

National Clothing Chain

Customer Purchase Analysis

Income Bucket

All

Jon Little

Customer with Highest Predicted Income

\$597,219.00

Highest Predicted Customer Income

$x = (y - (-722.14)) / 0.01$

Predicted Customer Income Formula

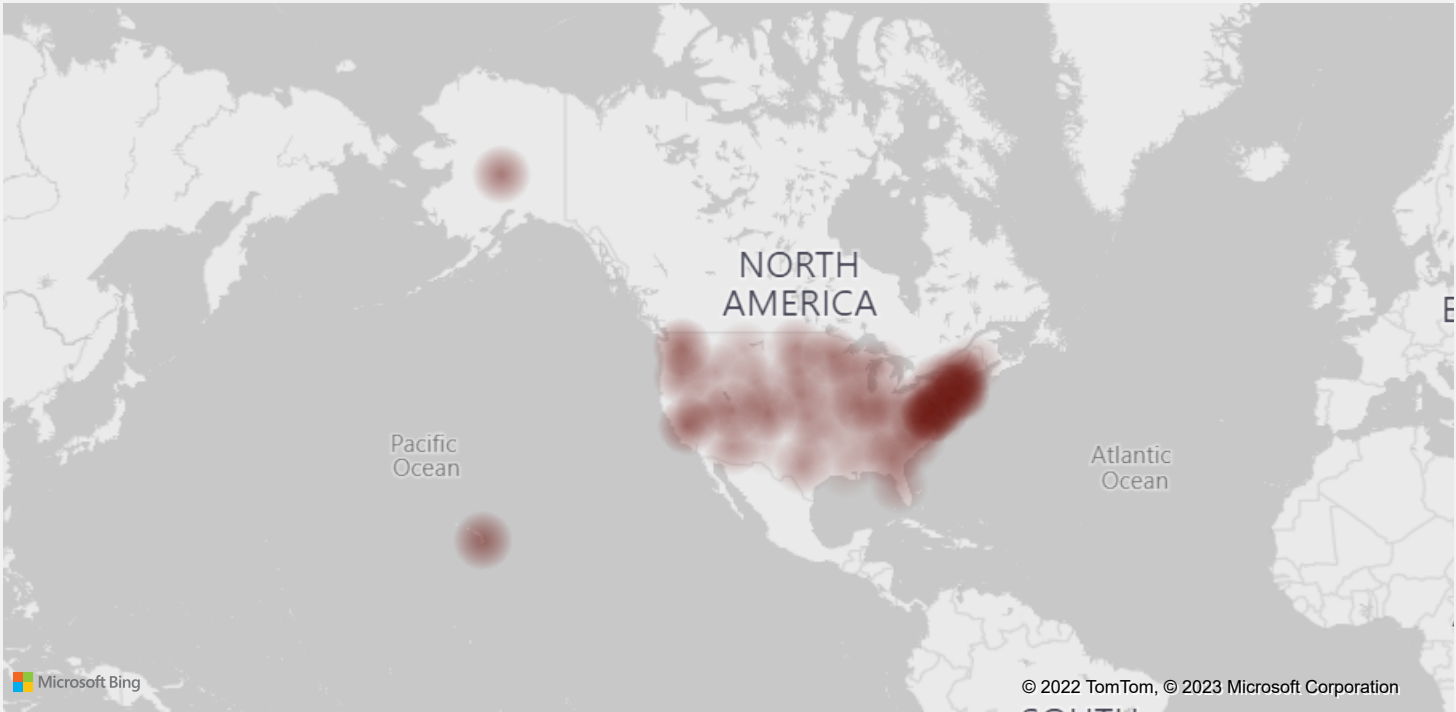
Correlation Between Income and Sales

0.78

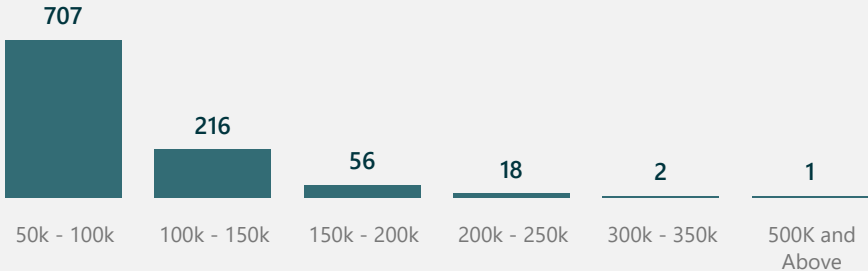
Impact of Income on Sales



Average Income and Total Purchase by State



Income Distribution



\$597,219 is the highest predicted customer salary (Customer ID JLit30836). There is a positive correlation between customer's average income and average sales, so sales increases with income. The customer income distribution is left skewed with most customers earning in the range of \$50k to \$150k.



