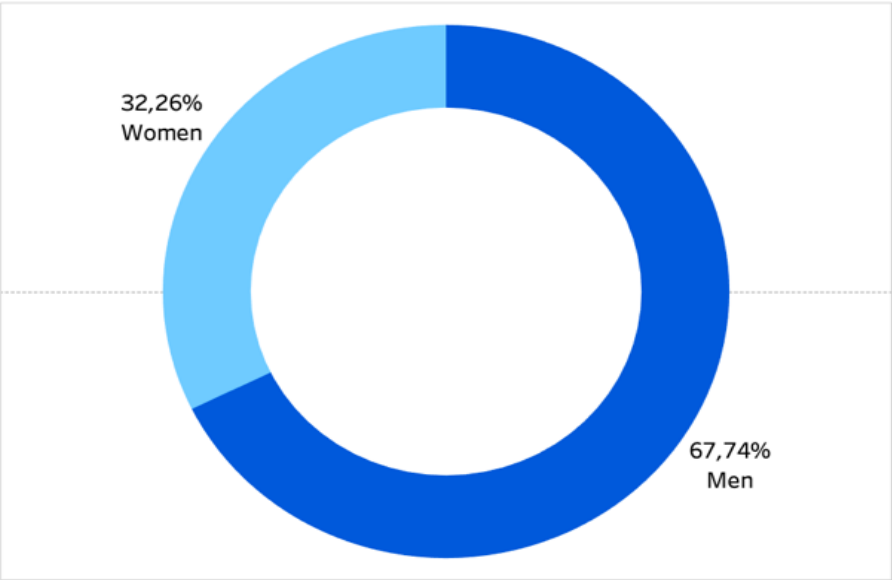
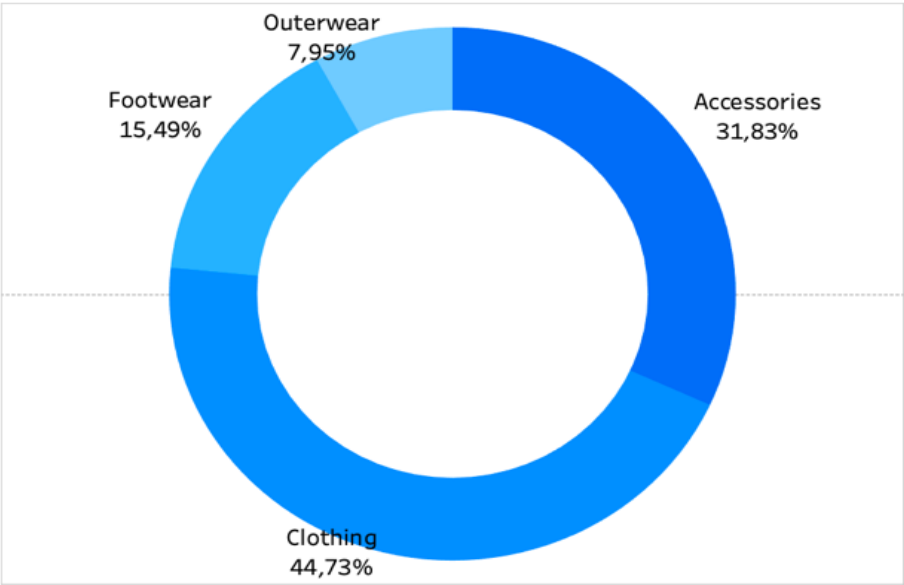


