
Average order value is stable (~\$60)

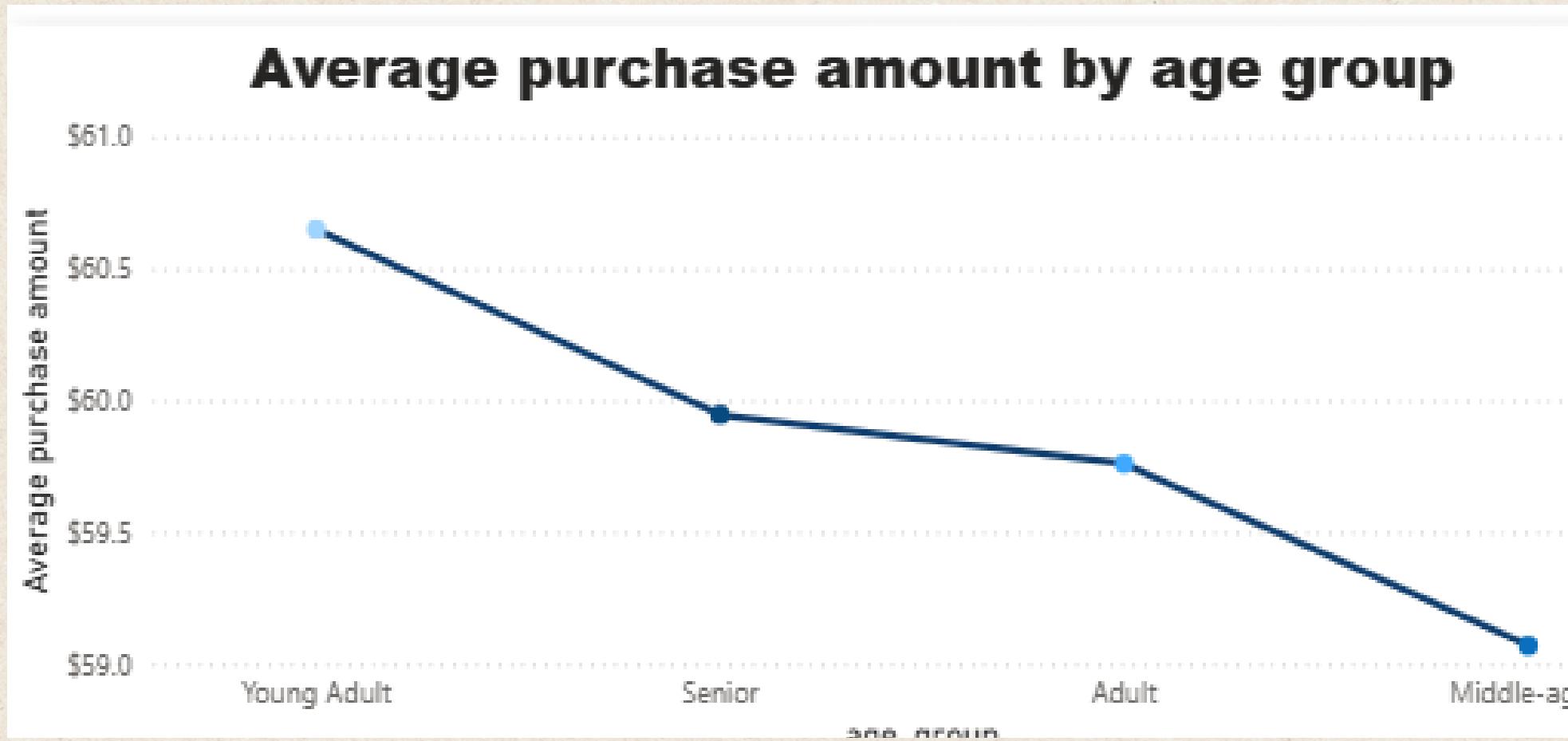
## Why this matters ?

The business has **strong retention**, but is also highly exposed if repeat behavior drops.

## Strategic Signal

Retention is a strength – but need to work on acquisition diversification.

