Dataset used:

Insights

1. The average purchase amount in the Beauty category is slightly greater than in other categories.
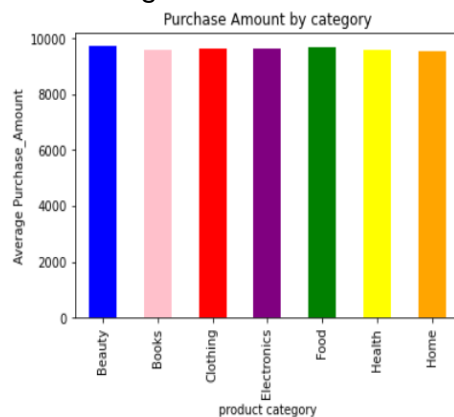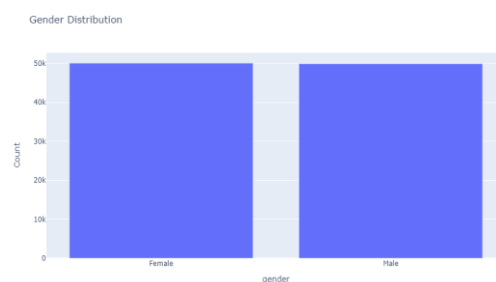

2. The age group with the highest number of customers is 30 years old, with the youngest customer being 15 years old and the oldest being 45 years old.
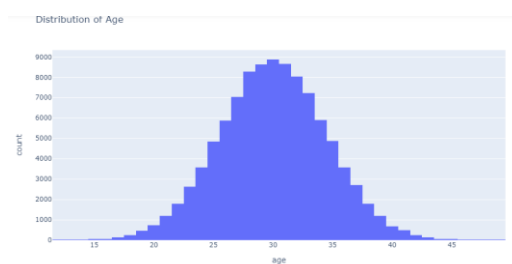
3. The gender distribution indicates that there is an approximately equal number of male and female customers.

4. The average satisfaction score indicates that there is no impact of promotion codes on the satisfaction level of customers.

	promotion_usage	satisfaction_score
0	0	5.009425
1	1	5.010173

5. The Regular loyalty status has the highest purchase frequency, followed by silver customers and then gold customers, who have the lowest purchase frequency.

Number of visits by Loyalty status