DEMOGRAPHIC ANALYSIS

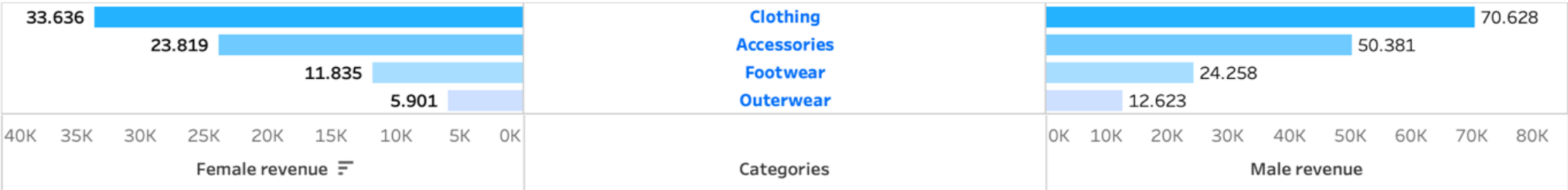
Purchases by gender



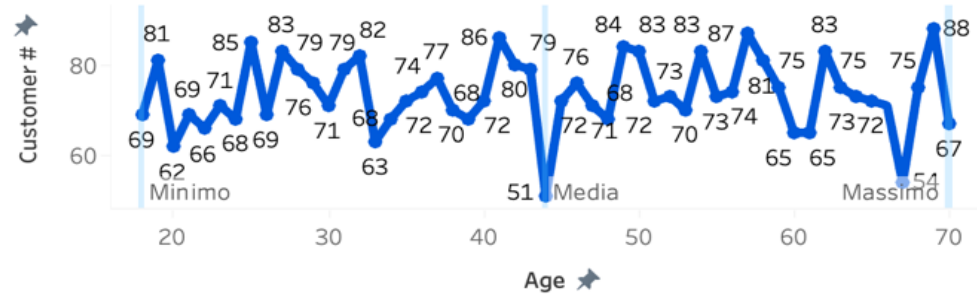
Purchases by product category



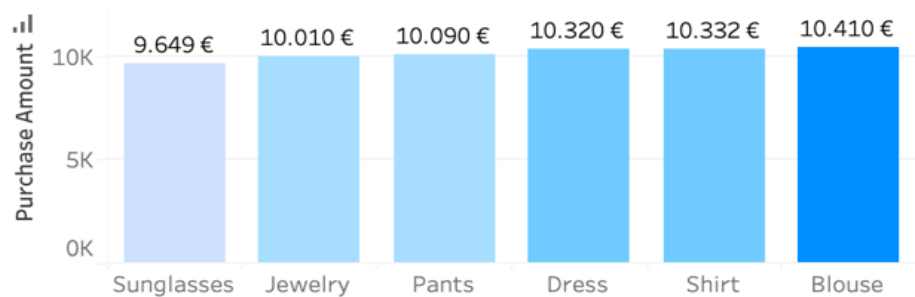
