

# Customer Shopping Behavior Analysis

Uncovering actionable insights from 3,900 customer transactions to drive data-driven business decisions.



# Understanding Our Data



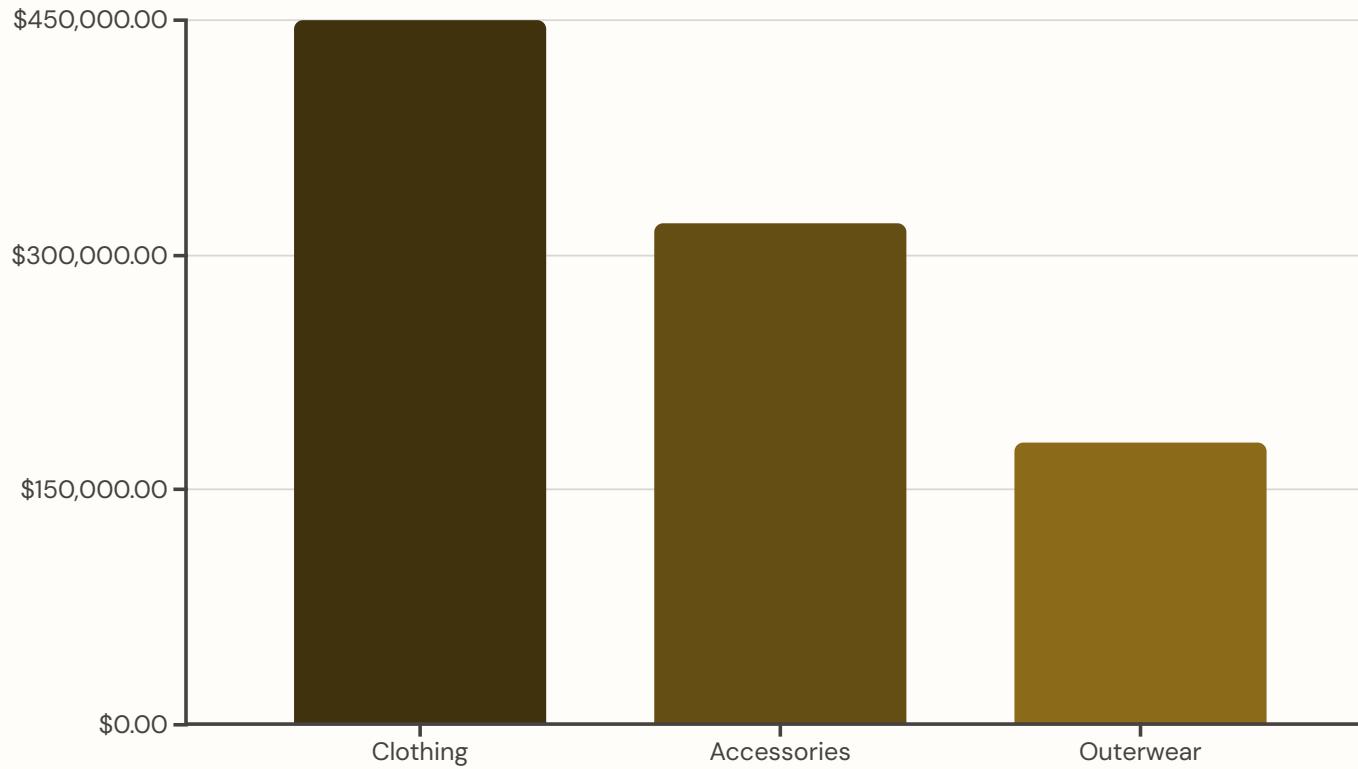
## Dataset Overview

3,900 customer transactions analyzed across 18 key attributes including demographics, product details, transaction data, and engagement metrics.

## Analysis Tools

- Python (Pandas, NumPy) for data cleaning
- Exploratory Data Analysis (EDA)
- Descriptive statistics and aggregation

# Revenue Drivers



## Top Performers

Clothing dominates revenue generation, followed by Accessories. Outerwear shows comparatively lower demand.

**Key Insight:** Everyday wear and add-on products drive most customer spending, indicating where to focus inventory and marketing efforts.

# Customer Demographics

44

Average Age

Mature customer base with established purchasing power

Average spending is nearly identical across genders, suggesting gender-neutral purchasing behavior and universal product appeal.

50%

Gender Split

Balanced spending across male and female customers





# Subscription & Discount Impact

## Subscription Status

Does not significantly impact average purchase value—opportunity for enhancement.

