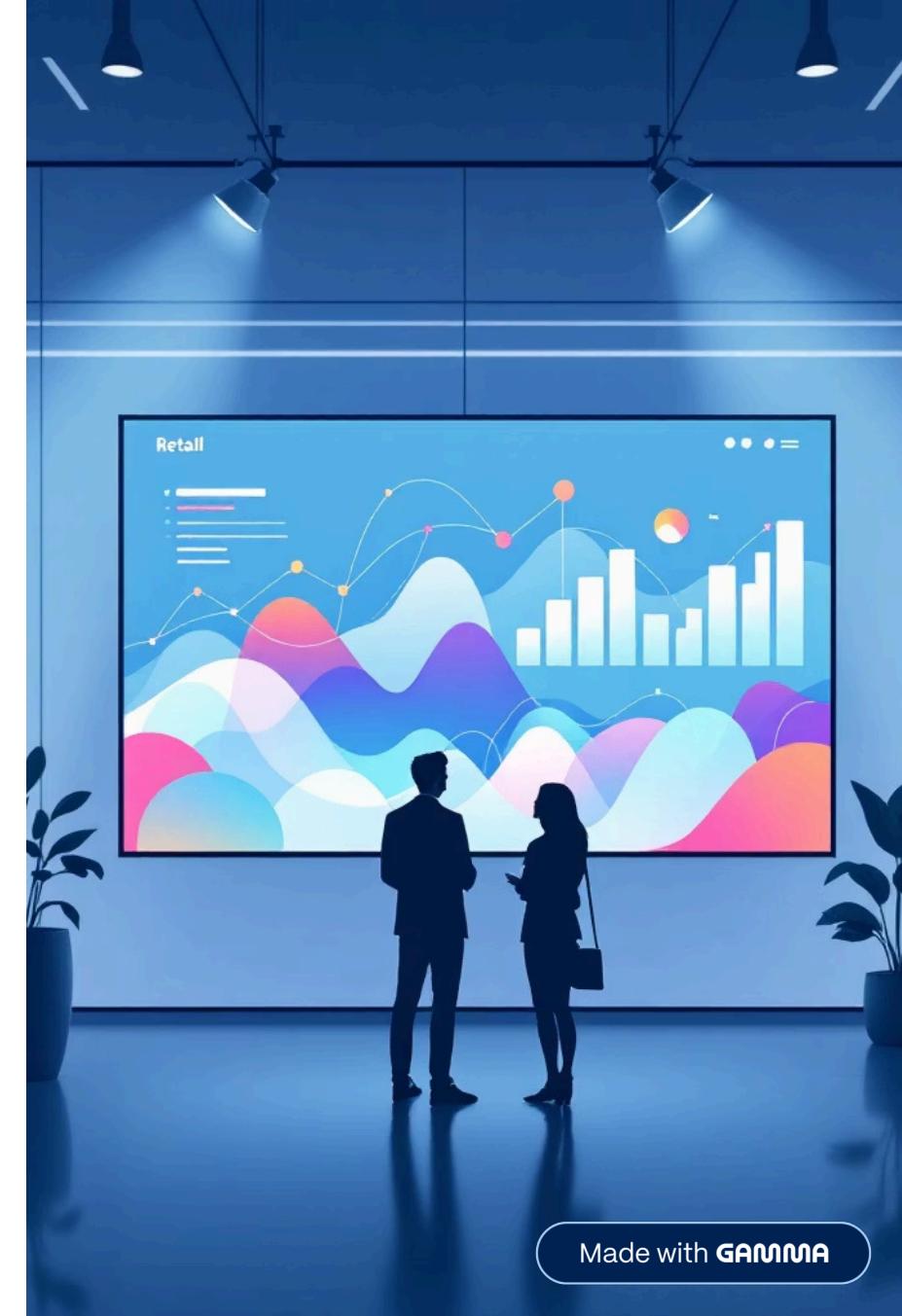
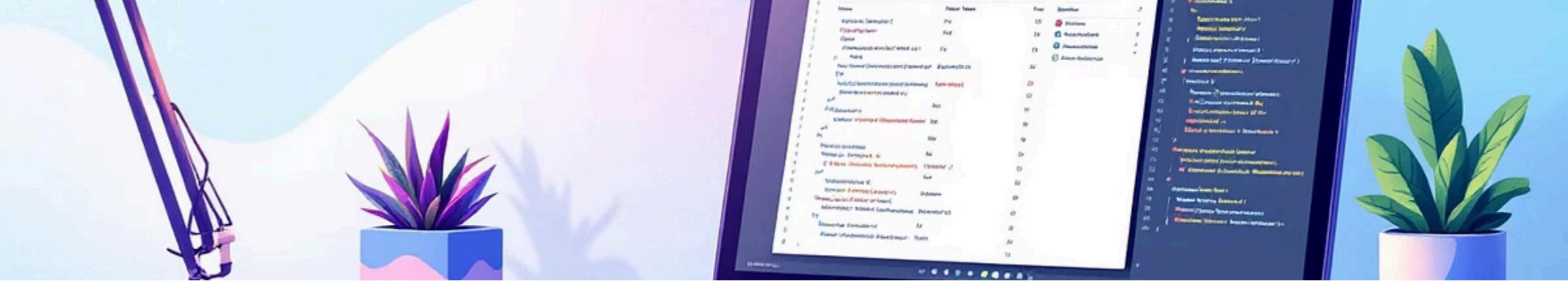