Purchases by gender and category



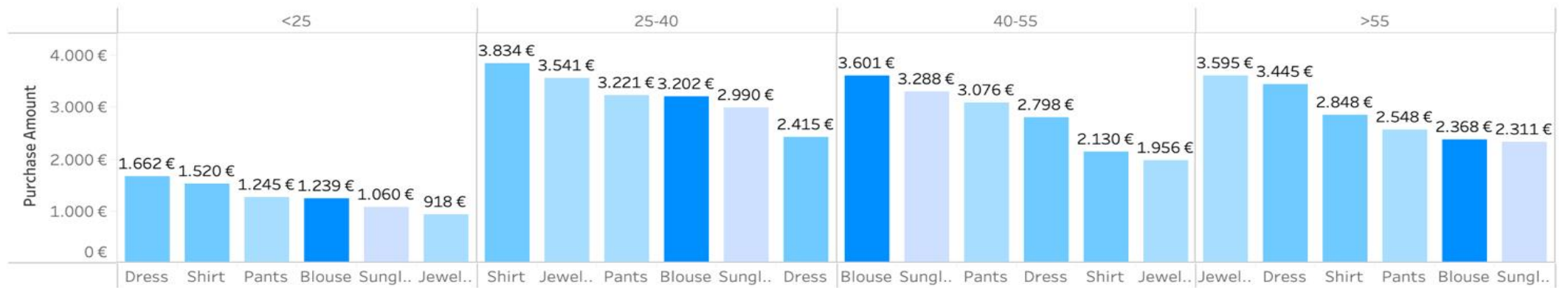
Purchases by age



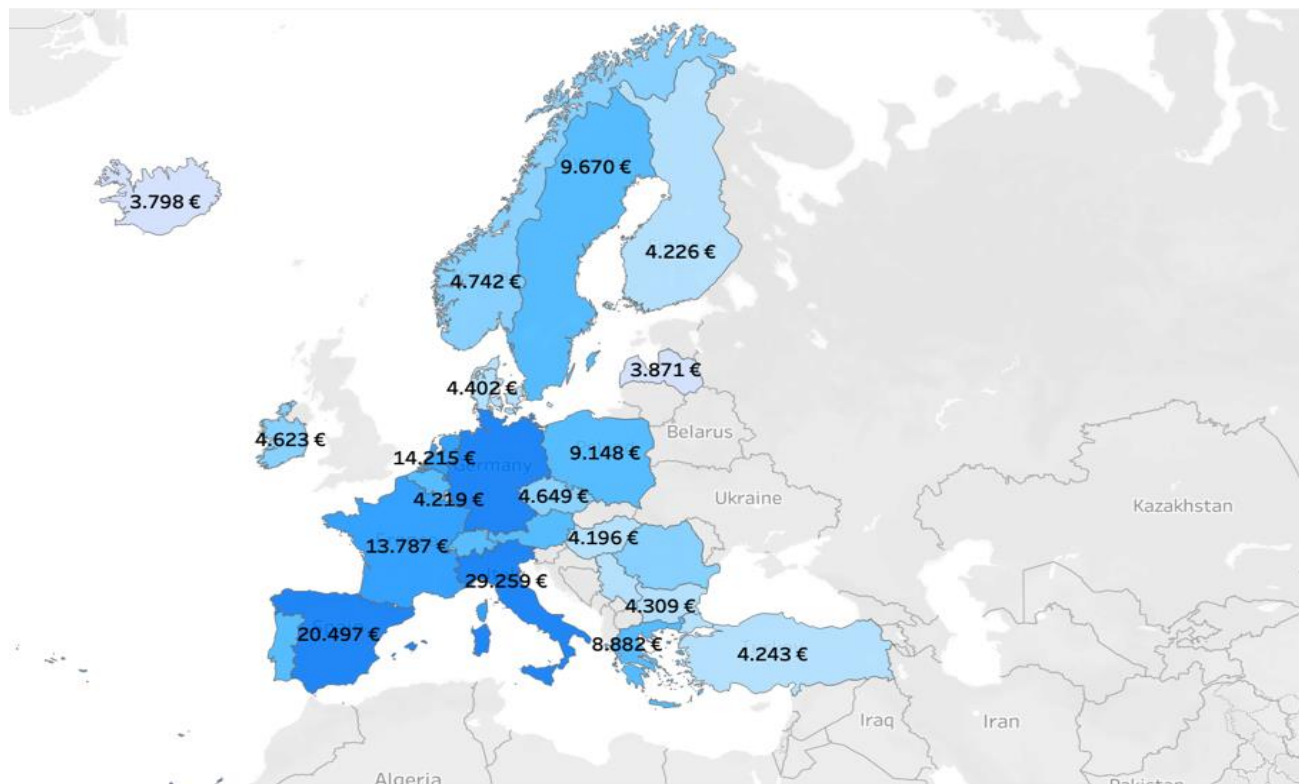
Top 6 purchased products



Top 6 purchased products by age



Purchases by country