# “High-Value Customers Are Not the Most Frequent Buyers



## Key Observation

- ~Young Adults & Adults spend more per transaction
- High-frequency buyers tend to spend less per order

## What this means

There are two different customer types:

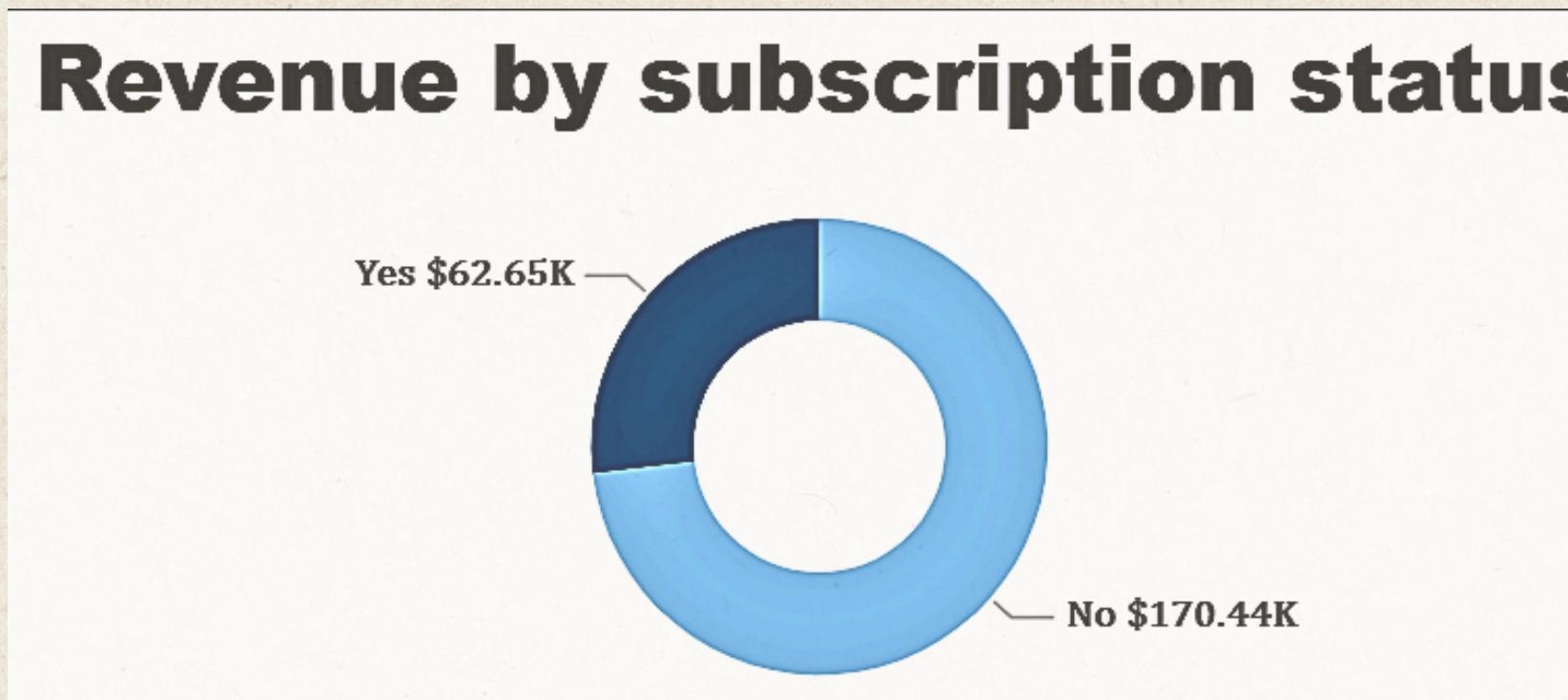
## Business Implication

Pricing, discounts, and communication should not be one-size-fits-all.

