Customer Shopping Behavior Analysis

Uncovering insights for strategic business decisions.

Project Overview

Transactional Data

3,900 purchases analyzed.

Uncover Insights

Spending patterns, segments, preferences.

Guide Decisions

Optimize business strategy.

Dataset Summary

Data Points

- 3,900 Rows
- 18 Columns

Key Features

- Customer Demographics
- Purchase Details
- Shopping Behavior

Missing Data

37 values in Review Rating.

Data Analysis: Key Business Questions

1

Revenue by Gender

Male vs. Female spending.

2

High-Spending Discount Users

Customers above average spend, using discounts.

3

Top 5 Products by Rating

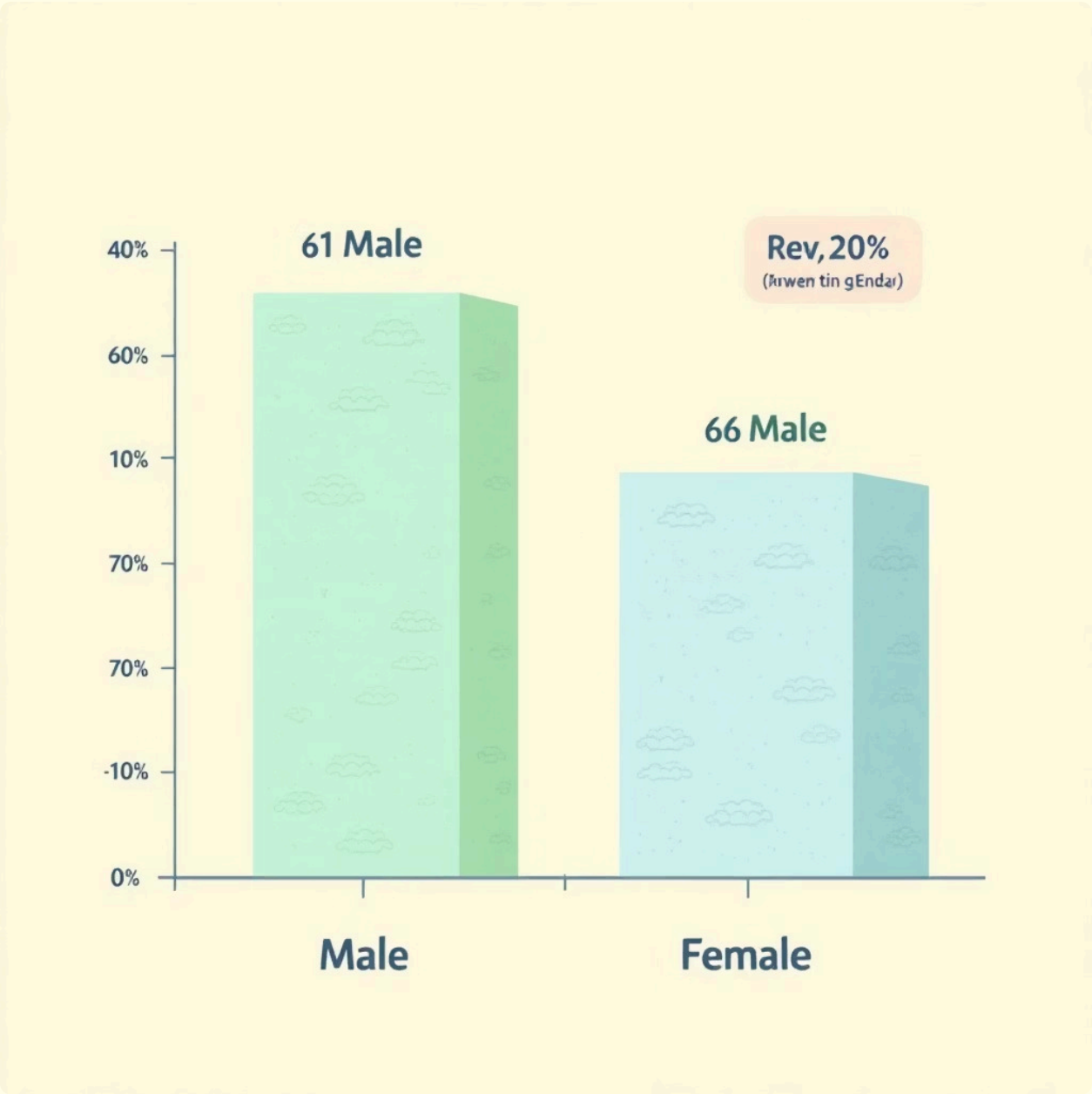Highest average review ratings.