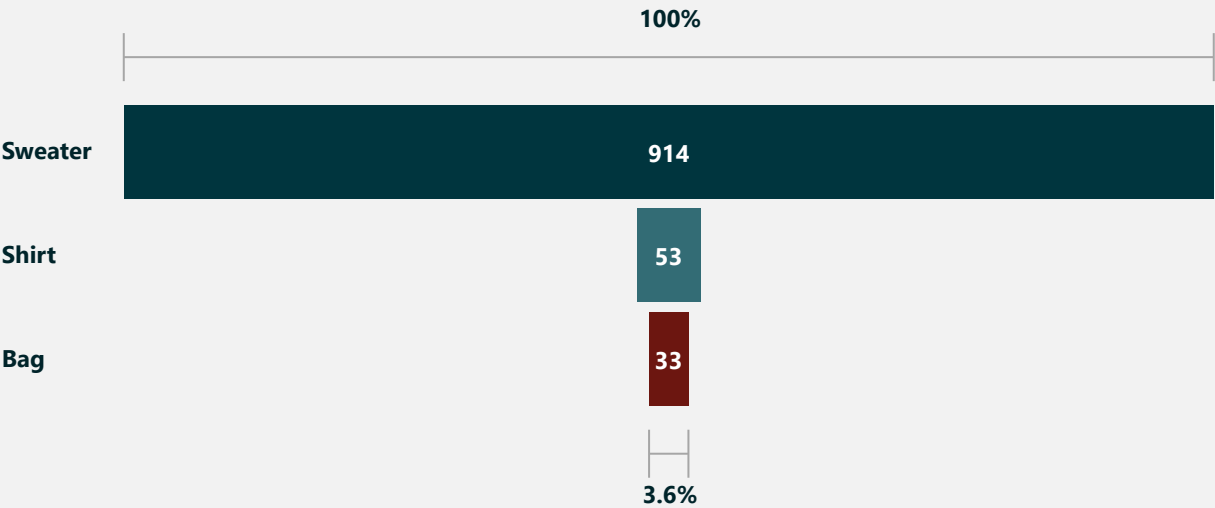
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Customer Behavior Analysis

