



Customer Spending Behavior Analysis

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Executive Summary

Objective: Analyze spending patterns across categories and channels to optimize sales strategies.

Key Findings:

- Stable revenue between 2023 and 2024.
- Lifestyle & Health and Entertainment categories dominate spending.
- Payment preferences vary significantly by sales channel.

Recommendations:

- Targeted promotions in Q2 to counteract spending declines.
- Enhance loyalty programs for high-performing segments.

Introduction

Problem Statement: How do spending behaviors differ across categories, and which segments drive revenue?

Dataset: 10,000 transactions (2023–2025) with 9 attributes.

Audience:

- **Business Executives:** For strategic decision-making.
- **Marketing & Sales Teams:** To optimize campaigns and promotions.
- **Product Managers:** To refine category-specific strategies.

Scope:

- Revenue trends, category analysis, pricing impact, and channel preferences.
- Strategic recommendations for sales optimization.

Methodology

Data Preprocessing:

Cleaned missing values, duplicates, and outliers.

Statistical Testing:

1. Correlation between Price Per Unit and Sales Quantity.
2. Payment method trends across channels.

01

02

03

Exploratory

Analysis: Purchase frequency, category segmentation, payment method distribution.

03

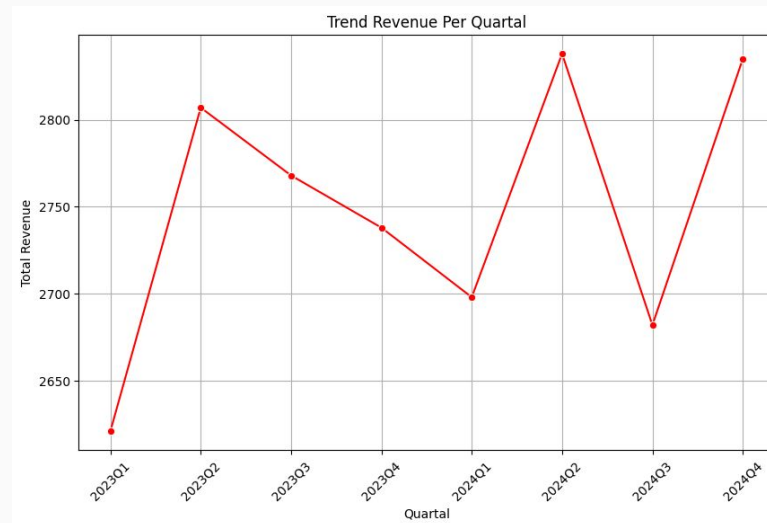
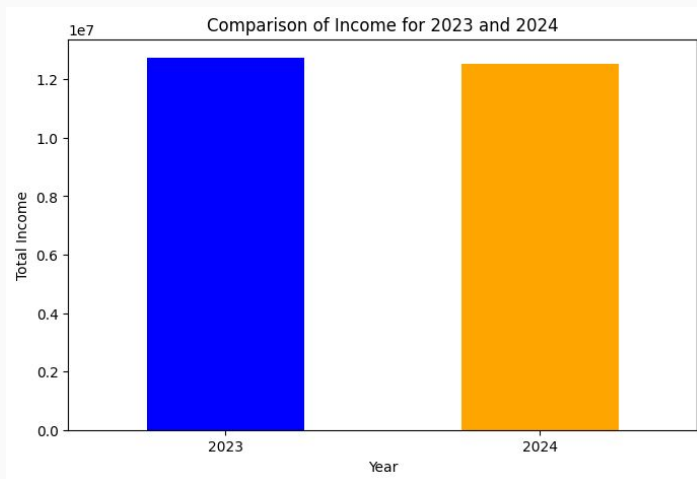


Result

(Findings & Impact)