4
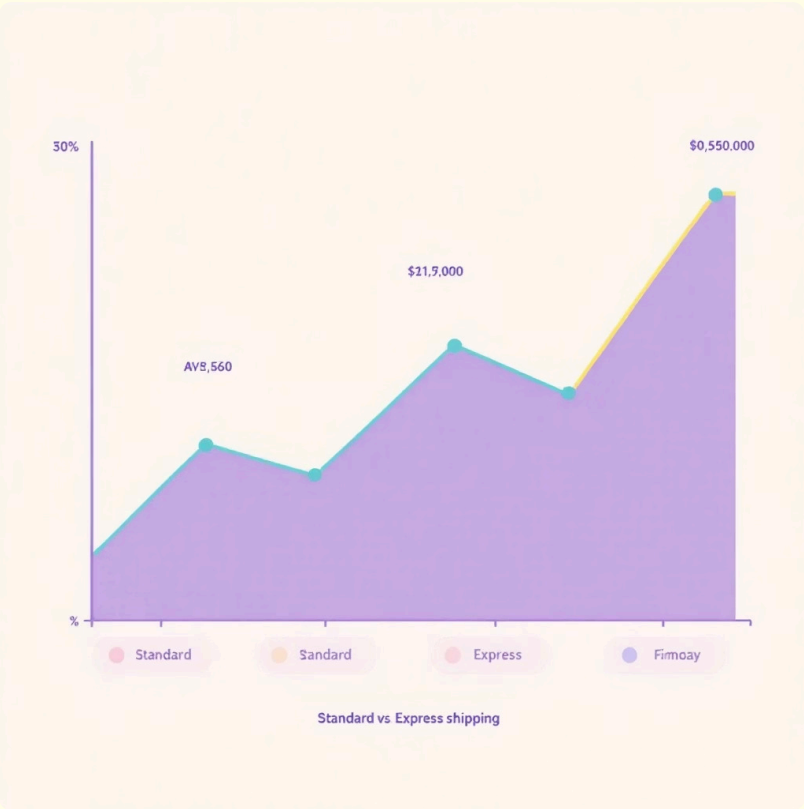
Shipping Type Comparison

Standard vs. Express purchase amounts.
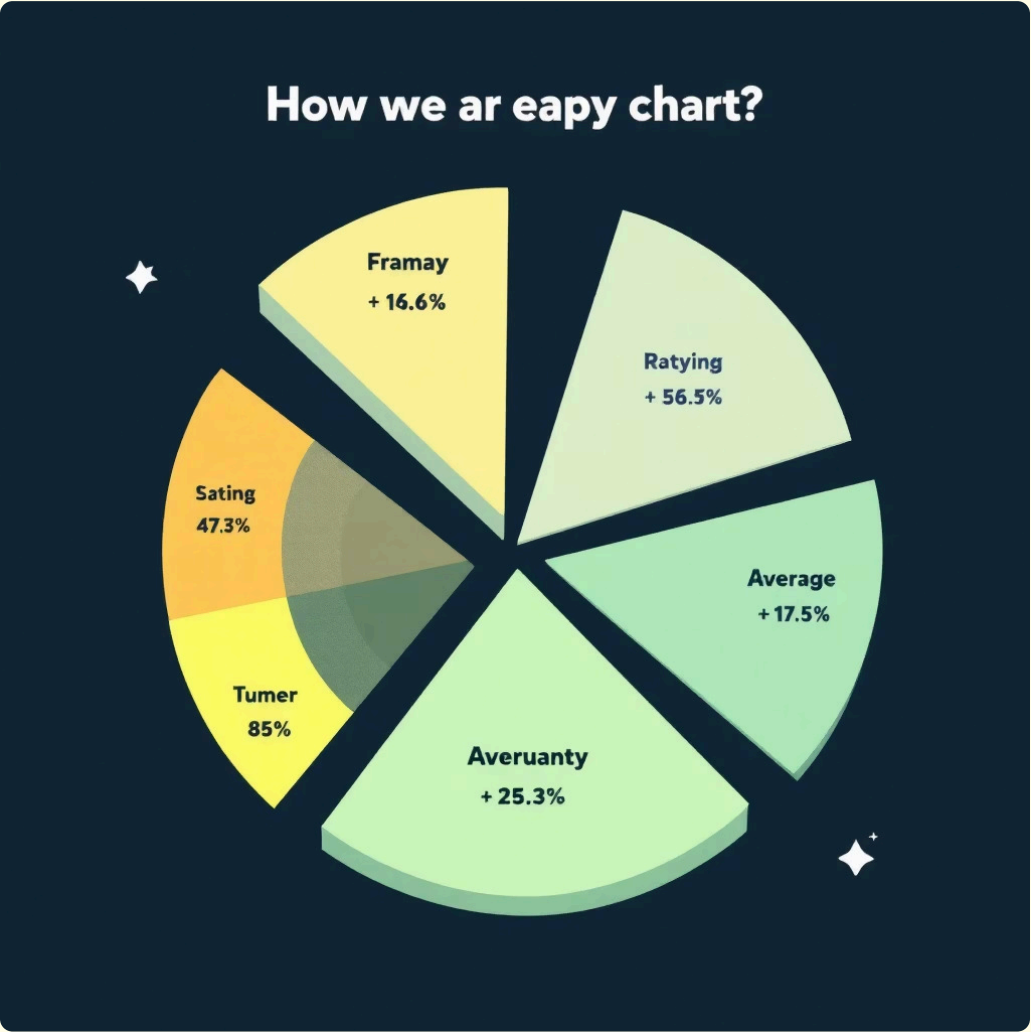
Revenue Insights

