



# Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases to drive strategic decisions

# The Foundation

3,900

Total Purchases

Transactions analyzed

18

Data Points

Features per purchase

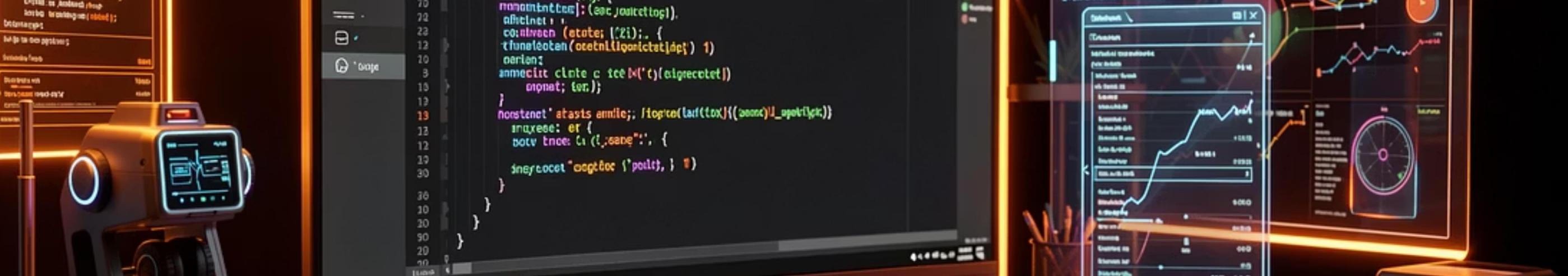
50

Locations

Geographic coverage

## Key Features Captured

- Customer demographics & subscription status
- Purchase details & product preferences
- Shipping behavior & review ratings
- Discount usage & payment methods



PYTHON ANALYSIS

# Data Preparation Pipeline



## Load & Explore

Import dataset, check structure



## Clean & Standardize

Handle missing values, rename columns



## Engineer Features

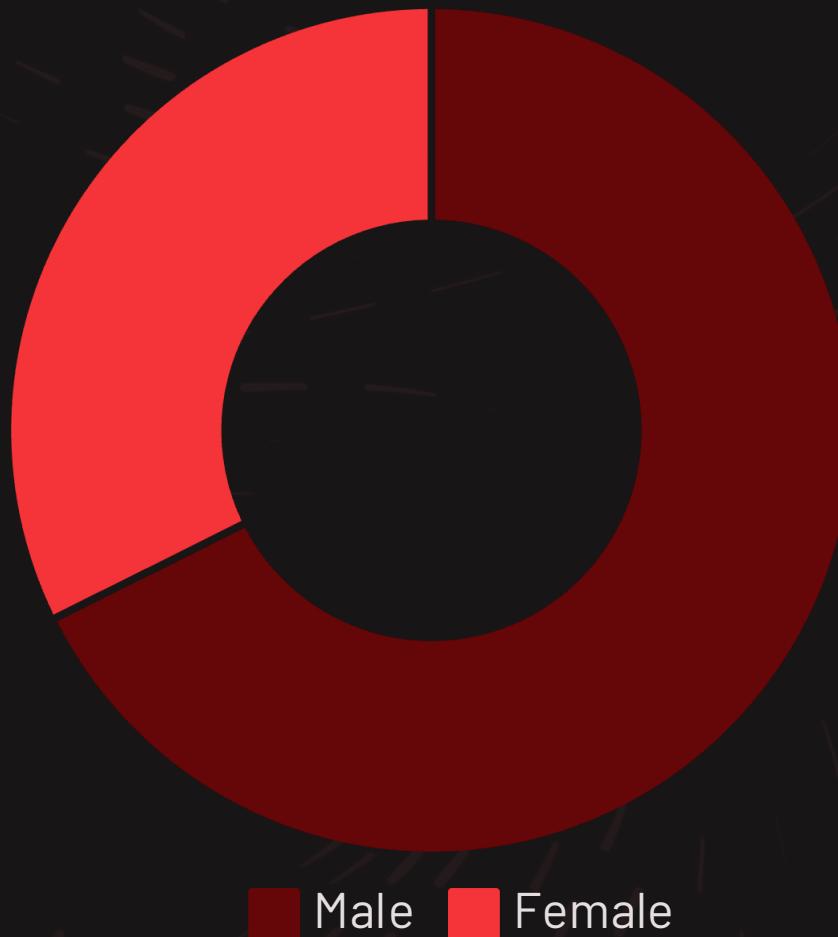
Create age groups, frequency metrics



## Load to PostgreSQL

Ready for SQL analysis

# Revenue by Gender



## Male Customers Drive Revenue

Male customers generate 68% of total revenue, more than double female contribution.

