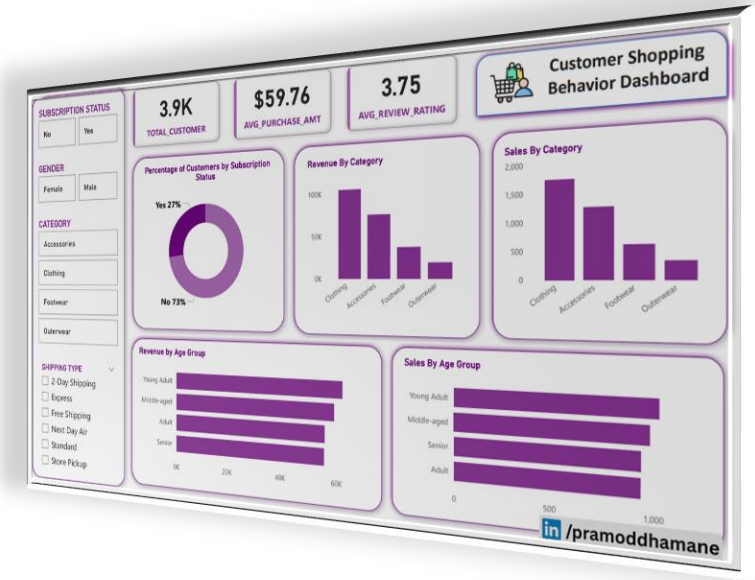




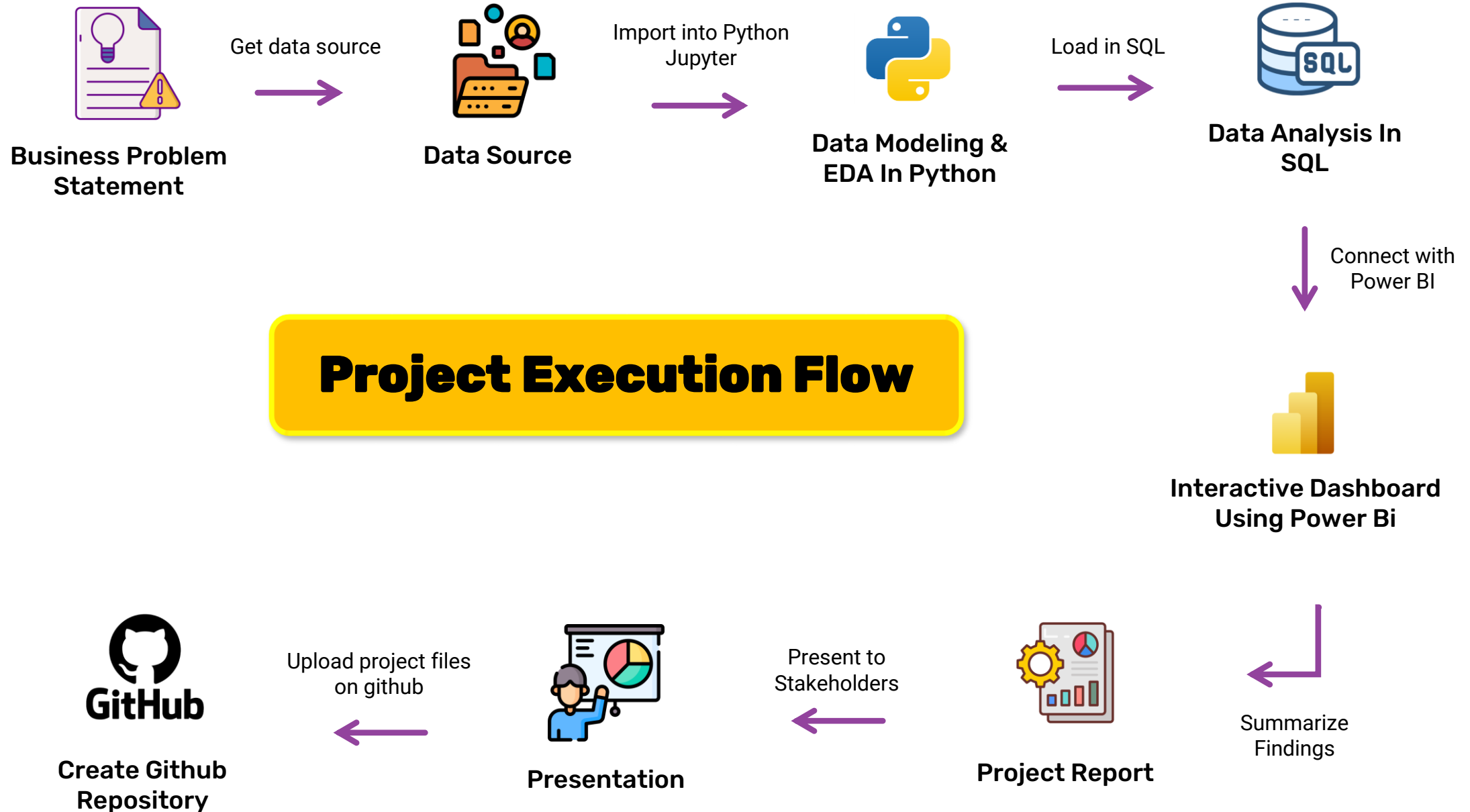
Customer Shopping Behaviour Analysis Dashboard