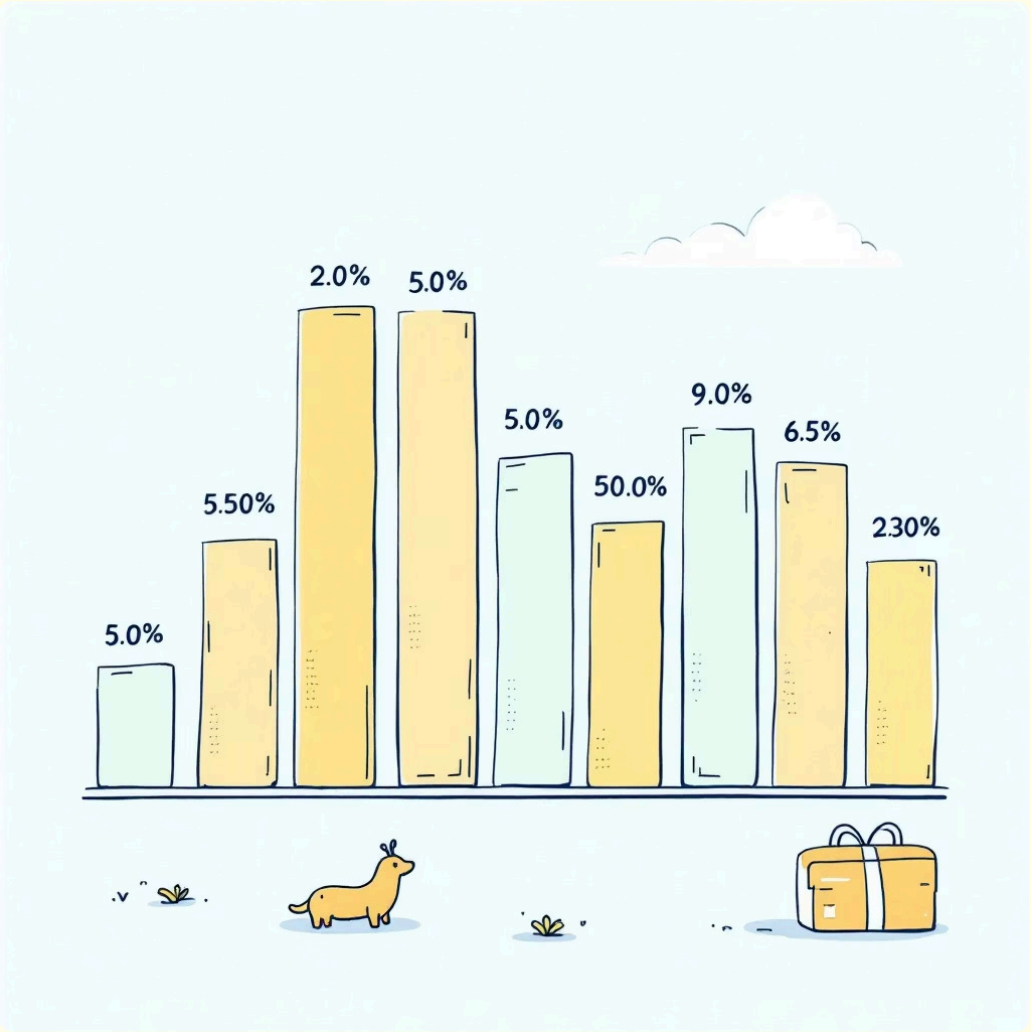Revenue by Gender: Comparing total revenue generated by male vs. female customers.