- Value-driven frequent shoppers
- Premium, low-frequency high spenders

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# Subscriptions Stabilize Revenue but Are Underleveraged



## What data shows

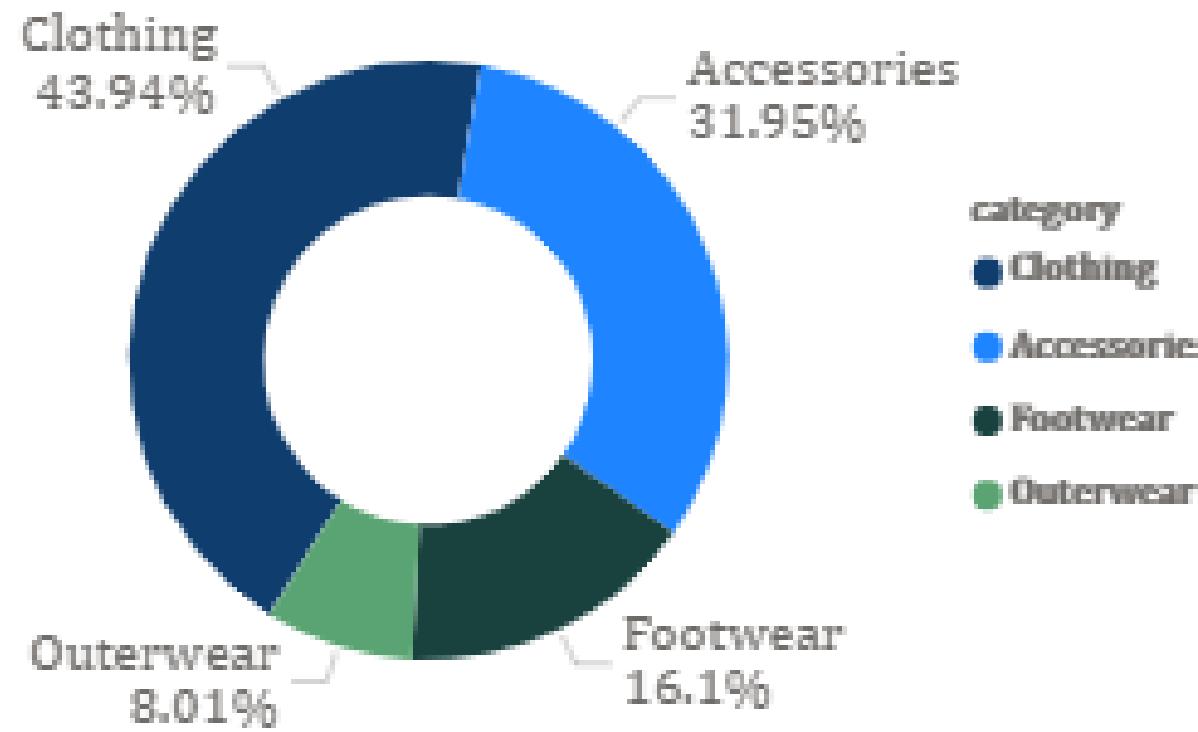
- Subscribers contribute a **disproportionate share** of revenue
- **Non-subscribers** still form a large, untapped base

## Opportunity

Converting high-spending non-subscribers could significantly improve revenue predictability.

# “ Discounts Drive Volume — Especially in Clothing

**Discounted Revenue by category**



## Key Insight

- ~43% of revenue is influenced by discounts
- Clothing alone drives ~44% of discounted revenue

## Risk

Discounts work — but **overuse** may **compress margins** in top categories.

## Smart Move

Use **discounts selectively** on high-margin or inventory-heavy categories, not blindly.

# “ Quality Signals & Actionable Recommendations

## Business Recommendations

- Strengthen **quality** control for **high-volume products**
- **Personalize** offers by customer value segment
- Push subscriptions for premium non-members
- Balance discounts with margin awareness

## Quality Insight

Some high-revenue products show weaker ratings, indicating potential long-term retention risk.

## Final Takeaway

**Revenue growth, loyalty, and product quality must move together – not independently.**

# Thank You

A clear brand strategy fuels recognition, loyalty, and business success.