ORACLE
DATABASE



/pramodhamane



Business Problem Statement

A leading retail company wants to better understand its customers' shopping Behaviour in order to improve sales, customer satisfaction, and long-term loyalty.

The management team has noticed changes in purchasing patterns across demographics, product categories, and sales channels (online vs. offline).

They are particularly interested in uncovering which factors, such as discounts, reviews, seasons, or payment preferences, drive consumer decisions and repeat purchases.

You are tasked with analyzing the company's consumer Behaviour dataset to answer the following overarching business question:

“How can the company leverage consumer shopping data to identify trends, improve customer engagement, and optimize marketing and product strategies?”

1. Customer Insights

Business Need:

Understand customer base, satisfaction, and demographics.

Visuals & Requirements:

- **Total Customers (KPI Card):** Track overall customer volume.
- **Average Review Rating (KPI Card):** Monitor customer satisfaction.
- **Revenue by Age Group (Bar Chart):** Identify which age groups contribute most revenue.
- **Sales by Age Group (Bar Chart):** Understand purchase frequency by age group.
- **Gender (Button Slicer):** Compare Behaviour between male/female customers.

✦ 2. Sales & Revenue Performance

Business Need:

Monitor overall sales and revenue trends.

Visuals & Requirements:

- **Average Purchase Amount (KPI Card):** Measure typical customer spending.
- **Revenue by Category (Column Chart):** Identify which product categories generate highest revenue.
- **Sales by Category (Column Chart):** Compare sales volume across categories.
- **Category (Button Slicer):** Analyze specific product category performance.
- **Shipping Type (Slicer):** Understand how shipping preferences impact sales.

✦ 3. Subscription Analysis

Business Need:

Evaluate subscription adoption and subscriber Behaviour.

Visuals & Requirements:

- **% Customers by Subscription Status (Donut Chart):** Measure subscriber vs non-subscriber share.
- **Subscription Status (Button Slicer):** Filter all insights by subscriber group.

