

# Customer Behaviour Analysis

## 1. Project Overview

This project analyses customer shopping behaviour using transactional data from 3,900 purchases across various product categories. The goal is to uncover insights into spending patterns, customer segments, product preferences, and subscription behaviour to guide strategic business decisions.

## 2. Dataset Summary

- Rows: 3,900

- Columns: 18

- Key Features:

- Customer demographics (Age, Gender, Location, Subscription Status)
- Purchase details (Item Purchased, Category, Purchase Amount, Season, Size, Colour)
- Shopping behaviour (Discount Applied, Promo Code Used, Previous Purchases, Frequency of Purchases, Review Rating, Shipping Type)

- Missing Data: 37 values in Review Rating column

## 3. Exploratory Data Analysis using Python

We began with data preparation and cleaning in Python:

- **Data Loading:** Imported the dataset using pandas.
- **Initial Exploration:** Used df.info() to check structure and .describe() for summary statistics.

	Customer ID	Age	Gender	Item Purchased	Category	Purchase Amount (USD)	Location	Size	Color
count	3900.000000	3900.000000	3900	3900	3900	3900.000000	3900	3900	3900
unique	Nan	Nan	2	25	4	Nan	50	4	25
top	Nan	Nan	Male	Blouse	Clothing	Nan	Montana	M	Olive
freq	Nan	Nan	2652	171	1737	Nan	96	1755	177
mean	1950.500000	44.068462	Nan	Nan	Nan	59.764359	Nan	Nan	Nan
std	1125.977353	15.207589	Nan	Nan	Nan	23.685392	Nan	Nan	Nan
min	1.000000	18.000000	Nan	Nan	Nan	20.000000	Nan	Nan	Nan
25%	975.750000	31.000000	Nan	Nan	Nan	39.000000	Nan	Nan	Nan
50%	1950.500000	44.000000	Nan	Nan	Nan	60.000000	Nan	Nan	Nan
75%	2925.250000	57.000000	Nan	Nan	Nan	81.000000	Nan	Nan	Nan
max	3900.000000	70.000000	Nan	Nan	Nan	100.000000	Nan	Nan	Nan

Season	Review Rating	Subscription Status	Shipping Type	Discount Applied	Promo Code Used	Previous Purchases	Payment Method	Frequency of Purchases
3900	3863.000000	3900	3900	3900	3900	3900.000000	3900	3900
4	NaN	2	6	2	2	NaN	6	7
Spring	NaN	No	Free Shipping	No	No	NaN	PayPal	Every 3 Months
999	NaN	2847	675	2223	2223	NaN	677	584
NaN	3.750065	NaN	NaN	NaN	NaN	25.351538	NaN	NaN
NaN	0.716983	NaN	NaN	NaN	NaN	14.447125	NaN	NaN
NaN	2.500000	NaN	NaN	NaN	NaN	1.000000	NaN	NaN
NaN	3.100000	NaN	NaN	NaN	NaN	13.000000	NaN	NaN
NaN	3.800000	NaN	NaN	NaN	NaN	25.000000	NaN	NaN
NaN	4.400000	NaN	NaN	NaN	NaN	38.000000	NaN	NaN
NaN	5.000000	NaN	NaN	NaN	NaN	50.000000	NaN	NaN

- Missing Data Handling:** Checked for null values and imputed missing values in the Review Rating column using the median rating of each product category.
- Column Standardization:** Renamed columns to **snake case** for better readability and documentation.
- Feature Engineering:**
  - Created **age\_group** column by binning customer ages.
  - Created **purchasing\_period** column from purchase data.
- Data Consistency Check:** Verified if discount\_applied and promo\_code\_used were redundant; dropped promo\_code\_used.
- Database Integration:** Connected Python script to PostgreSQL and loaded the cleaned DataFrame into the database for SQL analysis.

#### 4. Data Analysis using SQL (Business Transactions)

We performed structured analysis in PostgreSQL to answer key business questions:

- Revenue by Gender** – Compared total revenue generated by male vs. female customers.

	gender text	revenue numeric
1	Female	75191
2	Male	157890

2. **High-Spending Discount Users** – Identified customers who used discounts but still spent above the average purchase amount.

	customer_id	purchase_amount
1	2	64
2	3	73
3	4	90
4	7	85
5	9	97
6	12	68
7	13	72
8	16	81
9	20	80

Total rows: 839    Query complete 00:00:00.191

3. **Top 5 Products by Rating** – Found products with the highest average review ratings.

	item_purchased	review_rating
1	Gloves	3.86
2	Sandals	3.84
3	Boots	3.82
4	Hat	3.80
5	Handbag	3.78

4. **Shipping Type Comparison** – Compared average purchase amounts between Standard and Express shipping.

	shipping_type	purchase_amount
1	Standard	58.46
2	Express	60.48

5. **Subscribers vs. Non-Subscribers** – Compared average spend and total revenue across subscription status.

	subscription_status	tot_customers	avg_amount	tot_revenue
	text	bigint	numeric	numeric
1	Yes	1053	59.49	62645
2	No	2847	59.87	170436

6. **Discount-Dependent Products** – Identified 5 products with the highest percentage of discounted purchases.

	item_purchased	purchase_percent
	text	numeric
1	Hat	50.00
2	Sneakers	49.00
3	Coat	49.00
4	Sweater	48.00
5	Pants	47.00

7. **Customer Segmentation** – Classified customers into New, Returning, and Loyal segments based on purchase history.

	cust_segment	tot_counts
	text	bigint
1	Loyal	3116
2	New	83
3	Returning	701

8. **Top 3 Products per Category** – Listed the most purchased products within each category.

	item_rank bigint	category text	item_purchased text	tot_count bigint
1	1	Accessories	Jewelry	171
2	2	Accessories	Belt	161
3	3	Accessories	Sunglasses	161
4	1	Clothing	Blouse	171
5	2	Clothing	Pants	171
6	3	Clothing	Shirt	169
7	1	Footwear	Sandals	160
8	2	Footwear	Shoes	150
9	3	Footwear	Sneakers	145
10	1	Outerwear	Jacket	163
11	2	Outerwear	Coat	161

9. **Repeat Buyers & Subscriptions** – Checked whether customers with >5 purchases are more likely to subscribe.

	subscription_status text	repeated_buyers bigint
1	No	2518
2	Yes	958

10. **Revenue by Age Group** – Calculated total revenue contribution of each age group.

	age_group text	revenue numeric
1	Young_Adult	62143
2	Middle_Aged	59197
3	Adult	55978
4	Senior	55763

## 5. Dashboard in Power BI

Finally, we built an interactive dashboard in **Power BI** to present insights visually.



## 6. Business Recommendations

- Boost Subscriptions** – Promote exclusive benefits for subscribers.
- Customer Loyalty Programs** – Reward repeat buyers to move them into the “Loyal” segment.
- Review Discount Policy** – Balance sales boosts with margin control.
- Product Positioning** – Highlight top-rated and best-selling products in campaigns.
- Targeted Marketing** – Focus efforts on high-revenue age groups and express-shipping users.