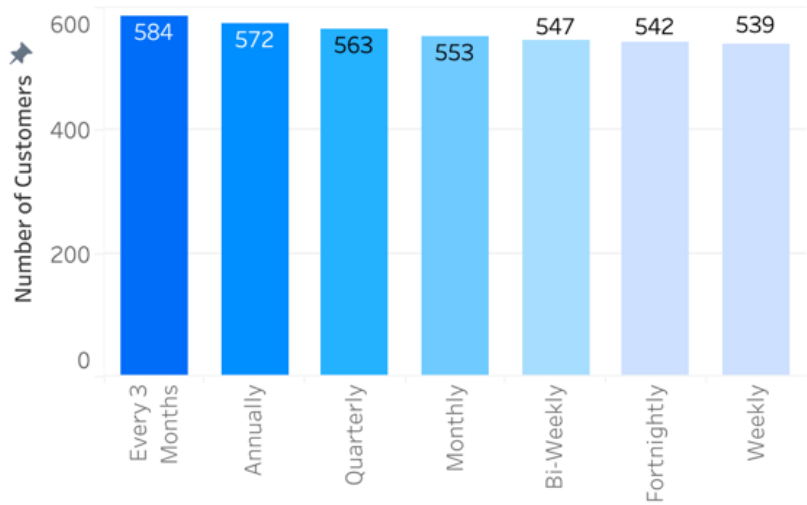


Top 5 cities

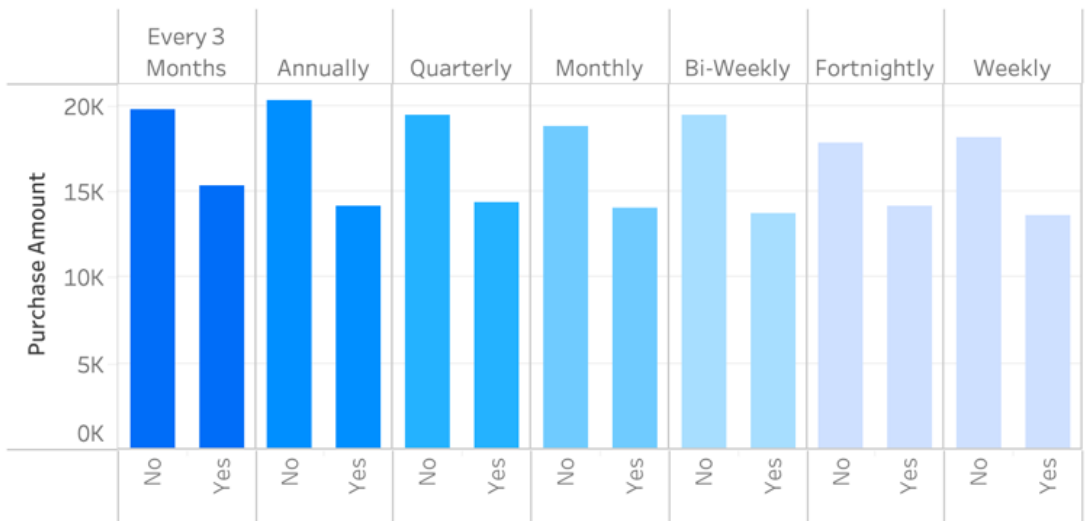


PURCHASE PATTERNS

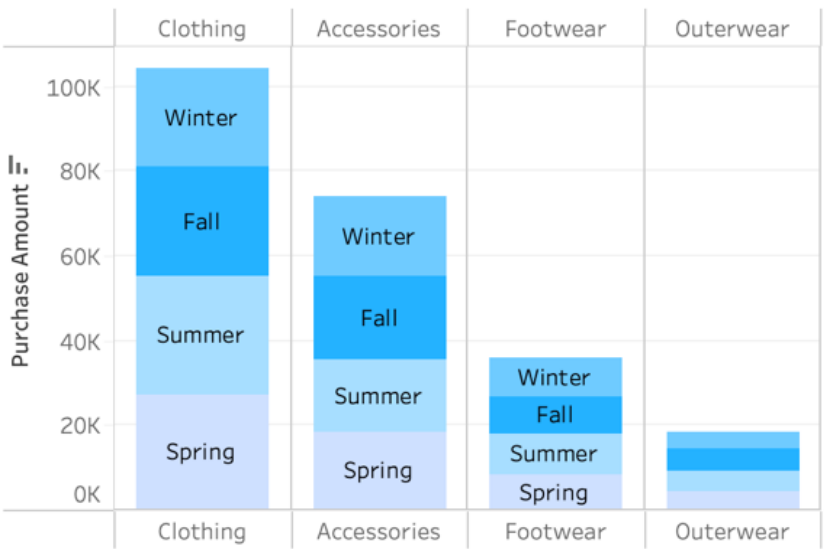
Purchase Frequency by customers



