Customer Shopping Behavior Analysis

Uncovering insights through data-driven exploration

Dataset Overview

3900

Total Records

Customer transactions analyzed

18

Data Points

Attributes per customer

4

Categories

Product segments tracked

Exploratory Data Analysis

01

Data Cleaning

Prepared dataset using Python libraries

02

Pattern Discovery
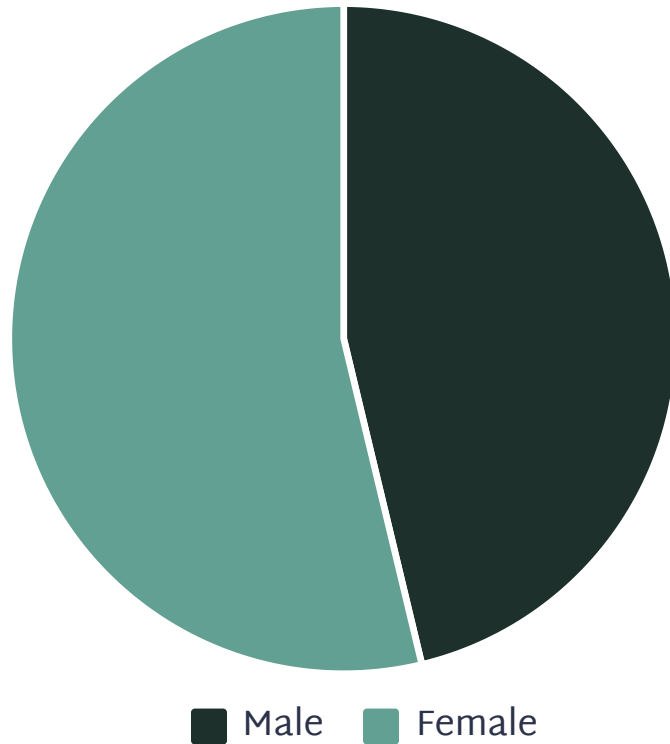
Identified trends in customer behavior

03

Visual Insights

Created charts to reveal key findings

Made with GAMMA

Revenue by Gender

Male **Female**

Gender Insights

Female customers generate slightly higher total revenue, representing a key demographic for targeted campaigns.

- Female: 54% of total revenue
- Male: 46% of total revenue
- Balanced customer base