Customer Shopping Behavior Analysis

3,900 purchases · 18 columns · goal: uncover spending, segments, preferences, subscriptions





Dataset Summary

Rows & Columns

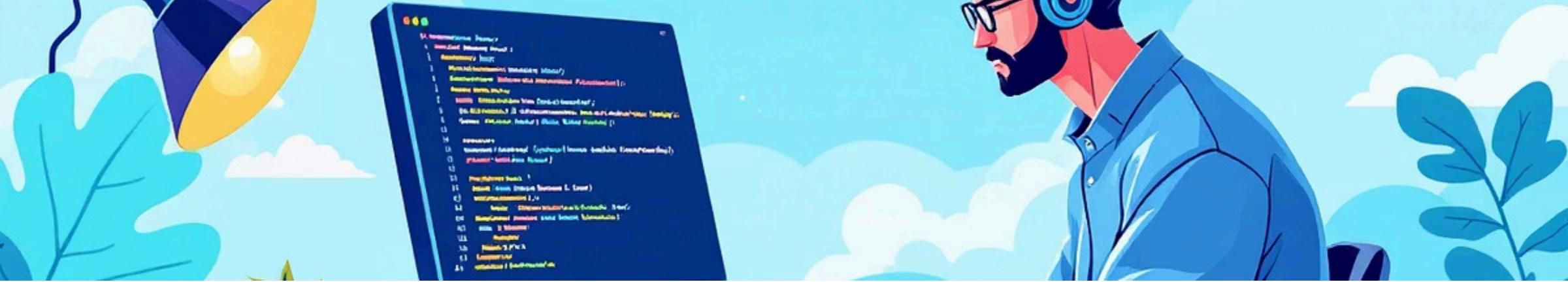
3,900 rows · 18 columns

Key Features

Demographics, purchase details,
behavior, subscription

Missing Data

37 missing review ratings



EDA & Preparation (Python)

01

Load & Inspect

df.info(), .describe()

03

Standardize

Renamed columns to snake_case

02

Missing Values

Imputed Review Rating by category median

04

Feature Eng.