Shipping Type Comparison: Average purchase amounts between Standard and Express shipping.
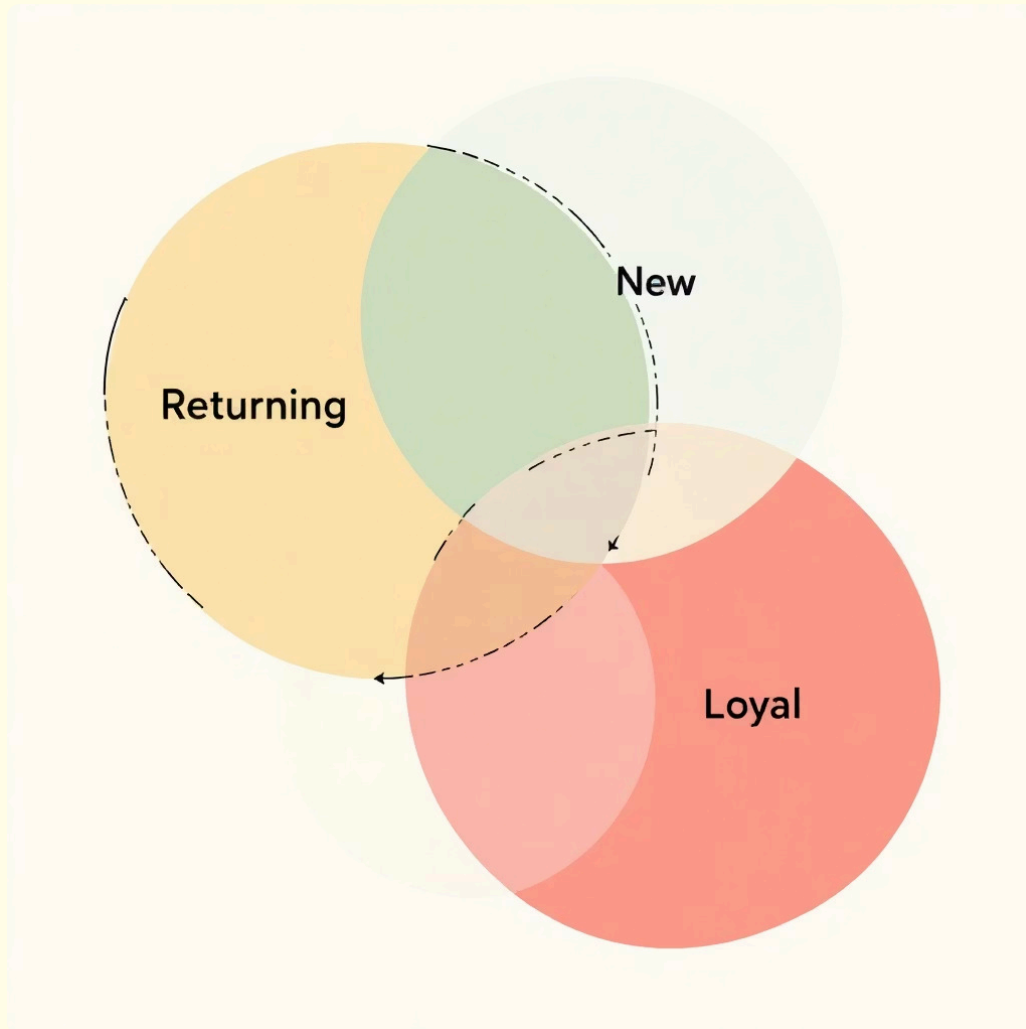
Product & Discount Analysis

How we ar eapy chart?

Framay
+ 16.6%

Ratying
+ 56.5%

Sating
47.3%

Average
+ 17.5%

Tumer
85%

Averuanty
+ 25.3%

Top 5 Products by Rating: Products with the highest average review ratings.