**Strategic Implication:** Consider targeted campaigns for female segment growth opportunity.

# Top-Rated Products



77%

Gloves

Highest rated at 3.86



77%

Sandals

Strong rating at 3.84



76%

Boots

Rated 3.82



76%

Hat

Rated 3.80



76%

Skirt

Rated 3.78

# Customer Segmentation



Loyal

**3,116 customers**

80% of customer base

Returning

**701 customers**

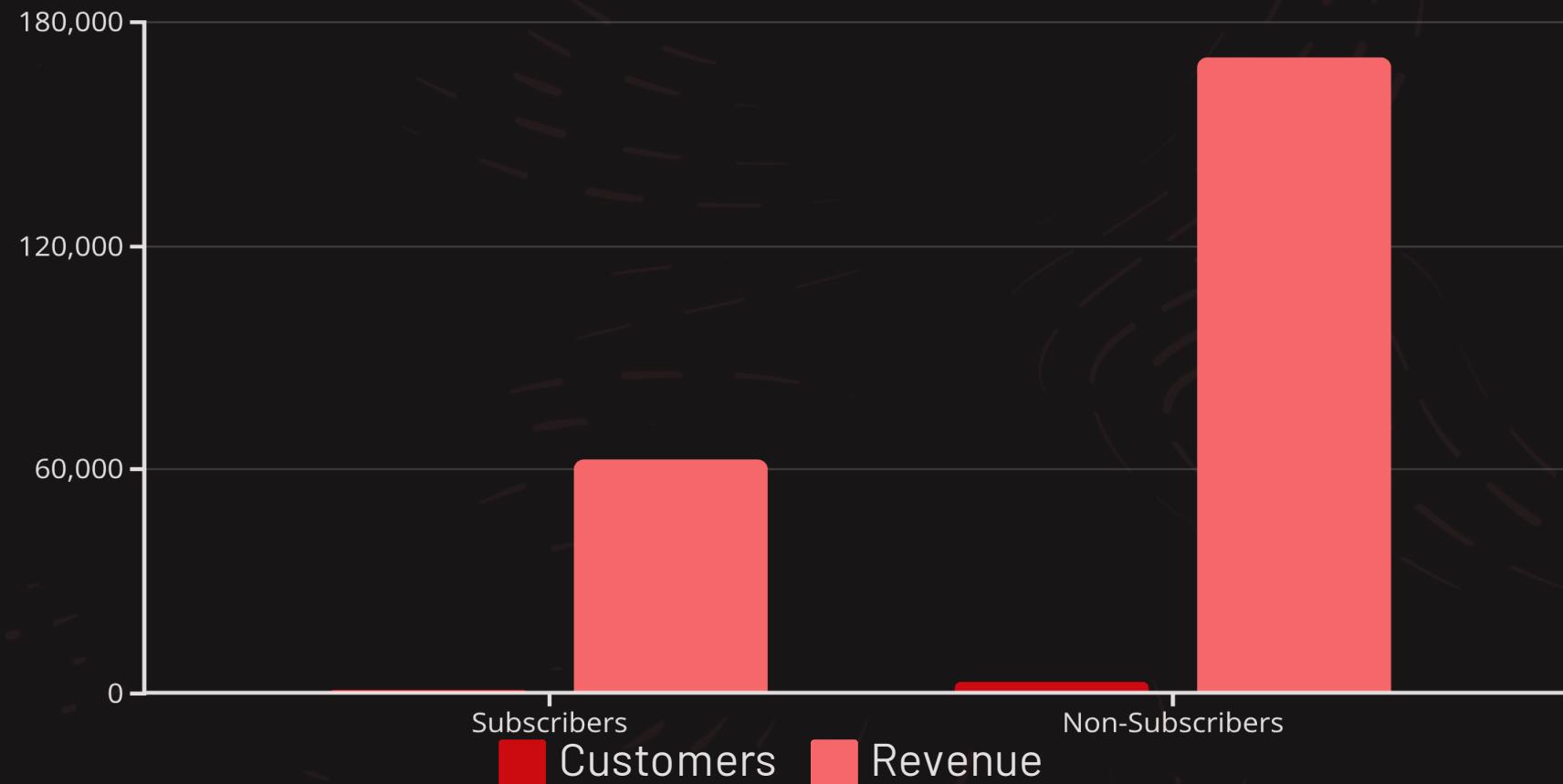
18% showing repeat behavior

New

**83 customers**

2% acquisition opportunity

# Subscription vs. Non-Subscription

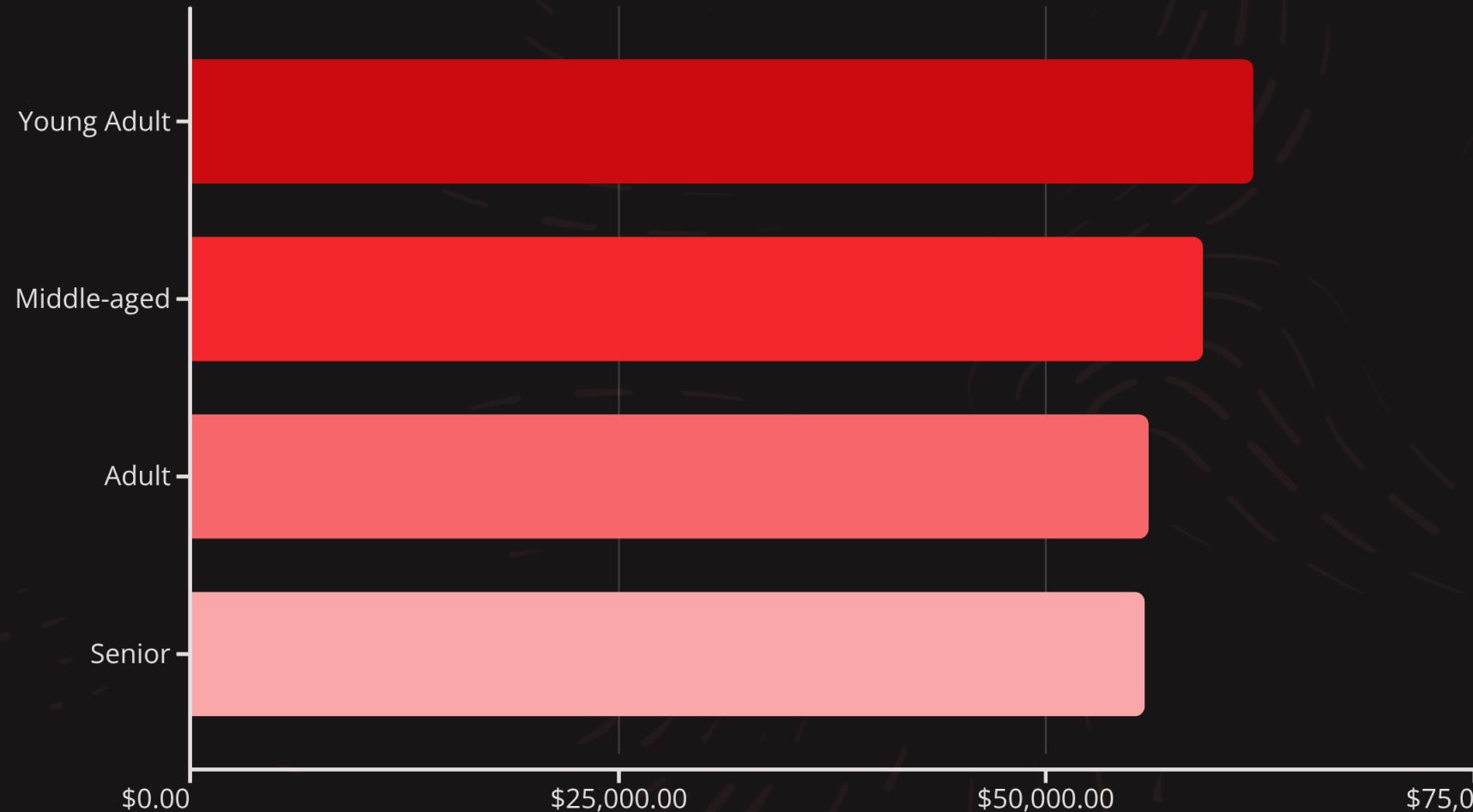


## Key Findings

Only 27% of customers subscribe, yet average spend is similar (\$59.49 vs \$59.87).

**Opportunity:** 958 repeat buyers (>5 purchases) without subscriptions represent untapped potential.

# Revenue by Age Group



## Balanced Distribution

Revenue fairly distributed across age groups, with Young Adults leading slightly.

All segments show strong engagement, enabling multi-generational marketing strategies.

Gender

Female

Male

Category

Accessories

Clothing

Footwear

Outerwear

Number of Customers

Average Purchase Amount

Average Review Rating

% of Customers by Subscription Status



Revenue by Category



Sales by Category



POWER BI DASHBOARD



3.9K Customers

Total analyzed



\$59.76 Avg Purchase

Per transaction



3.75 Avg Rating

Customer satisfaction

RECOMMENDATIONS

# Strategic Action Plan



## Boost Subscriptions

Promote exclusive benefits to convert 73% non-subscribers



## Loyalty Programs

Reward repeat buyers to grow loyal segment



## Review Discounts

Balance promotions with margin control



## Targeted Marketing

Focus on high-revenue segments and top-rated products