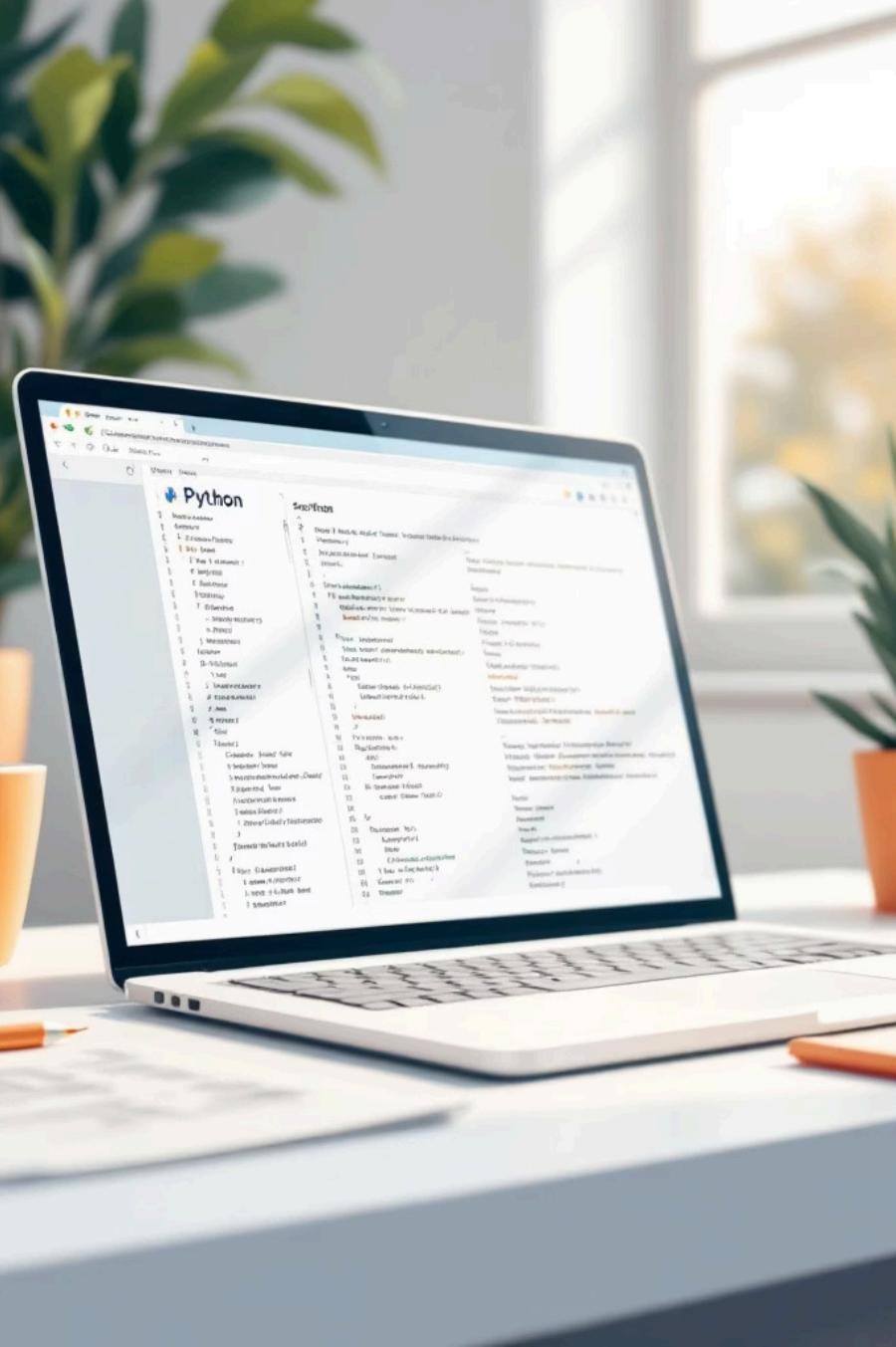




Customer Shopping Behavior — Summary

Analysis of 3,900 purchases to uncover spending, segments, product preferences, and subscription patterns.