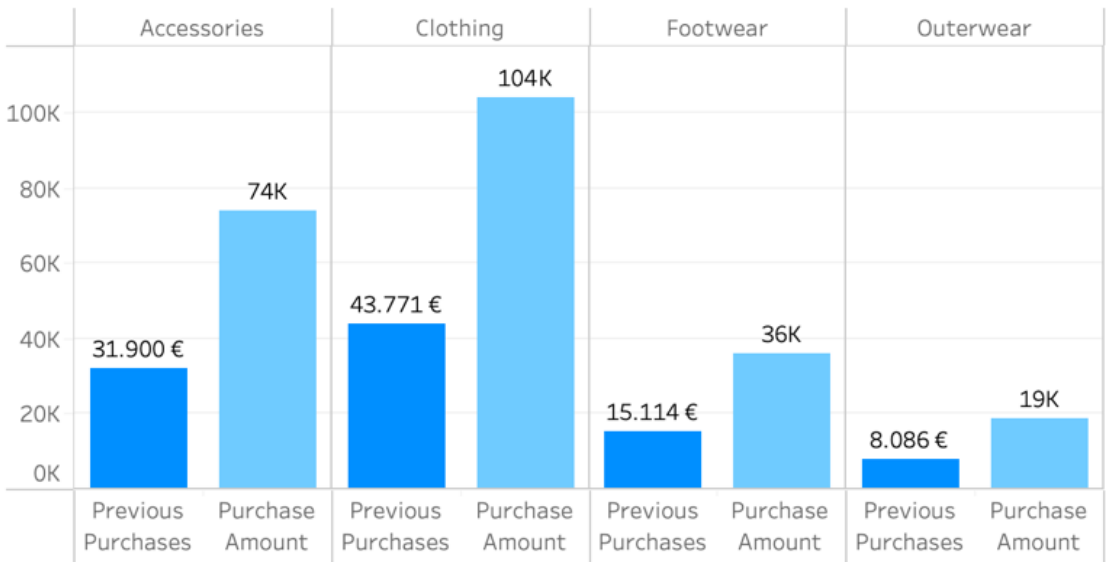
Purchase Frequency by amount



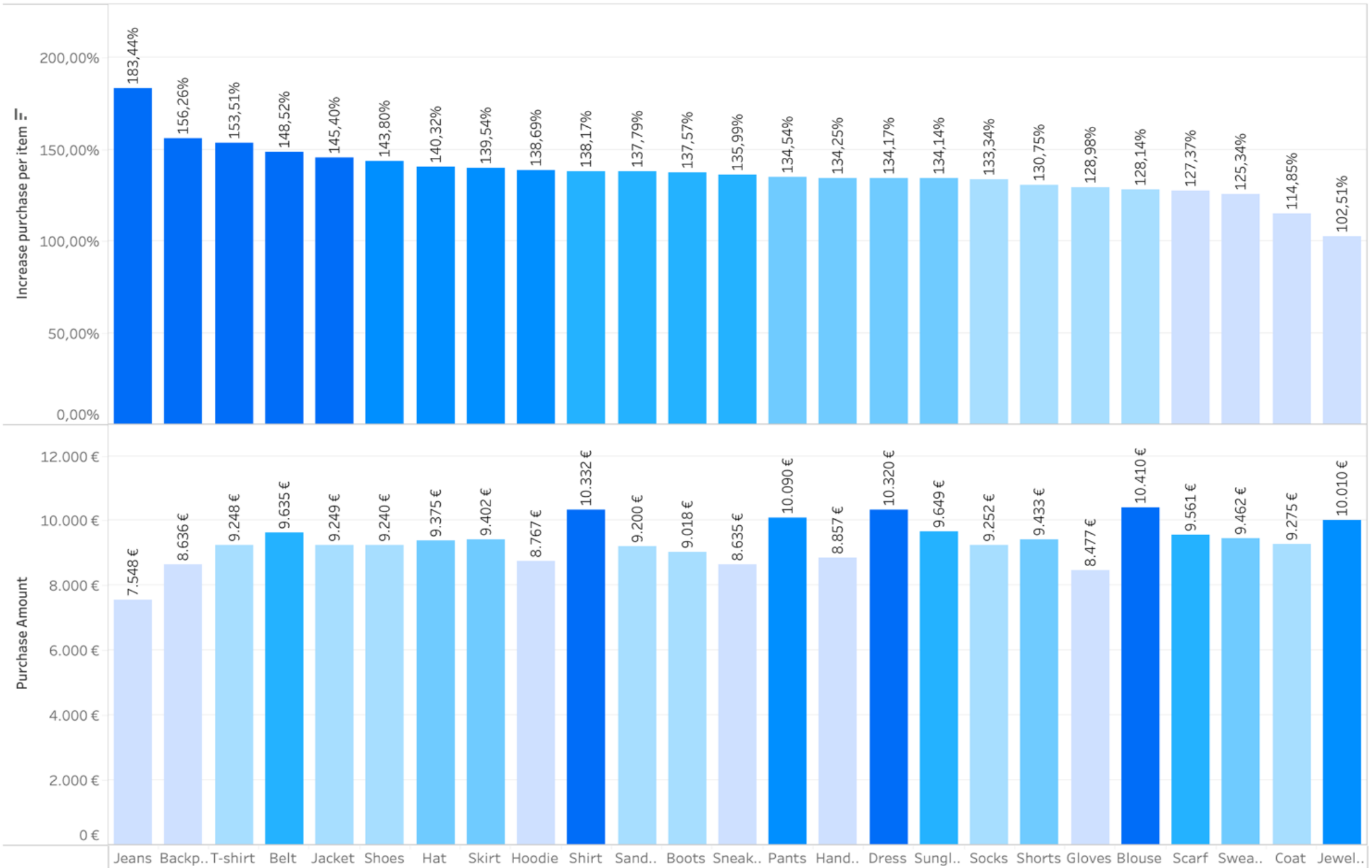
Purchase Frequency by season



Category purchase comparison with previous year

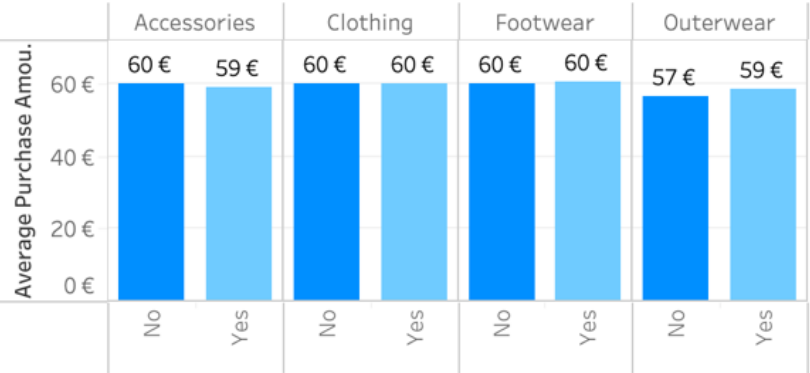