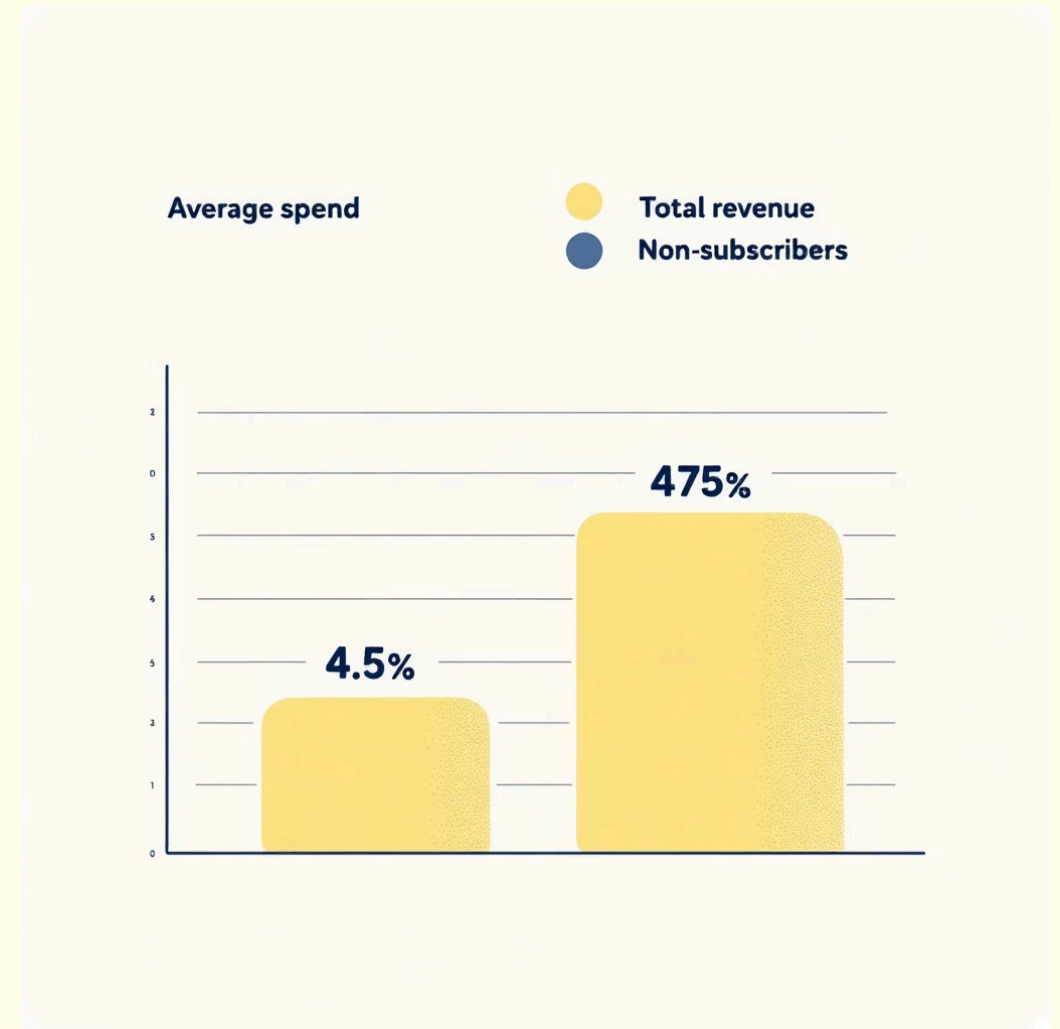2.0% 5.0%

5.0%

9.0%

5.50%

50.0% 6.5%

230%

5.0%

Discount-Dependent Products: Top 5 products with highest percentage of discounted purchases.