INCOME STABILIZATION & EXPENDITURE STRATEGY



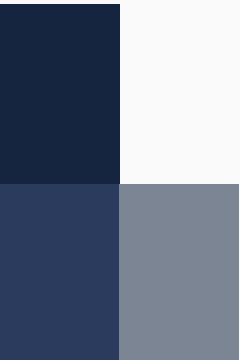


INCOME STABILIZATION & EXPENDITURE STRATEGY - FINDINGS AND IMPLICATIONS

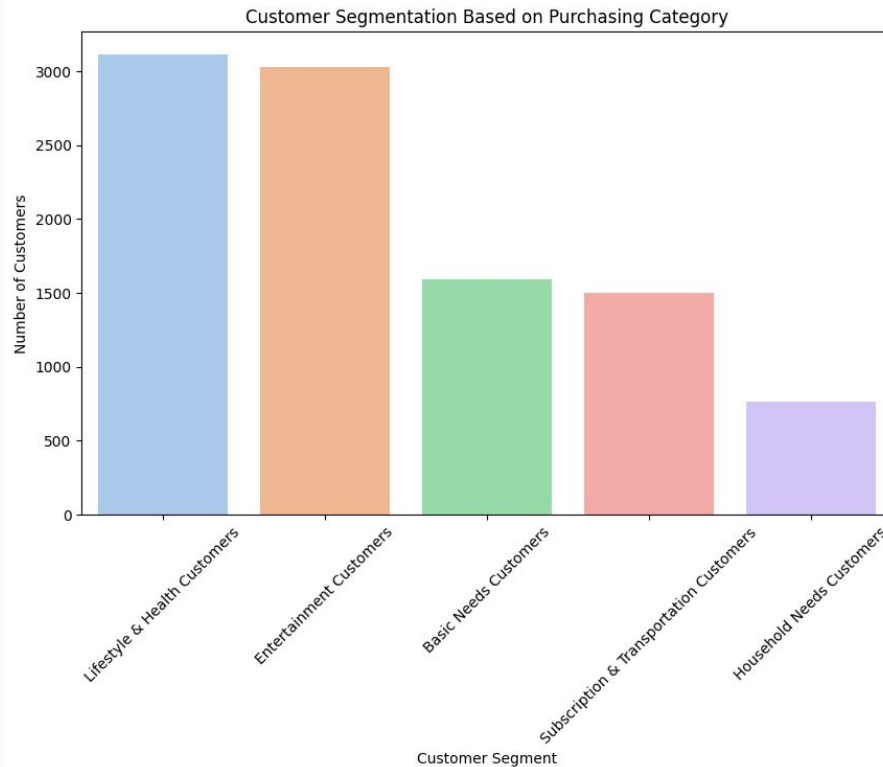
Findings:

- Revenue remained stable (12.7M in 2023 vs 12.5M in 2024).
- Q2 spending declines after high Q1 expenditure.

Implications:

- Focus on volume growth (e.g., cross-selling) rather than price hikes.
 - Launch Q2 promotions (discounts, loyalty programs) to sustain sales.
- 

DOMINATE THE LIFESTYLE & HEALTH CATEGORY



Findings:

- Lifestyle & Health is the dominant category.
- Entertainment (2nd largest) reflects demand for experiences.
- Smaller segments (e.g., Basic Needs) require targeted campaigns.

Implications:

- Offer membership packages/discounts to retain loyal customers.
- Use experience-based marketing (e.g., event bundles).
- Introduce product bundling for underperforming categories.

VOLUME-DRIVEN STRATEGY and INCREASED PAYMENT FLEXIBILITY ACROSS ALL CHANNELS

Findings:

- Price Per Unit has no significant impact on Sales Quantity.
- **In-Store:** Boost digital wallet promotions.
- **Online:** Expand cash payment options.
- **Mobile App:** Maintain balanced payment flexibility.

Implications:

- Prioritize volume-driven strategies over pricing adjustments.

DASHBOARD TAB 1

Revenue Overview (2023)

Total Revenue

\$12.7M

Revenue

1 Average Income per Day (USD)

\$2.61K

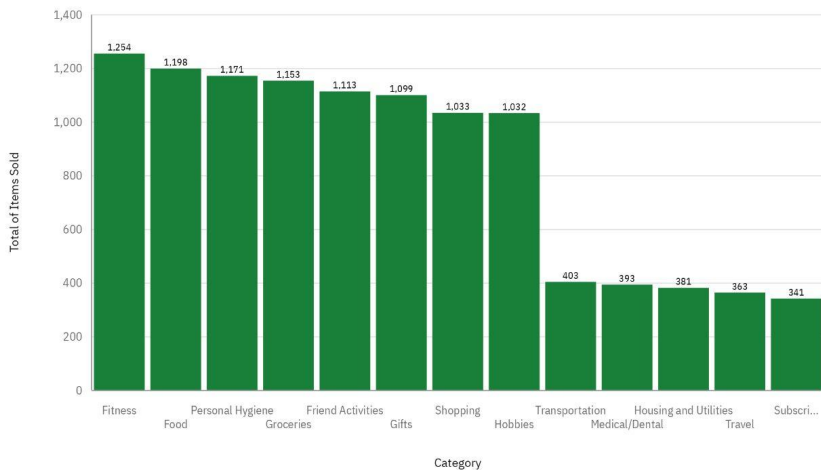
Income

2 Total of Items Sold

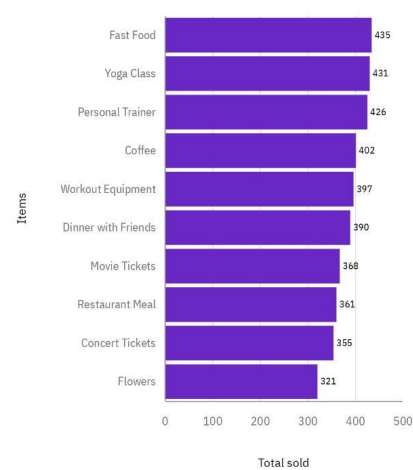
10.9K

Items

Category Performance



4 Top 10 Selling Items



DASHBOARD TAB 2

Revenue Overview (2024)

Total Revenue

\$12.5M

Revenue

Average Income per Day (USD)