Item purchase comparison with previous year

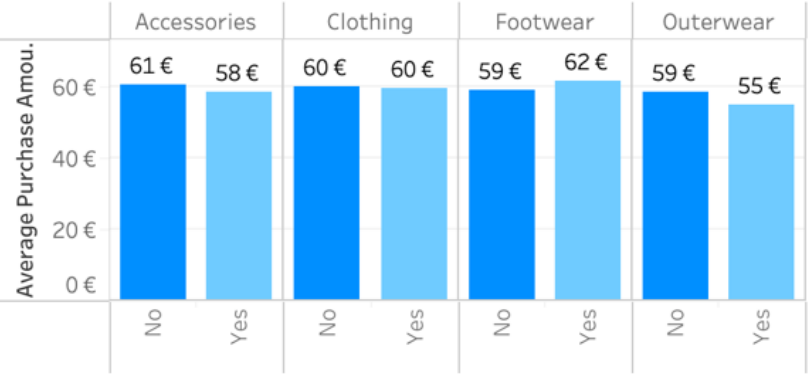


PURCHASE BEHAVIOUR

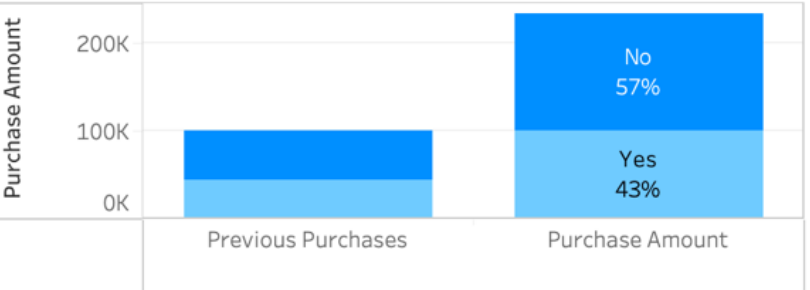
Most purchased product category by subscription status