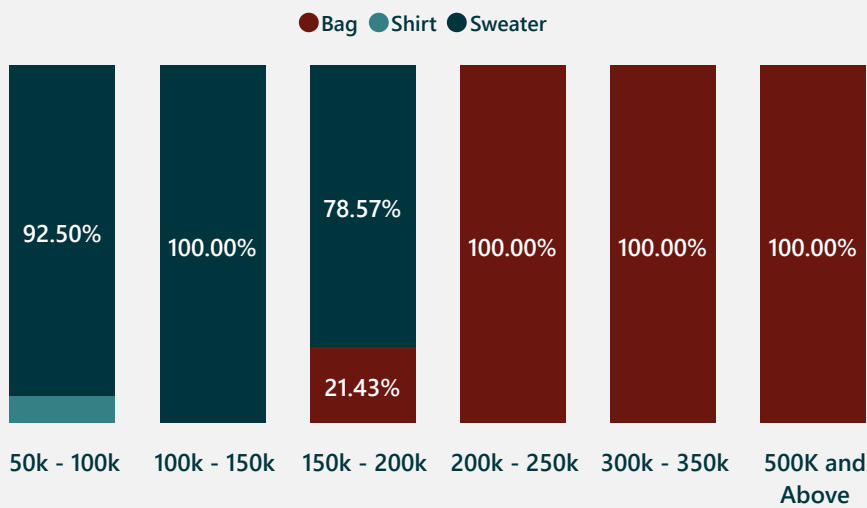
Purchase Date

9/1/20203/1/2021

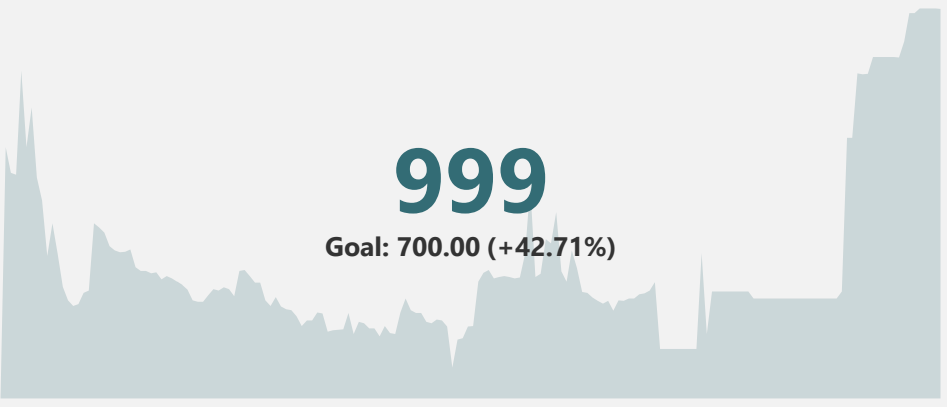
Most Purchased Based on Sales History



Best Product for Income Groups



Count of Customer Purchases



Purchase Amount



Although many income groups might buy a bag, the number of these customers (33) is lesser than customers who will buy a sweater (914). The number of customer purchases has increased over time, but the money spent has decreased. So, more customers are buying less expensive products. The purchase history shows that most customers bought more shirts and sweaters than bags.



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Product Analysis

Product Name

All

Product Stock Analysis

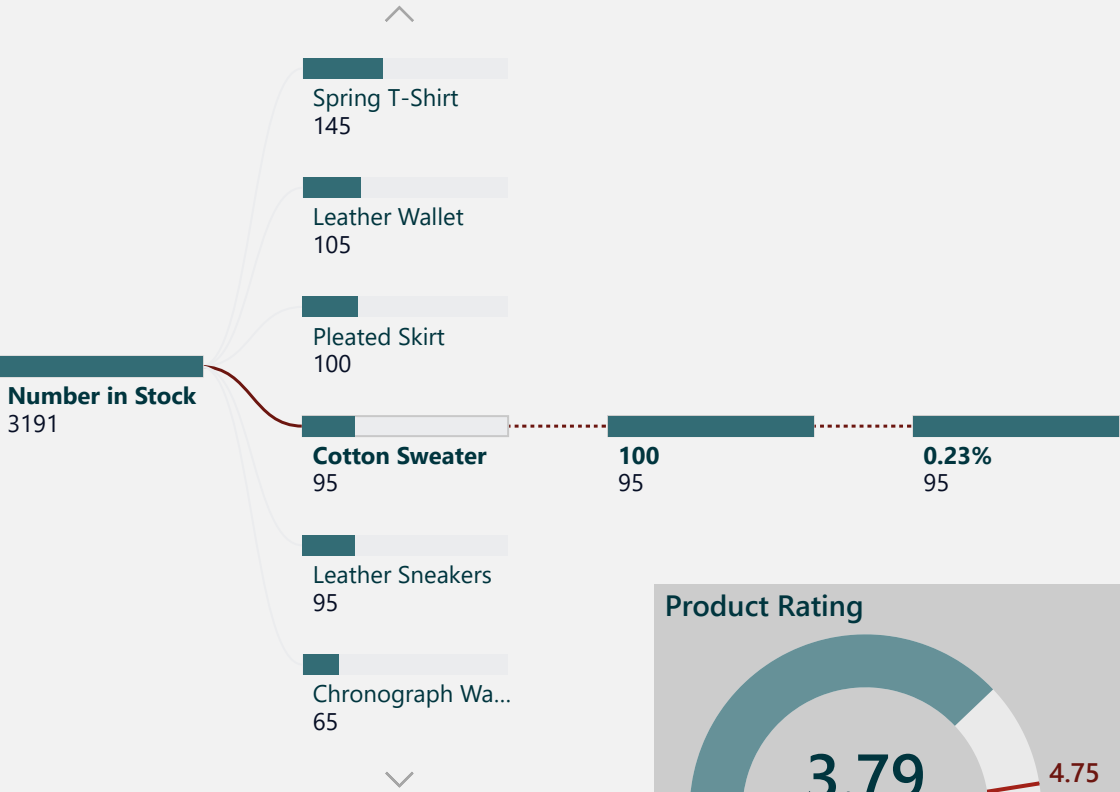
Product Name

Cotton Sweater

Current Price

100

Return Rate



The customer rating for sweaters is 4.1 and return rate is 0.23%, which is lesser than polo shirts (return rate: 0.76%, rating: 4.2). Sweaters are the most popular purchase (see Customer Purchase Analysis page) and it can be sold using the existing stock, which can reduce the capital investment. **Sweaters can be advertised more.**

Correlation Between Return Rate and Product Rating



Products in Stock