Dataset Snapshot

Rows & Columns

3,900 rows · 18
columns

Key Features

Demographics,
purchase details,
behavior, shipping

Missing Data

37 missing review
ratings

EDA & Preparation (Python)



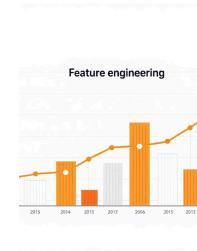
Load & Inspect

`df.info()` and `.describe()`



Missing Values

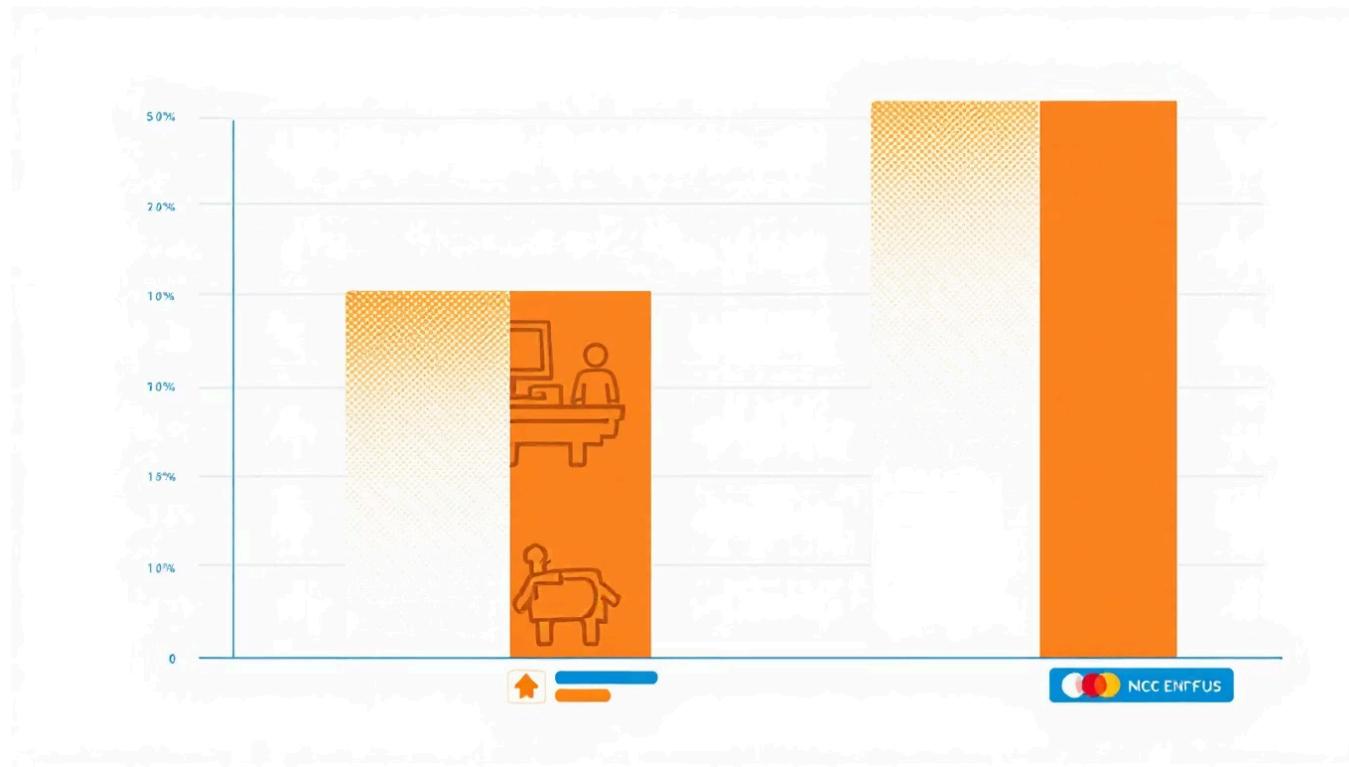
Imputed Review Rating by
category median