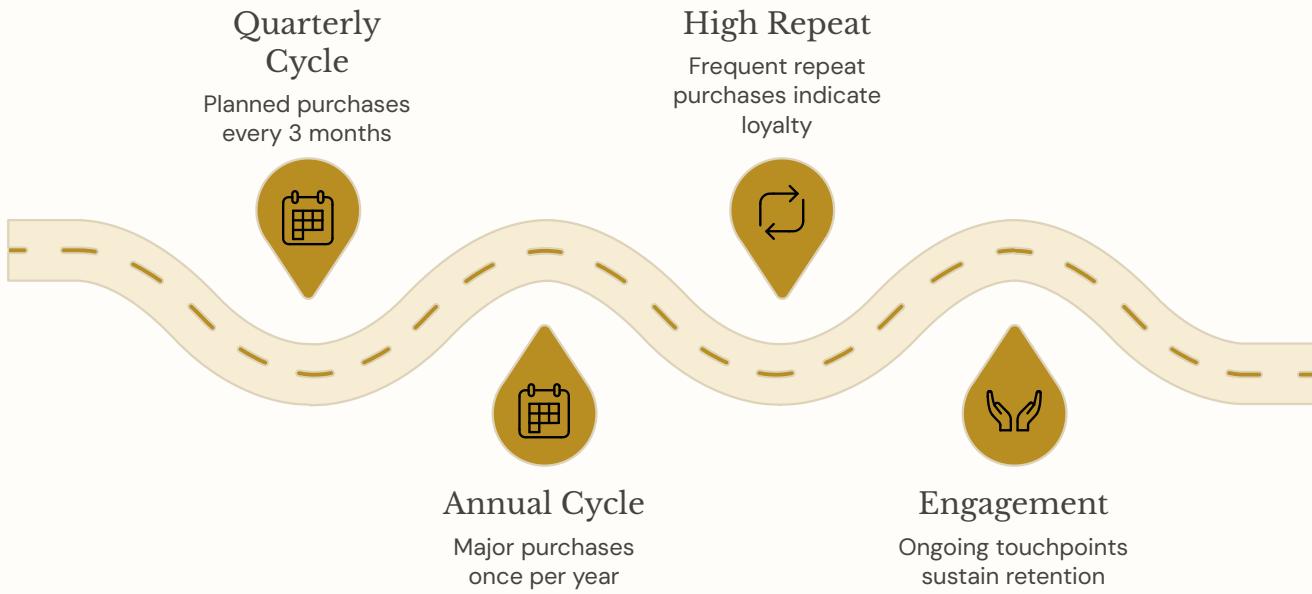
## Discount Behavior

Customers without discounts spend slightly more per transaction.

## Strategic Role

Discounts drive conversion rather than increasing transaction value.

# Purchase Patterns & Loyalty

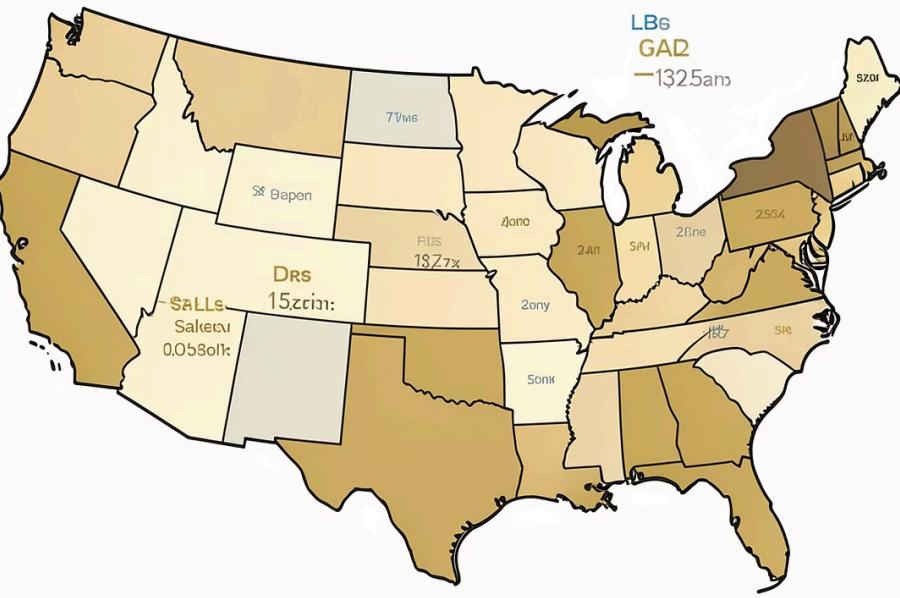


Most customers shop quarterly or annually, indicating planned purchasing behavior rather than impulse buying.

## Strong Loyalty Signal

High average number of previous purchases per customer reflects strong loyalty and repeat engagement.

This presents a prime opportunity for targeted loyalty programs.



# Geographic Revenue Patterns

Certain states consistently generate higher revenue, revealing clear opportunities for region-specific strategies.

## Regional Hotspots

Identify and prioritize high-performing locations for targeted campaigns.

## Logistics Optimization

Streamline shipping and inventory based on geographic demand patterns.

## STRATEGIC RECOMMENDATIONS

# Key Actions for Growth



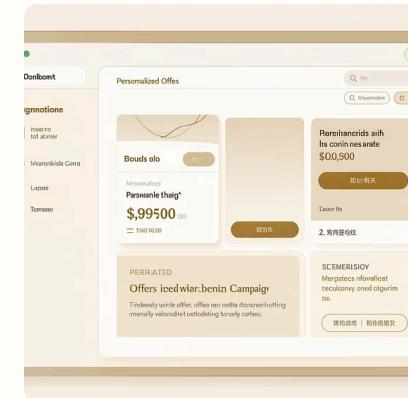
## Optimize Inventory

Focus on high-performing categories:  
Clothing and Accessories.



## Enhance Subscriptions

Add compelling benefits to improve  
customer lifetime value.



## Smart Discounting

Use data-driven, targeted discounts  
instead of broad promotions.

# Building Customer Loyalty



01

## Segment by History

Identify top repeat buyers

02

## Reward Frequency

Incentivize quarterly shoppers

03

## Personalize Offers

Tailor based on purchase patterns

## Loyalty Program Opportunity

With high repeat purchase rates and planned buying behavior, customers are primed for structured loyalty initiatives.

# Next Steps



## Implement Recommendations

Prioritize high-impact actions



## Monitor Performance

Track key metrics and ROI



## Iterate & Optimize

Refine strategies based on results

Leverage these insights to drive revenue growth, enhance customer experience, and build lasting loyalty.