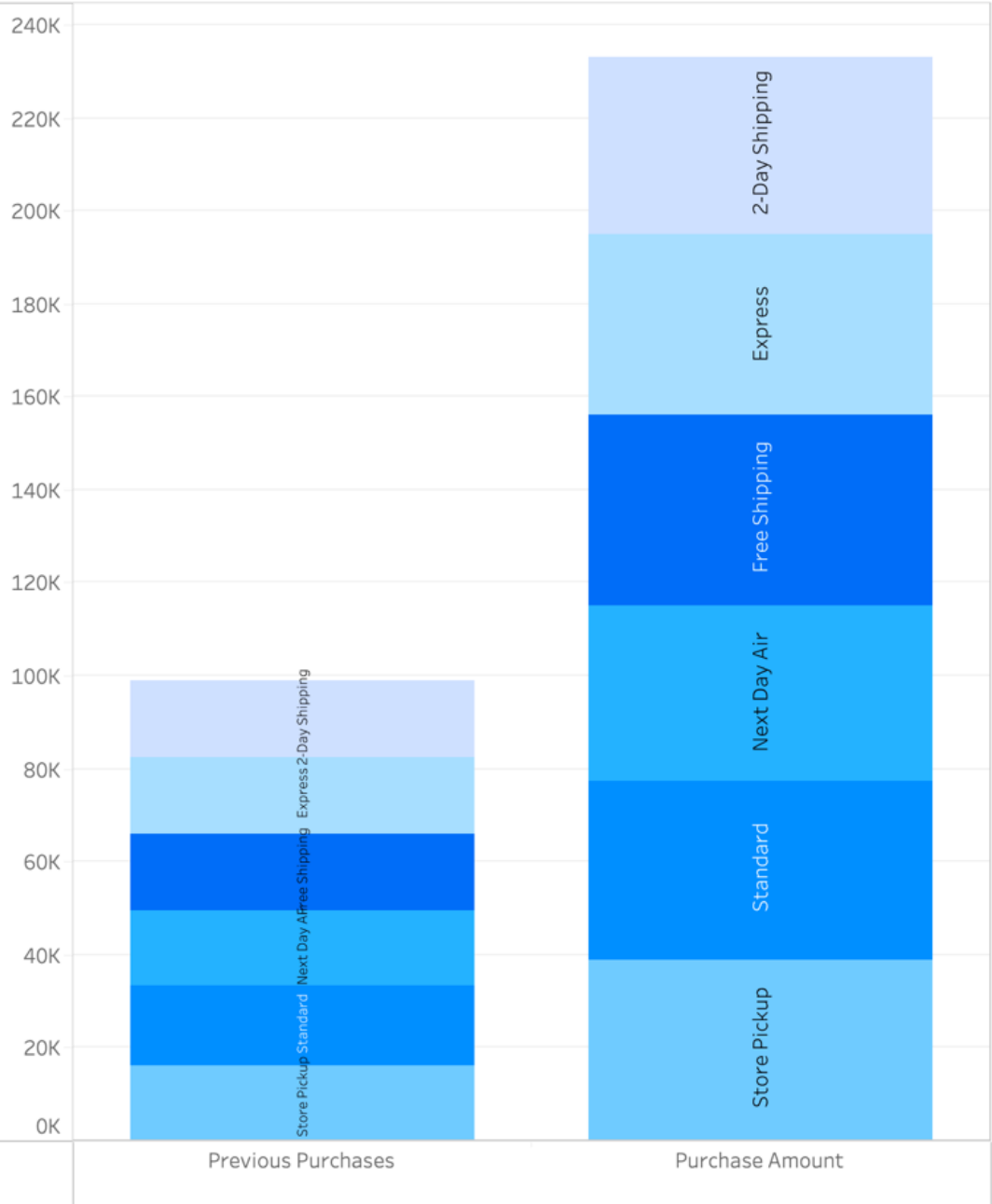
Most purchased product category by promo code



Purchase comparison by promo code



Purchase comparison by shipping methods



PART 1: Demographic Analysis

Understanding customer demographics is crucial for personalizing marketing strategies and optimizing product offerings. This analysis explores key demographic factors—age, gender, and location—to identify customer preferences and potential correlations.

