

# Customer Shopping Behavior Analysis

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



# Understanding Our Data



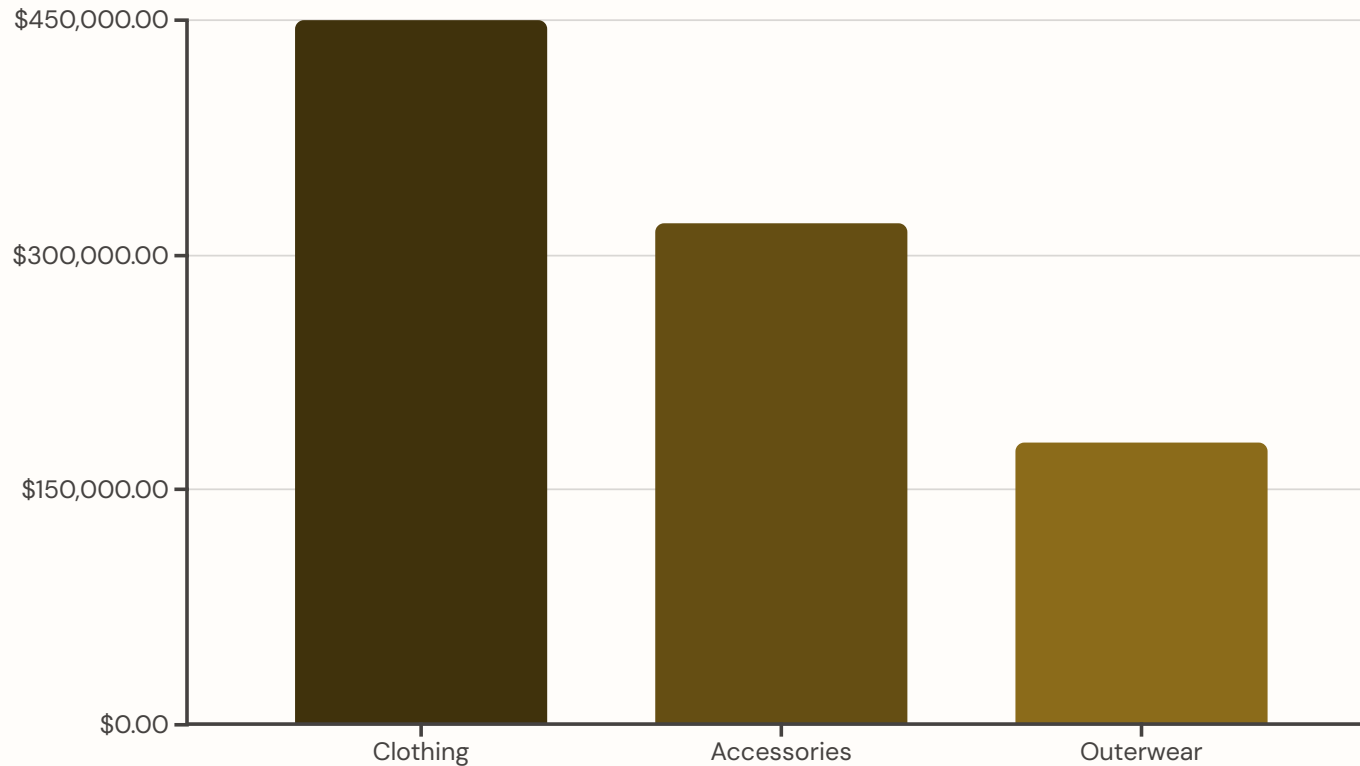
## Dataset Overview

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

50%

Gender Split

Balanced spending across male and  
female customers

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



# 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.

**Legend:**

- LBs
- GAD
- >1325am

State	GAD Cases
Alaska	26
Arizona	15,221
California	18,058
Colorado	2,961
Connecticut	2504
Delaware	187
District of Columbia	187
Florida	2,504
Georgia	2,504
Hawaii	26
Idaho	26
Illinois	2,411
Indiana	591
Iowa	2,091
Kansas	13,272
Kentucky	2,091
Louisiana	2,091
Maine	26
Maryland	2,504
Massachusetts	2,504
Michigan	2,411
Minnesota	2,091
Mississippi	2,504
Missouri	2,091
Montana	2,091
Nebraska	2,091
Nevada	2,091
New Hampshire	26
New Jersey	2,504
New Mexico	2,091
New York	2,504
North Carolina	2,504
North Dakota	2,091
Ohio	2,411
Oklahoma	2,091
Oregon	2,091
Pennsylvania	2,504
Rhode Island	26
South Carolina	2,504
South Dakota	2,091
Tennessee	2,091
Texas	2,091
Vermont	26
Virginia	2,504
Washington	2,091
West Virginia	2,504
Wisconsin	2,091
Wyoming	2,091

## Regional Hotspots

# Logistics Optimization

Made with **GAMMA**



# Key Actions for Growth



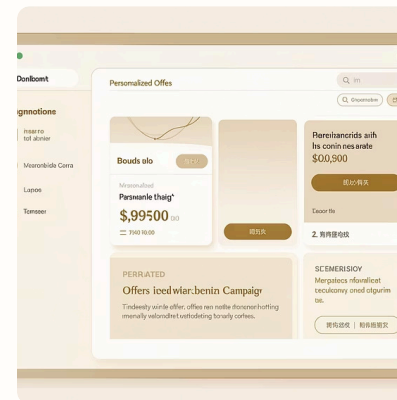
## Optimize Inventory

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



## Loyalty Program Opportunity

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

01

### Segment by History

Identify top repeat buyers

02

### Reward Frequency

Incentivize quarterly shoppers

03

### Personalize Offers

Tailor based on purchase patterns

# 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.

