Business Problem Statement

In today's highly competitive retail environment, understanding customer shopping behaviour is critical for driving sustainable growth and building long-term customer relationships. A leading retail company is experiencing noticeable shifts in consumer purchasing patterns across different demographics, product categories, and sales channels (online and offline). These changes have created challenges in effectively targeting customers, optimizing marketing efforts, and improving overall customer satisfaction.

The management team seeks to leverage its growing volume of consumer shopping data to gain deeper insights into customer preferences, purchasing motivations, and loyalty drivers. Specifically, they want to understand how factors such as pricing and discounts, customer reviews, seasonal trends, payment preferences, and shopping channels influence purchase decisions and repeat buying behaviour.

As a data analyst, the objective of this project is to analyse the company's consumer behaviour dataset to uncover meaningful patterns and actionable insights that can support data-driven decision-making. By transforming raw transactional data into structured, analysable formats and applying analytical techniques, this project aims to help the business identify key customer segments, recognize emerging trends, and evaluate the impact of various factors on sales performance.