\$2.54K

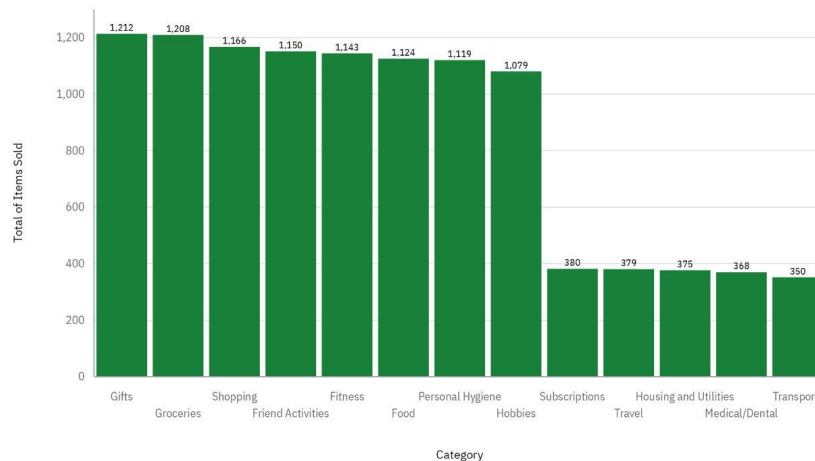
Income

Total of Items Sold

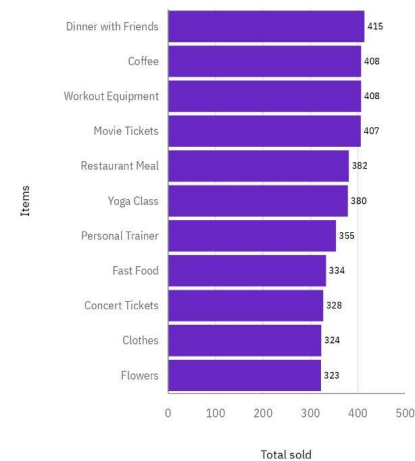
11.1K

Items

Category Performance



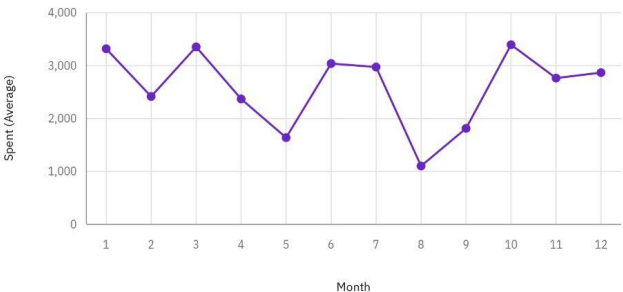
Top 10 Selling Items



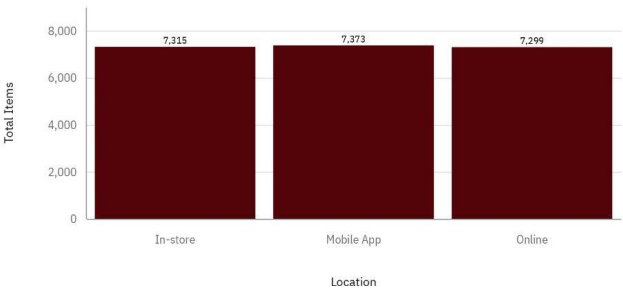
DASHBOARD TAB 3

Payment and Sales Channels (2023-2024)

Trend by Month

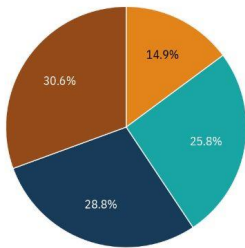


Sales by Location



11 Payment Method Analysis

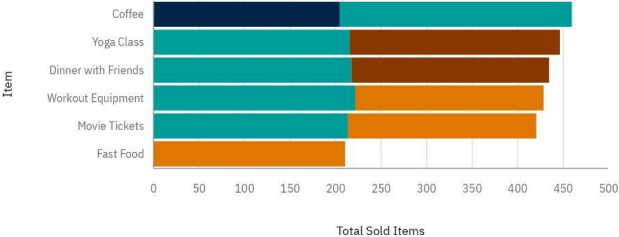
Payment Method
Debit Card Credit Card Cash Digital Wallet



12

13 Top 10 Selling Items by Payment Method

Payment Method
Cash Credit Card Debit Card Digital Wallet



14



Discussion and Conclusion

Discussion

Key Insights:

- Category dominance reflects shifting consumer priorities (health, experiences).
- Channel-specific payment preferences highlight the need for tailored strategies.

Limitations:

- Limited data for 2025 (only January available).
- External factors (e.g., economic trends) not accounted for.

Conclusion

Summary:

- Stable revenue with seasonal spending patterns.
- Lifestyle & Health and Entertainment categories drive growth.

Recommendations:

- Q2 promotional campaigns.
- Segment-specific loyalty programs.
- Channel-optimized payment strategies.

Call to Action: Implement targeted initiatives to enhance customer retention and sales volume.



Thanks!

Do you have any questions?

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