Feature Engineering

`age_group,`
`purchase_frequency_day`
`s`

SQL Analysis — Revenue & Behavior



Revenue by Gender

Male: 157,890 · Female: 75,191

Subscribers vs Non

Subscribers: 1,053 customers · Avg spend
\$59.49 · Revenue \$62,645

Non-subscribers: 2,847 customers · Avg
\$59.87 · Revenue \$170,436



Discounts & High-Spenders

High-Spending Discount Users

839 rows identified —
customers using discounts but
spending above average

Discount-Dependent Products

Top: Hat 50% · Sneakers
49.66% · Coat 49.07% · Sweater
48.17% · Pants 47.37%

Top Rated Products



Gloves

Avg rating 3.86



Sandals

Avg rating 3.84



Boots

Avg rating 3.82



Hat

Avg rating 3.80



Skirt

Avg rating 3.78

Shipping & Spend

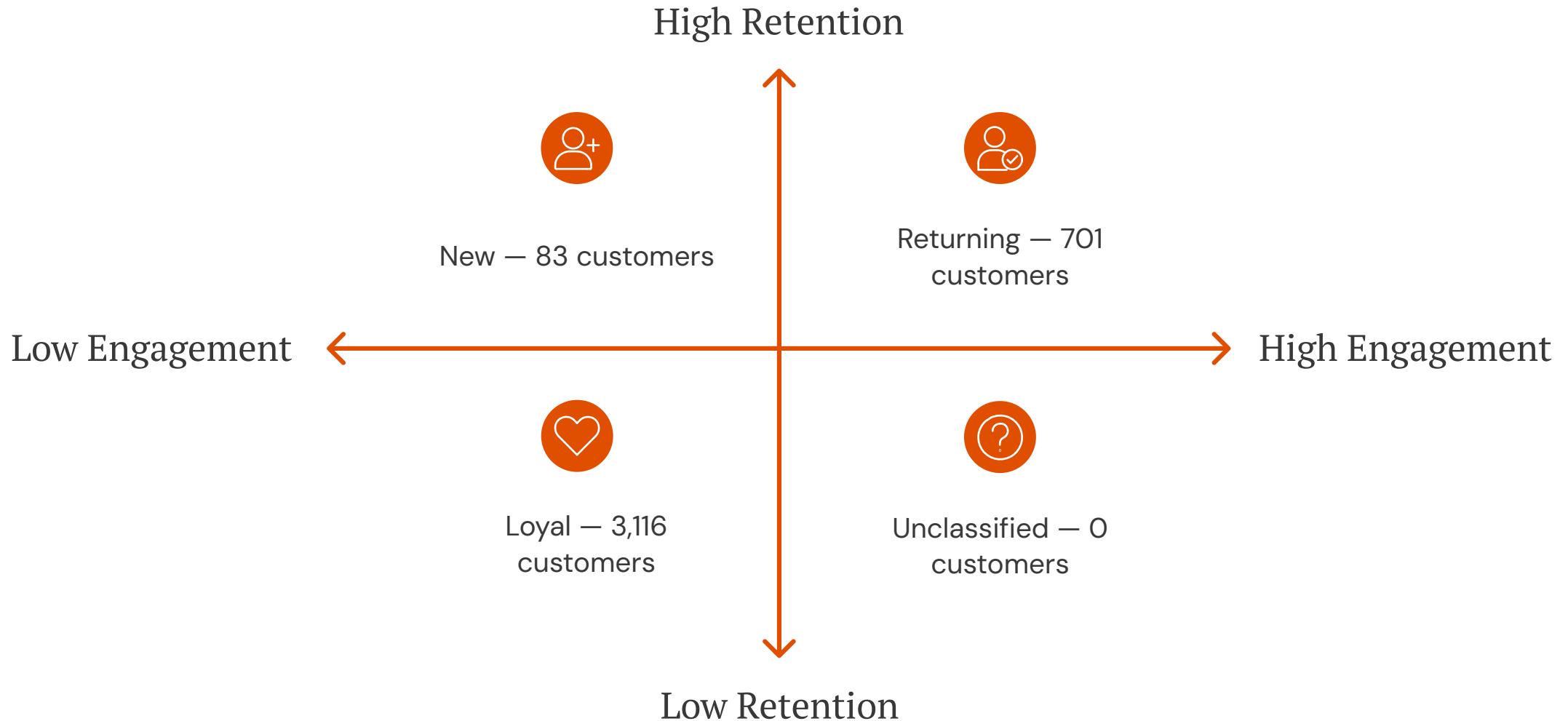


Average Purchase Amount

Standard: \$58.46 · Express: \$60.48

Shipping Types

Free Shipping, Standard, Express, 2-Day,
Next Day, Store Pickup



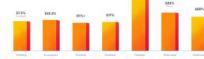
Segmentation reveals majority are Loyal (3,116); small New cohort (83).

Dashboard Highlights (Power BI)



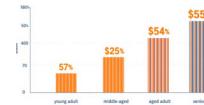
Subscription Snapshot

Yes 27% · No 73%



Revenue by Category

Clothing 100K ·
Accessories 75K ·
Footwear 30K · Outerwear
20K



Revenue by Age Group

Young Adult 50K · Middle-
aged 45K · Adult 40K ·
Senior 35K

Business Recommendations

1

Boost Subscriptions

Promote exclusive subscriber benefits

2

Loyalty Programs

Reward repeat buyers to increase loyalty

3

Review Discount Policy

Balance sales lift with margin control

4

Product Positioning

Highlight top-rated & best-selling items

5

Targeted Marketing

Focus on high-revenue age groups & express-shipping users