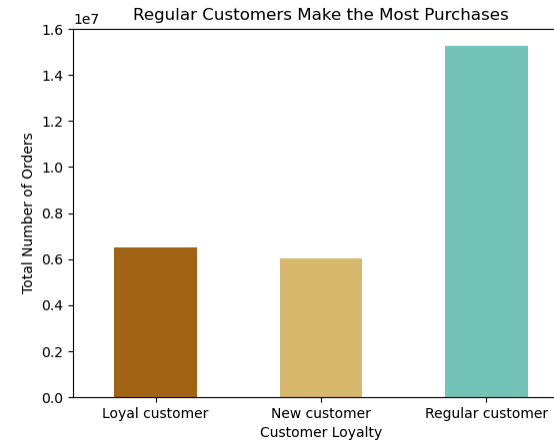
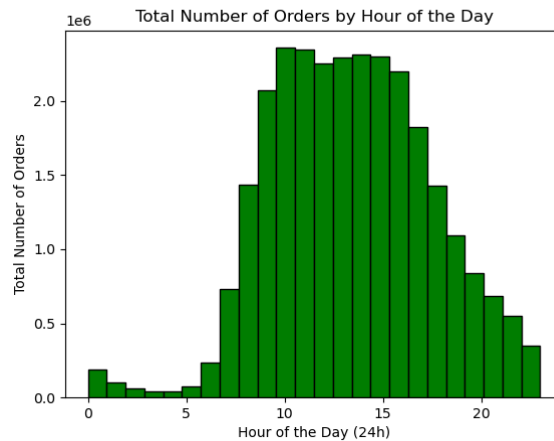
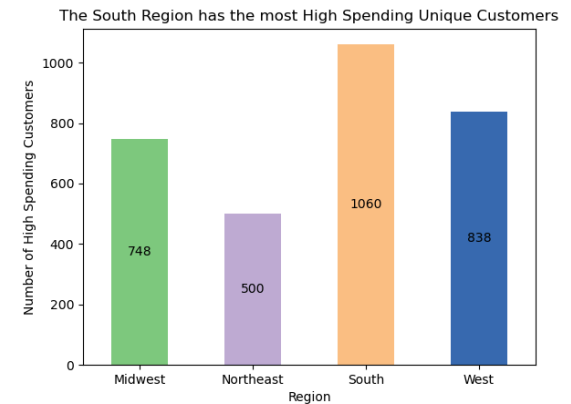
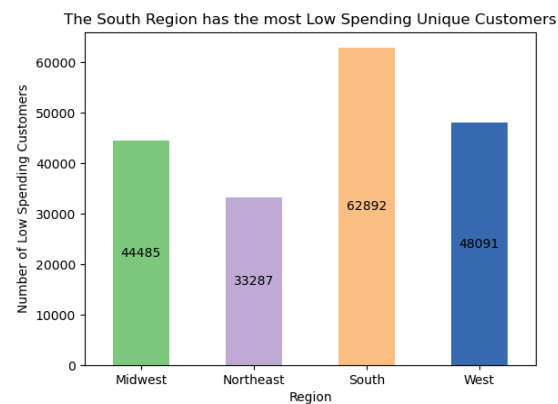
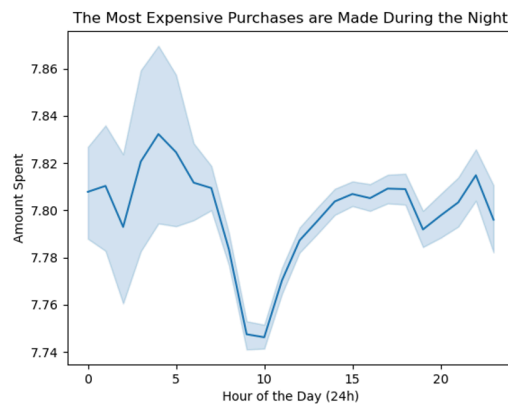


I. CUSTOMER BEHAVIOR

Most orders occur between 10 AM and 3 PM on weekends, with regular customers making the majority of purchases.



Customers tend to spend more in the evening, with a fairly consistent distribution of high and low spenders across all regions.



II. CUSTOMER PROFILES

I created three different customer profiles based on the variables age, income, moment of ordering and purchased goods.



THE FAMILY SHOPPER ORGANIZES THEIR SHOPPING AROUND FAMILY NEEDS. THEY DO ALL THEIR SHOPPING ON THE WEEKENDS WITH AFTERNOON SHOPPING HABITS.



THE CONSCIOUS SHOPPER ORGANIZES SHOPPING AROUND HEALTH. THEY GO EARLY-WEEK AND MORNING SHOPPING TO PRIORITIZE FRESH AND ETHICAL PRODUCTS.



THE URBAN SHOPPER ORGANIZES SHOPPING AROUND WORK AND LIFE. THEY RATHER SHOP LATER IN THE WEEK, AND PREFER CONVENIENCE AND PREMIUM PRODUCTS.

The customer profiles are evenly distributed across all regions as well, with consistent purchase patterns by department within each profile. Niche departments like International, Babies and Alcohol have the lowest purchase shares, despite being characteristic of their respective customer profiles.