SUBSCRIPTION STATUS

No

Yes

GENDER

Female

Male

CATEGORY

Accessories

Clothing

Footwear

Outerwear

SHIPPING TYPE

- ☐ 2-Day Shipping
- ☐ Express
- ☐ Free Shipping
- ☐ Next Day Air
- ☐ Standard
- ☐ Store Pickup

3.9K

TOTAL_CUSTOMER

\$59.76

AVG_PURCHASE_AMT

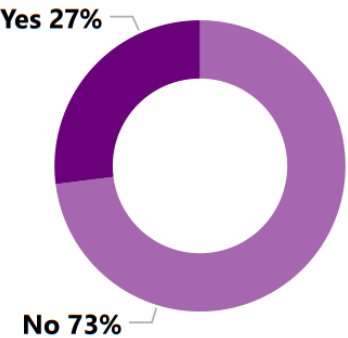
3.75

AVG_REVIEW_RATING

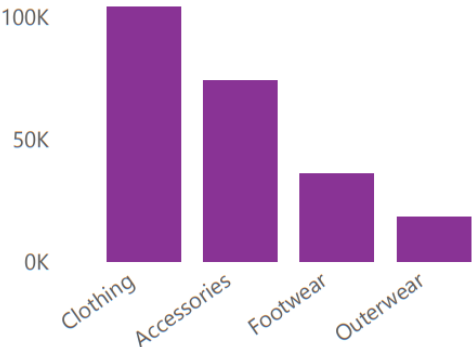


Customer Shopping Behavior Dashboard

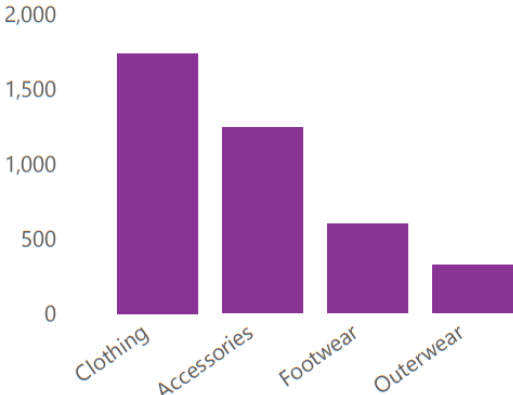
Percentage of Customers by Subscription Status



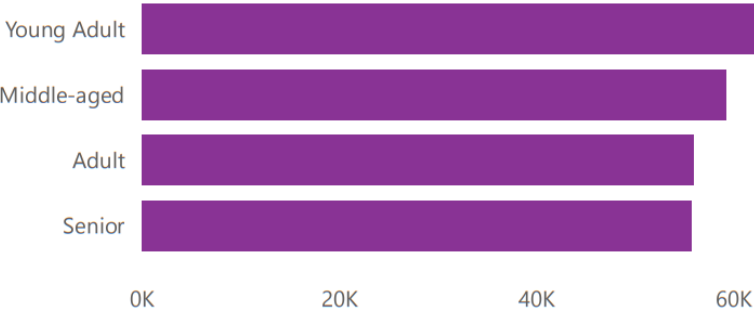
Revenue By Category



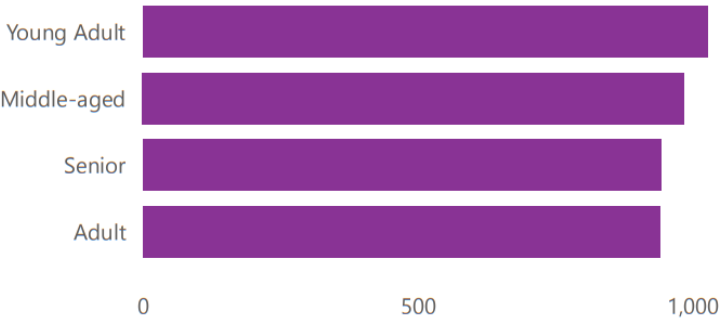
Sales By Category



Revenue by Age Group



Sales By Age Group



Business Recommendations

- **Increase Subscriptions** – Highlight exclusive perks to encourage more users to subscribe.
- **Enhance Loyalty Programs** – Offer rewards that motivate repeat customers to become “Loyal” buyers.
- **Optimize Discount Strategy** – Use reviews-based discounts carefully to boost sales without hurting margins.
- **Strengthen Product Positioning** – Promote top-rated and best-selling items more effectively.
- **Improve Targeted Marketing** – Prioritize campaigns for high-revenue age groups and customers using express shipping.