Customer Segmentation & Subscriptions

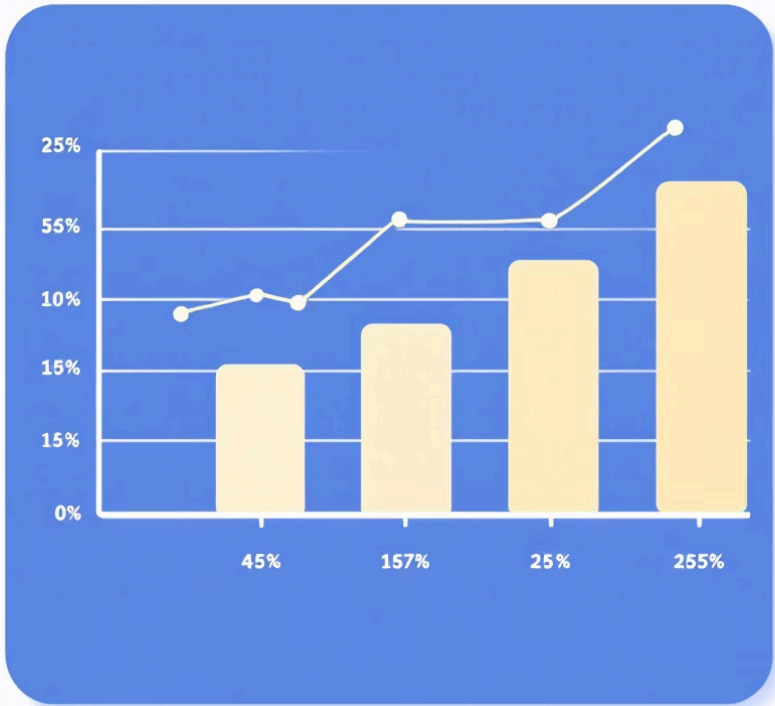Customer Segmentation: New, Returning, and Loyal segments based on purchase history.

Average spend
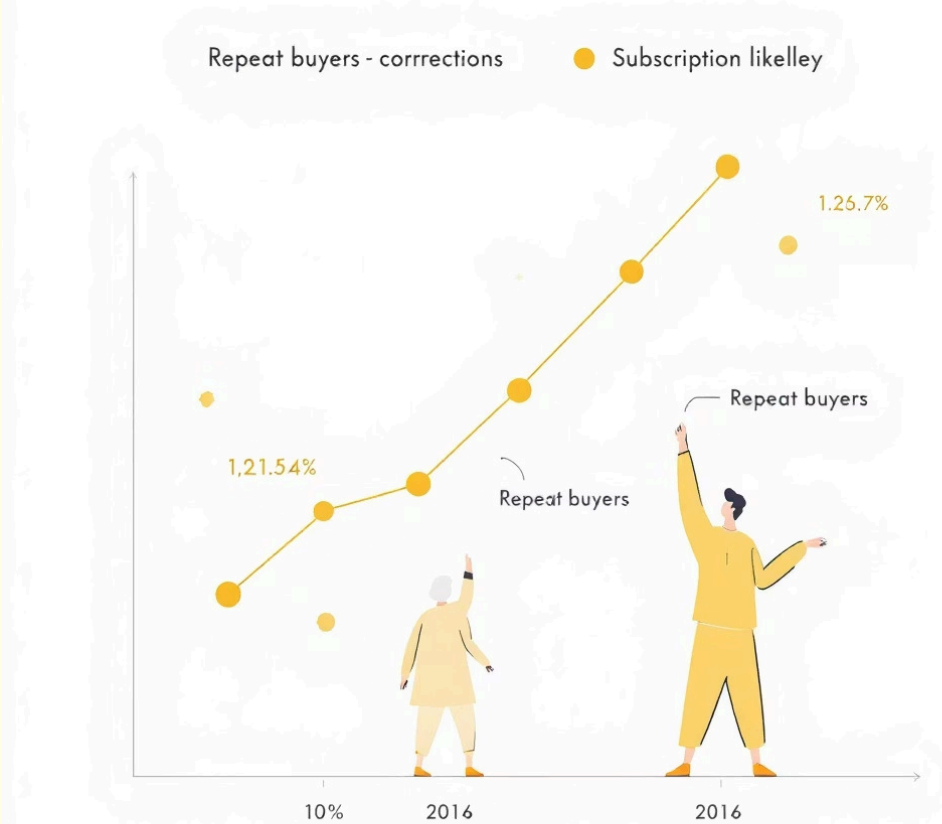
Total revenue
Non-subscribers

475%

4.5%

Subscribers vs. Non-Subscribers: Average spend and total revenue comparison.

Age Group & Repeat Buyers

Revenue by Age Group: Total revenue contribution of each age group.

Repeat Buyers & Subscriptions: Customers with >5 purchases and subscription likelihood.

Interactive Dashboard in Power BI

Visualizing insights for dynamic exploration and decision-making.

Business Recommendations

→ **Boost Subscriptions**

Promote exclusive benefits.

→ **Customer Loyalty Programs**

Reward repeat buyers.

→ **Review Discount Policy**

Balance sales with margin control.

→ **Product Positioning**

Highlight top-rated and best-selling products.

→ **Targeted Marketing**

Focus on high-revenue age groups and express-shipping users.