Made with GAMMA

High-Spending Discount Users

Smart Shoppers

Customers using discounts while spending above average

Value Seekers

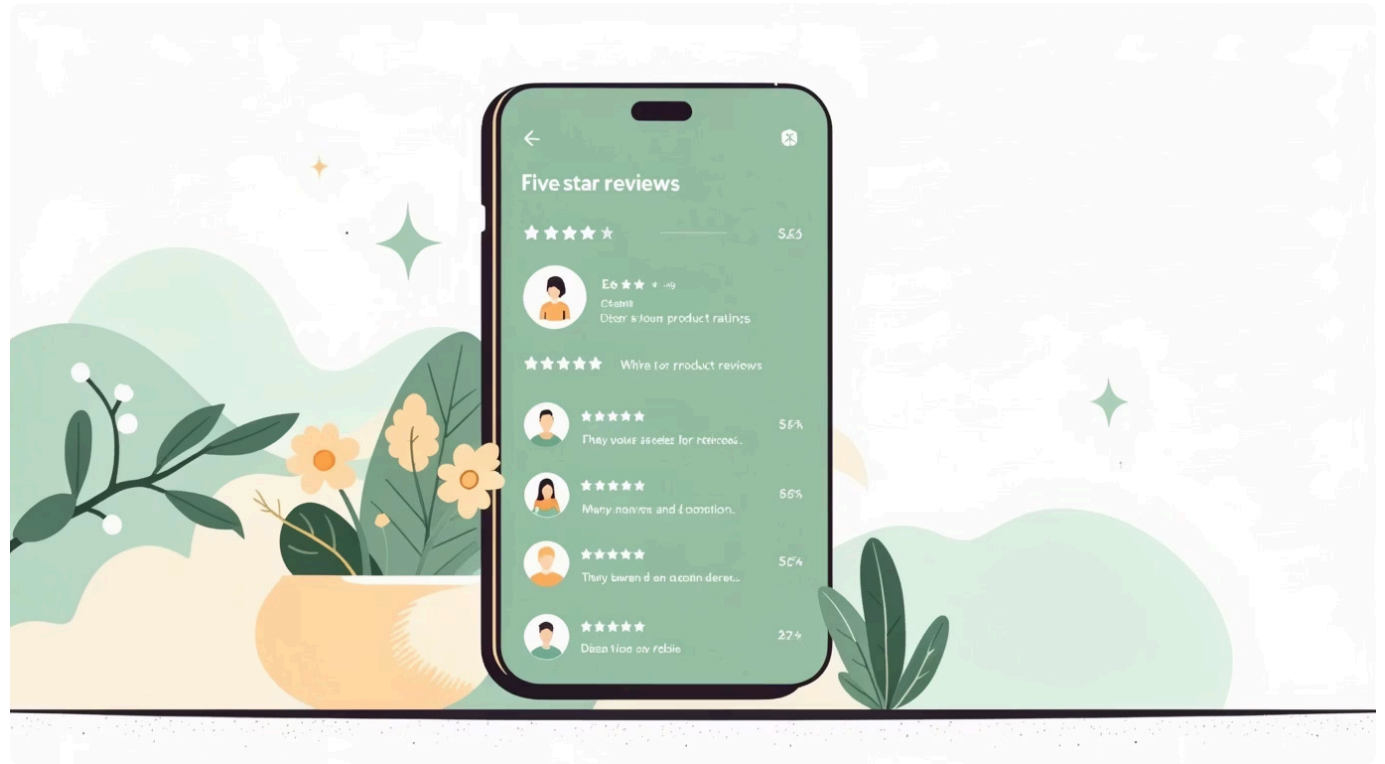Premium buyers attracted by promotional offers