Purchases by age

- The average customer age is **44 years**, with most customers between **31 and 57 years old**.
- The youngest customer is **18**, and the oldest is **70**.
- This suggests a target audience that includes both young adults and middle-aged individuals.

Purchases by gender

- **68%** of customers are **Men**, while **32%** are **Women**.
- This indicates a male-dominated customer base, suggesting that marketing campaigns might benefit from focusing on male-oriented products and messaging.

Purchases by country/cities

- **Top 5 Countries:** Italy (29.259 €), Germany (29.181 €), Spain (20.497 €), Netherlands (14.215 €), France (13.787 €).
- **Top 5 Cities:** Naples (7189 €), Paris (5784 €), Florence (5617 €), Milan (5605 €), Rome (5587 €).
- A strong customer presence in Italy and Germany indicates potential for region-specific promotions.

Top six purchased products by age

The top six purchased products in the dataset are Blouses, Jewelry, Pants, Shirts, Dresses, and Sunglasses, each showing high demand. Clothing is the dominant category, accounting for the highest number of purchases, followed by Accessories, Footwear, and Outerwear.

Recommendation

- Develop **age-specific promotions**, targeting younger customers with trendy products and older customers with premium offerings.
- Optimize marketing campaigns by tailoring advertisements for **male shoppers**, considering their higher representation.
- Create localized offers for **Italy and Germany**, as they have the highest customer density.

By leveraging these insights, the company can refine its marketing strategies and enhance customer engagement effectively.

PART 2: Purchase pattern analysis

Purchase frequency by season

Seasonal trends indicate that purchases are relatively balanced across the year, with **Fall leading slightly, followed by Summer, Spring and Winter**. This suggests a steady demand throughout different seasons, though specific product preferences may vary.

Category purchase comparison with previous year

All four categories saw a **significant increase in spending** compared to the previous year.

Clothing and Accessories saw the **highest absolute growth**, suggesting they are the most popular segments.

Item purchase comparison with previous year

It analyzes how specific items performed in terms of percentage difference and total purchase amount between the previous and current year.

Jeans: + 183,44% – Highest growth in purchases compared to the previous year.

Backpack: + 156.26% – the second item with major growth.

PART 3: Purchase behaviour

Most purchased product category by promo code

The use of promotional codes is a common strategy to encourage purchases and enhance customer loyalty. The goal of this analysis is to determine whether promo codes increase the average purchase amount or primarily drive higher purchase frequency. Additionally, we examine whether subscription status plays a role in these patterns.

For this analysis, we compared purchase data between the following groups:

- **Customers who used a promo code**
- **Customers who did not use a promo code**

The key parameters analyzed include:

- Average purchase amount with promo code
- Average purchase amount
- Product category

Impact on loyalty: The data does not indicate that promo code usage directly increases purchase frequency. The overall purchase volume with promo code is not significantly higher than that without it, suggesting that other factors might influence retention strategies

Most purchased product category by subscription status

For this analysis, we compared purchase data between the following groups:

- **Customers who had a subscription**
- **Customers who did not have a subscription**

The key parameters analyzed include:

- Average purchase amount with subscription
- Average purchase amount
- Product category

Impact on loyalty: The data does not indicate that subscription directly increases purchase frequency. Subscribers remain engaged, but their overall purchase volume is not significantly higher than that of non-subscribers, suggesting also in this case, that other factors might influence retention strategies.

Purchase comparison by shipping methods

Regarding shipping methods, there is a fairly even distribution across various options, with Free Shipping, Standard, Store Pickup, Next Day Air, Express, and 2-Day Shipping all being popular choices. This suggests that customers have diverse preferences, possibly based on urgency and cost consideration.