Urban Hamster: Customer Analytics & Marketing Strategy

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AGE_DEMOGRAPHICS	GENDER	SPENDING_TOTAL
Millennial	M	$ 1,527,933.57
Gen X	M	$ 1,525,809.49
Millennial	F	$ 1,419,532.19
Gen Z	M	$ 1,376,184.81
Gen X	F	$ 1,365,445.92
Baby Boomer	M	$ 1,276,658.31
Gen Z	F	$ 1,208,681.72
Baby Boomer	F	$ 1,071,927.35

Key Business Insights

- 79.9% of registered users made at least one purchase
- Top Spending Customers: 99148, 82305, 48605
- Avg Spend per Order – Male: $91.4, Female: $81.1
- Top Spending Segments: Millennial Men, Gen X Men
- Most Orders: Millennial Women, Gen X Women

Purchase Behavior by Segment

Millennial Men: Jeans, Tops/Tees

Millennial Women: Intimates, Dresses

Gen X Men: Jeans, Underwear

Gen X Women: Intimates, Dresses

Popular Across All Segments: Jeans and Intimates

Marketing Recommendations by Generation

Millennials: SEO, personalized content, cross-device video (USC)

Gen X: Facebook, loyalty programs, email + traditional ads (Forbes)

Baby Boomers: Desktop UX, benefit-driven blogs, trust-first (BRK)

Gen Z: TikTok, DEI messaging, memes, text support, discounts (SheerID)