# Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases to drive strategic business decisions

# Project Scope

## Dataset Scale

3,900 transactions analyzed across multiple product categories

## Key Focus Areas

- Spending patterns
- Customer segments
- Product preferences
- Subscription behavior

# Dataset Structure

**18 Columns**

Demographics, purchase details, shopping behavior

**3,900 Rows**

Complete transactional records
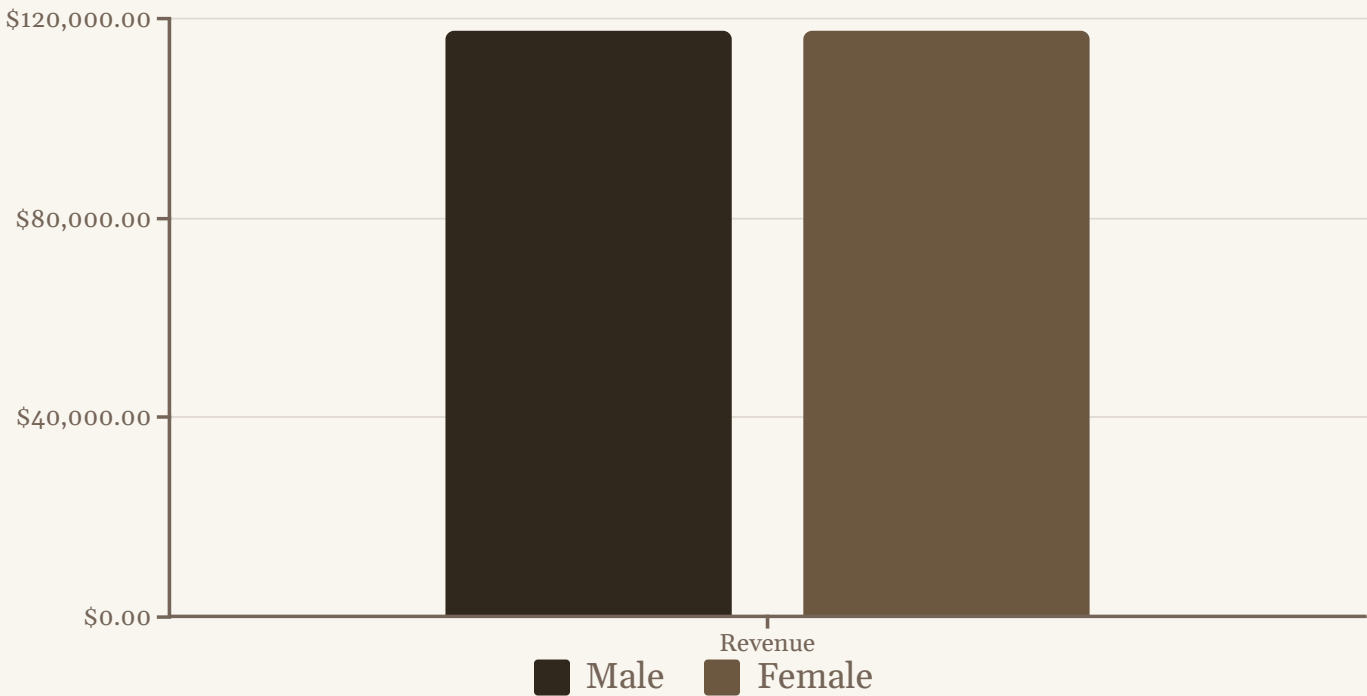
**37 Missing Values**

Review rating column only

# Data Preparation Process



Load Data → Explore & Clean → Handle Missing → Engineer Features → Export to PostgreSQL

## Key Transformations

- Imputed missing ratings using category medians
- Created age groups for segmentation
- Standardized column naming
- Removed redundant promo code field

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# Revenue Insights



## Gender Revenue Comparison

Nearly equal revenue contribution from male and female customers, indicating balanced market appeal.