Opportunity

Target segment for loyalty programs

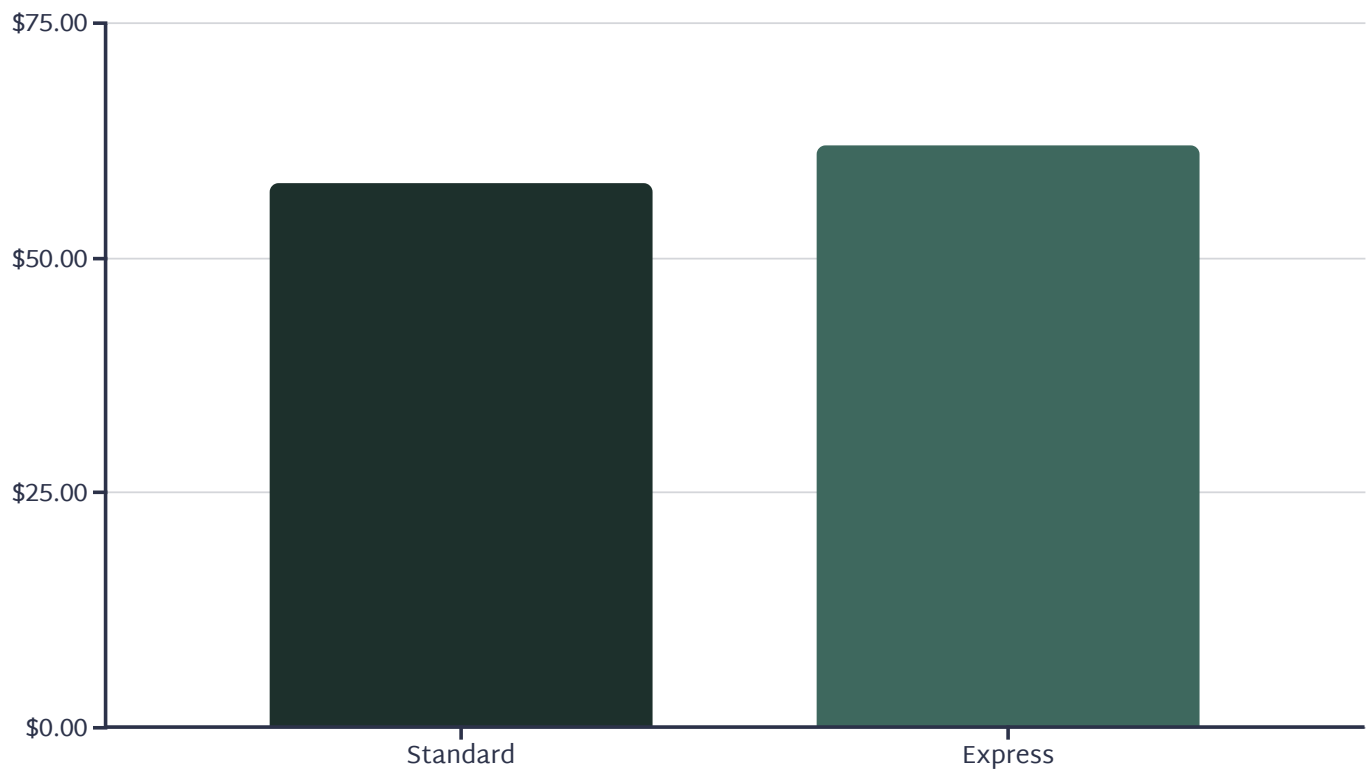Made with GAMMA

Product Performance Analysis

Top 5 Products by Rating

Highest customer satisfaction scores drive repeat purchases and positive word-of-mouth.

- Quality drives ratings
- Reviews influence buying decisions
- Top products span all categories
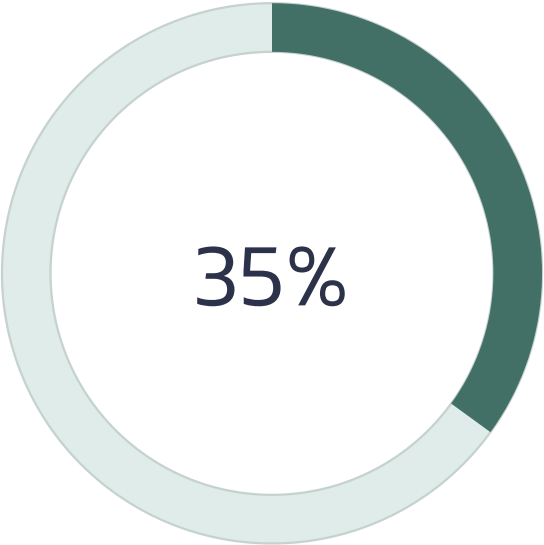
Shipping Preferences
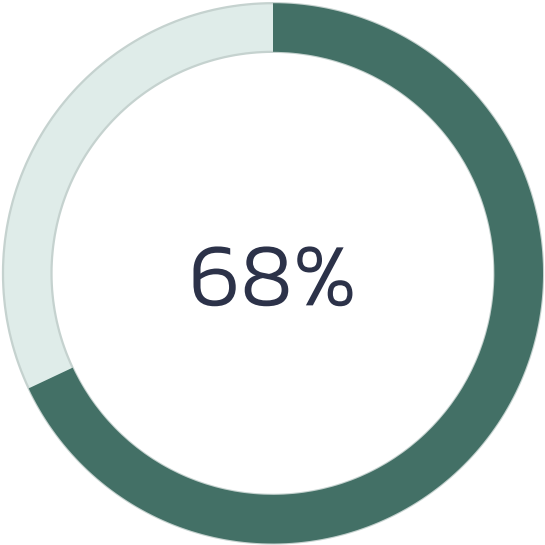

Express Advantage

Express shipping customers spend 7% more on average, indicating higher purchase intent and urgency.

