Customer Behavior Analysis

Insights into purchasing patterns, subscription adoption, and revenue drivers

Performance Snapshot

3.9K
Total Customers

Strong customer base

$233K
Total Revenue

Healthy purchase volume

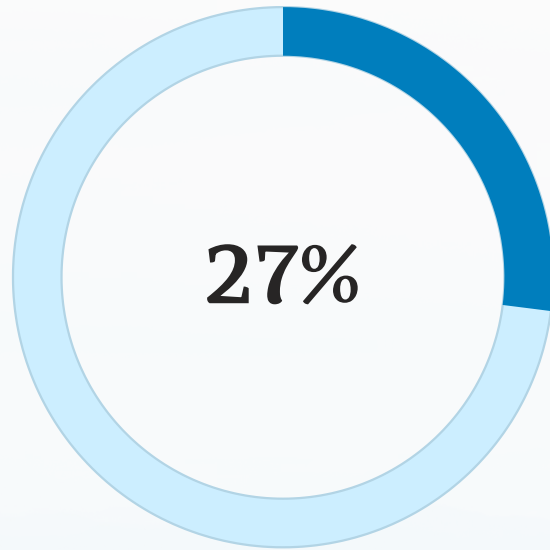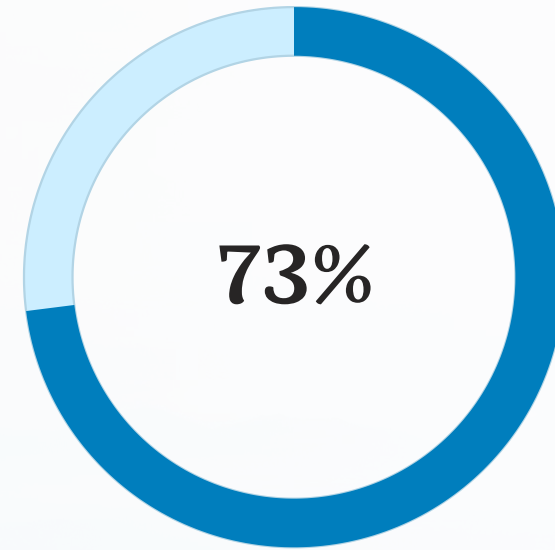## $59.76
Average Purchase

Upselling opportunity

3.75
Customer Rating

Room for improvement

Subscription Opportunity

27%

Subscribed

73%

Non-Subscribed

Untapped Potential

Majority of customers are non-subscribers

- Target recurring revenue growth
- Offer loyalty benefits and exclusive perks
- Drive subscription adoption campaigns