Total combined revenue: **$235,000**

# Discount Behavior Analysis

### High-Spending Discount Users

Identified customers using discounts while spending above average

### Discount-Dependent Products

Top 5 products with highest percentage of discounted purchases tracked

# Product Excellence







## Blouse

Highest rated: 4.2 stars

## Jewelry

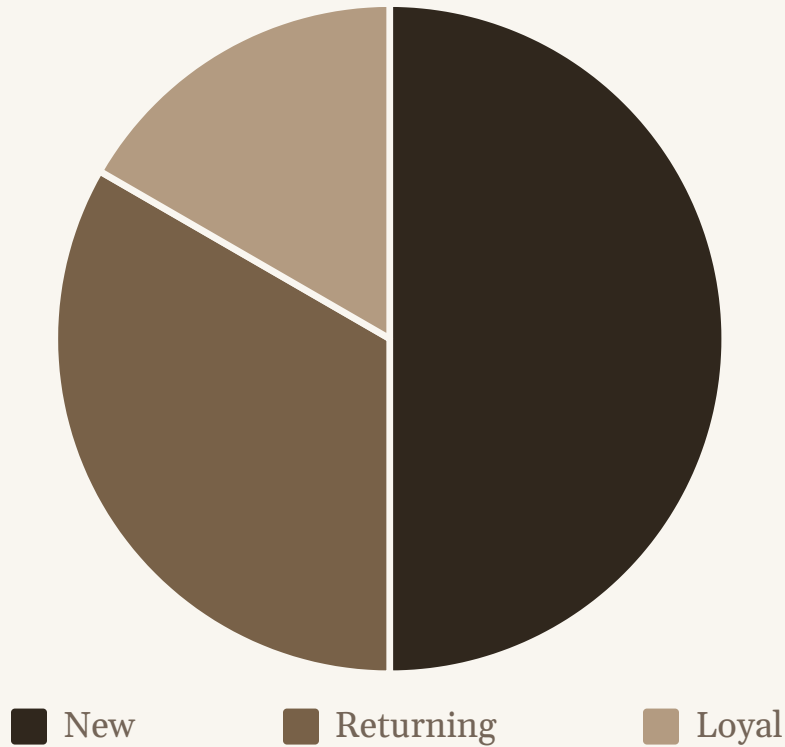Premium rating: 4.2 stars

## Sweater

Customer favorite: 4.2 stars

# Customer Segmentation



**New** ■ **Returning** ■ **Loyal** ■

## Three-Tier Classification
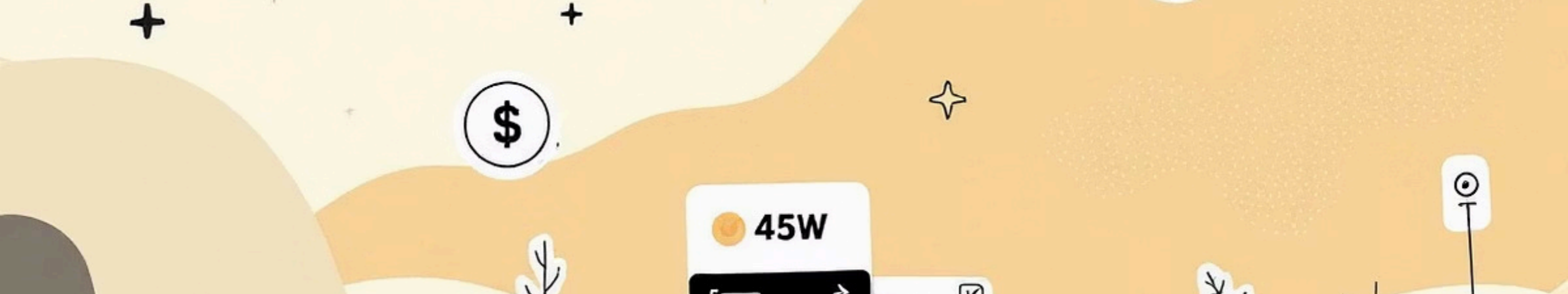
**New:** First-time buyers (50%)

**Returning:** 2-5 purchases (33%)

**Loyal:** 5+ purchases (17%)

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Opportunity to convert new customers into loyal advocates

# Subscription Impact

## $60
### Subscriber Spend
Average purchase amount

## $59
### Non-Subscriber Spend
Comparable spending levels

## 68%
### Repeat Buyer Rate
Customers with 5+ purchases who subscribe

# Strategic Recommendations

## Boost Subscriptions

Promote exclusive benefits for subscribers

## Loyalty Programs

Reward repeat buyers to build loyal segment

## Review Discounts

Balance sales boosts with margin control

## Targeted Marketing

Focus on high-revenue age groups

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