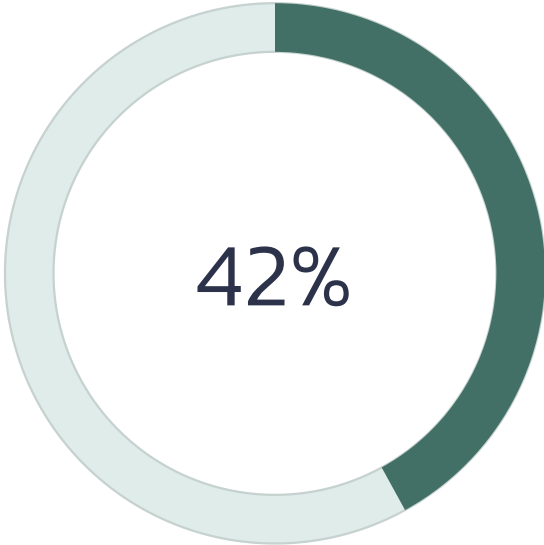Consider premium shipping incentives to boost revenue.

Made with GAMMA

Subscriber Impact

35%

Higher Spend

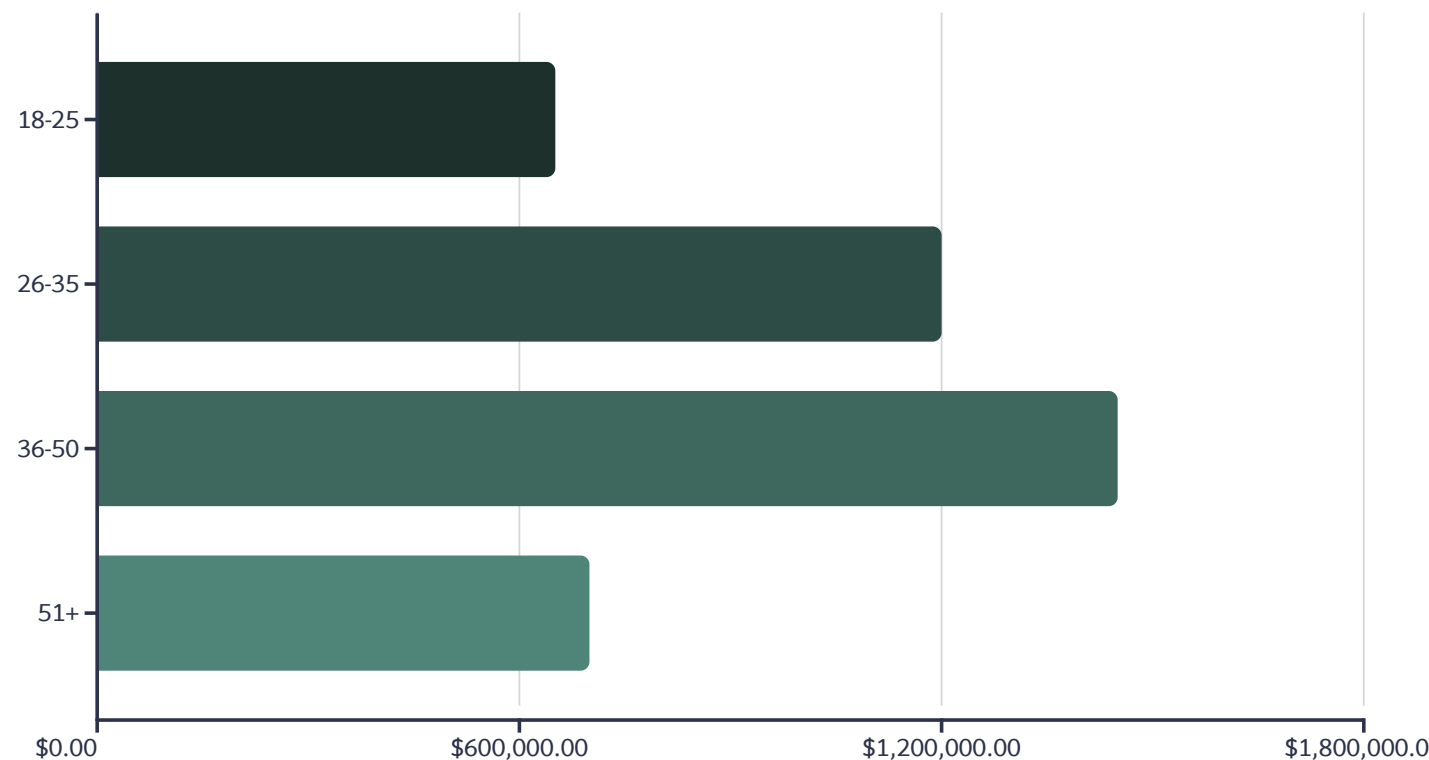Subscribers spend more per transaction

68%

Revenue Share

Subscribers drive majority of revenue

42%

Customer Base
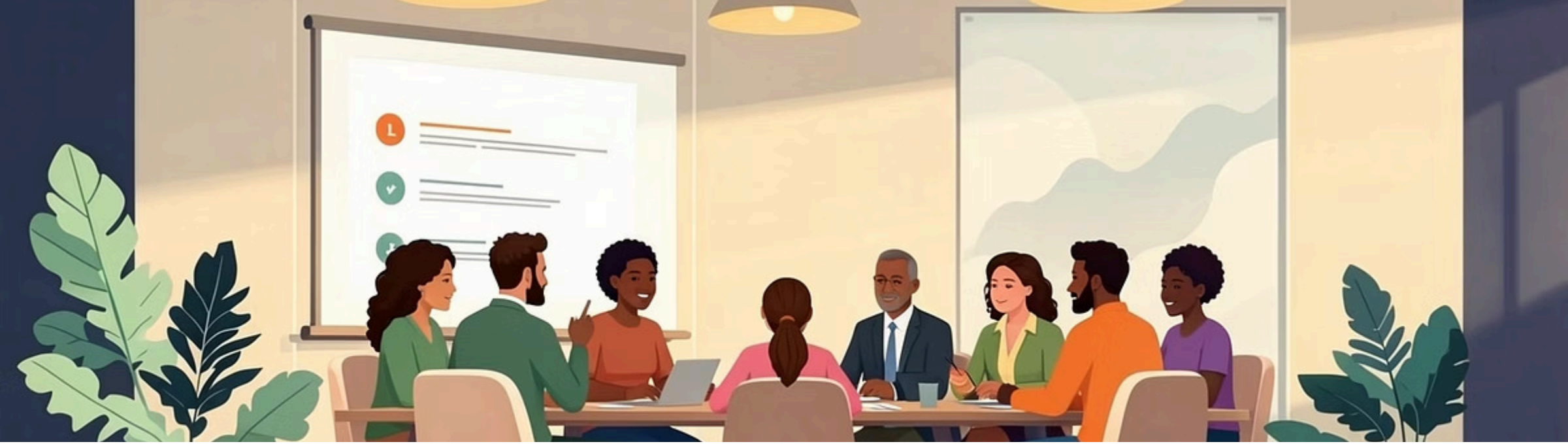
Subscription penetration rate

Age Group Revenue Contribution

Prime Demographics

Ages 36-50 generate highest revenue, followed by 26-35 segment.

Focus marketing efforts on these high-value age groups for maximum ROI.

Made with GAMMA

Strategic Recommendations

☆

Boost Subscriptions

Promote exclusive benefits for subscribers

♡

Loyalty Programs

Reward repeat buyers to build loyal segment

🏷️

Discount Policy

Balance sales boost with margin control

🎯

Targeted Marketing

Focus on high-revenue age groups