Payment Flexibility Matters

Customer payments evenly distributed across multiple methods

Credit Card

~17% of transactions

Debit Card

~16% of transactions

Cash

~15% of transactions

PayPal

~18% of transactions
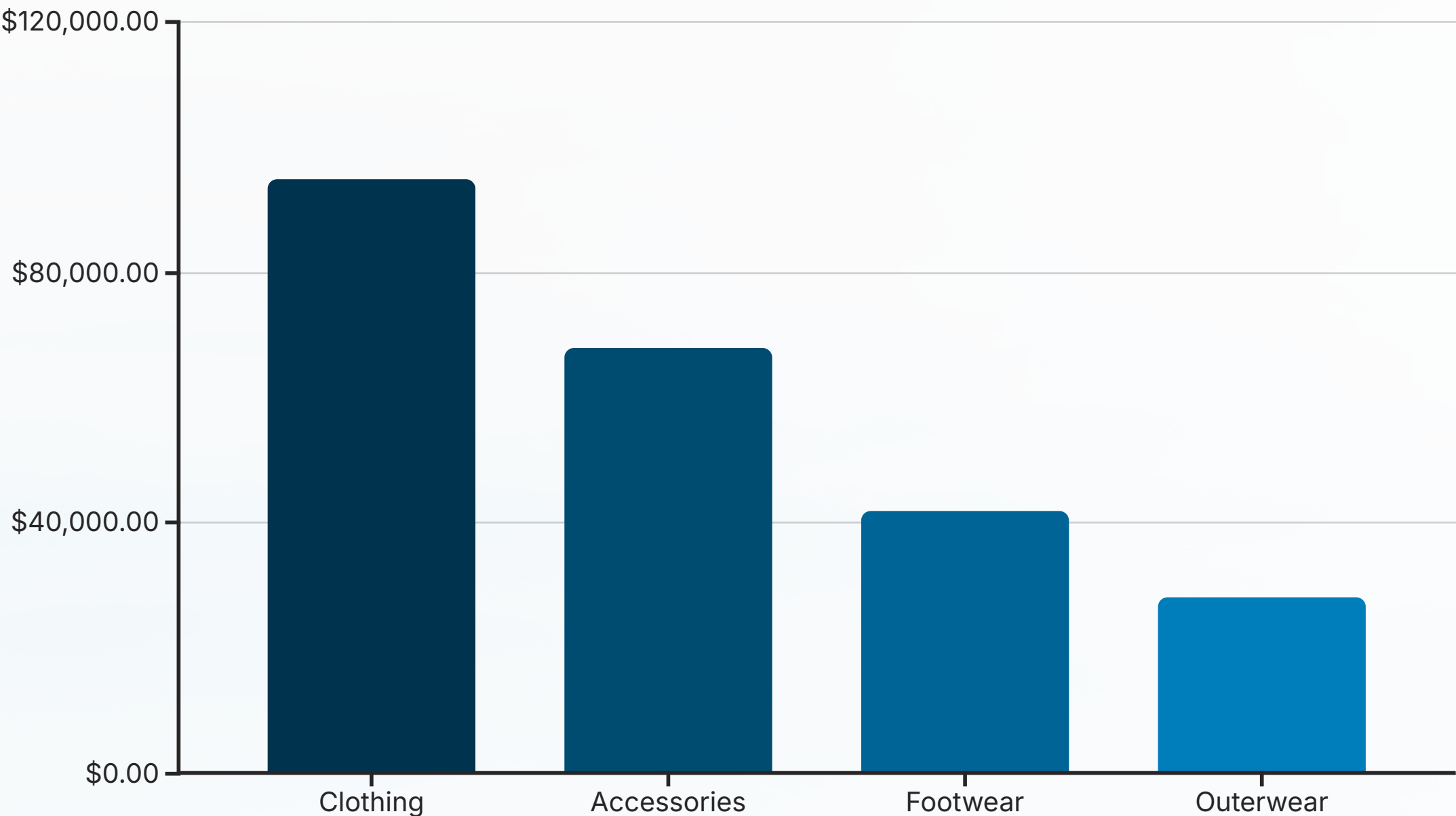
Venmo

~17% of transactions

Bank Transfer

~17% of transactions

Key Insight: No dominant payment method—maintain diverse options to minimize checkout friction

Revenue by Product Category

Top Performer

Clothing drives majority of revenue

Growth Opportunity

Bundle deals and cross-selling for Accessories and Footwear

Made with GAMMA

Most Valuable Customer Segments

Young Adults

Highest revenue contribution

Prime target for personalized campaigns

Middle-Aged

Strong purchasing power

Ideal for subscription offers

Adults

Moderate contribution

Opportunity for engagement

Seniors

Steady customer base

Loyalty program potential

Made with GAMMA

Seasonal Revenue Patterns

Peak Seasons

Fall
Revenue surge begins

Winter
Highest sales period

Discount Impact

Orders with discounts consistently outperform non-discounted orders

> Strategic discounts during peak seasons maximize revenue while protecting margins

Key Business Opportunities

01

Subscription Growth

Increase adoption among repeat and high-value customers

02

Average Order Value

Improve through bundling and cross-category promotions

03

Seasonal Campaigns

Strengthen marketing during Fall and Winter peaks

04

Customer Experience

Enhance satisfaction to drive repeat purchases

Strategic Recommendations

Drive Subscriptions

Launch targeted campaigns with exclusive perks and loyalty benefits for non-subscribers

Optimize Discounts

Implement data-driven discount strategy during peak seasons to maximize revenue

Cross-Sell Strategically

Create bundle deals across Clothing, Accessories, and Footwear categories

Personalize Marketing

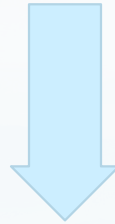Tailor campaigns to Young Adults and Middle-Aged segments for higher returns

Path to Sustainable Growth

Focus on Subscriptions

Convert 73% non-subscribers into recurring revenue

Targeted Marketing

Leverage seasonal trends and customer segments

Maximize Lifetime Value

Improve customer experience and satisfaction ratings

By implementing these strategies, the business can achieve sustainable revenue growth and increased customer lifetime value