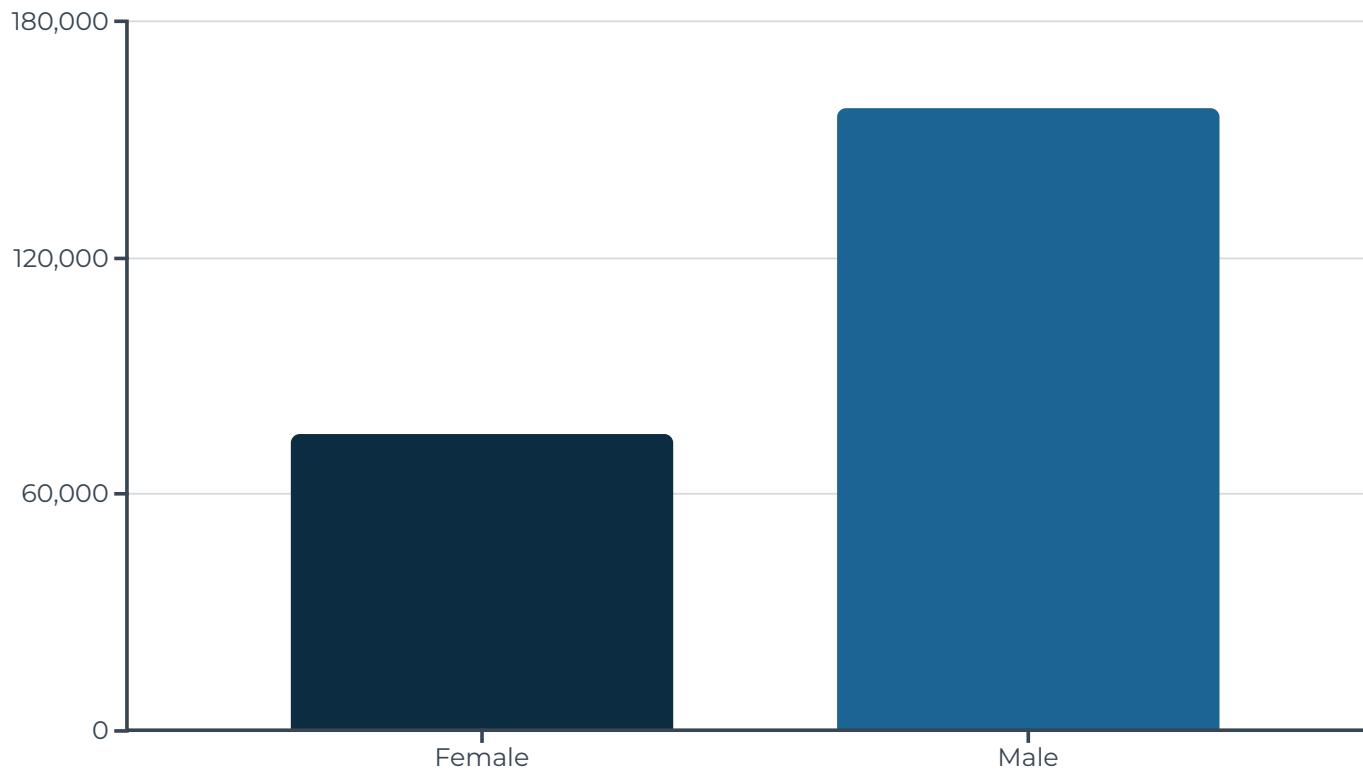
age_group, purchase_frequency_days



SQL Analysis Highlights

- Revenue by gender
- High-spending discount users
- Top products by rating
- Shipping type comparison

Revenue & Subscription Insights



Subscribers: 1,053 avg spend \$59.49 ·

Non-subscribers: 2,847 avg \$59.87

Subscription rate: 27% Yes / 73% No

Top Products & Discount Dependence



Gloves

Avg rating 3.86



Sandals

Avg rating 3.84



Boots

Avg rating 3.82



Hat

Avg rating 3.80 ·
Highest discount
rate 50%



Shipping & Spend

Standard avg \$58.46 · Express avg
\$60.48

Discount-Dependent Items

Top: Hat (50%), Sneakers (49.66%), Coat
(49.07%), Sweater (48.17%), Pants (47.37%)

Customer Segmentation



Loyal

3,116 customers



New

83 customers



Returning

701 customers

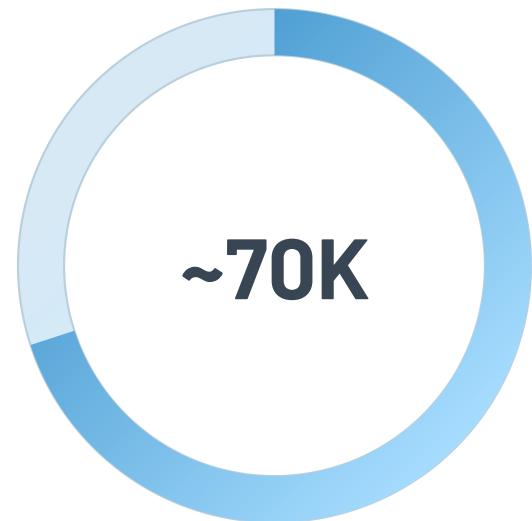


Made with **GAMMA**

Category & Age Group Performance



Clothing revenue



Accessories revenue



Footwear revenue



Outerwear revenue

Top sales: Clothing ~1,800 · Accessories ~1,200 · Young Adult highest revenue ~45K

Business Recommendations

1

Boost Subscriptions

Promote exclusive subscriber benefits

2

Loyalty Programs

Reward repeat buyers to convert to loyal

3

Review Discount Policy

Balance sales lift with margin control

4

Product Positioning

Highlight top-rated & best-selling items

5

Targeted Marketing

Focus on high-revenue age groups & express-shipping users