

# CUSTOMER SHOPPING BEHAVIOR ANALYSIS

## 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

Number of Customers

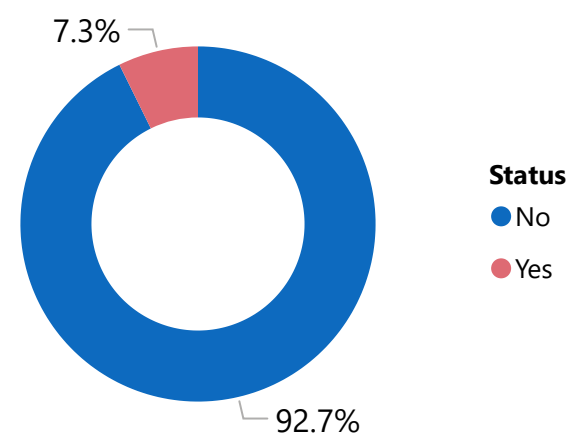
3.75

Average Review Rating

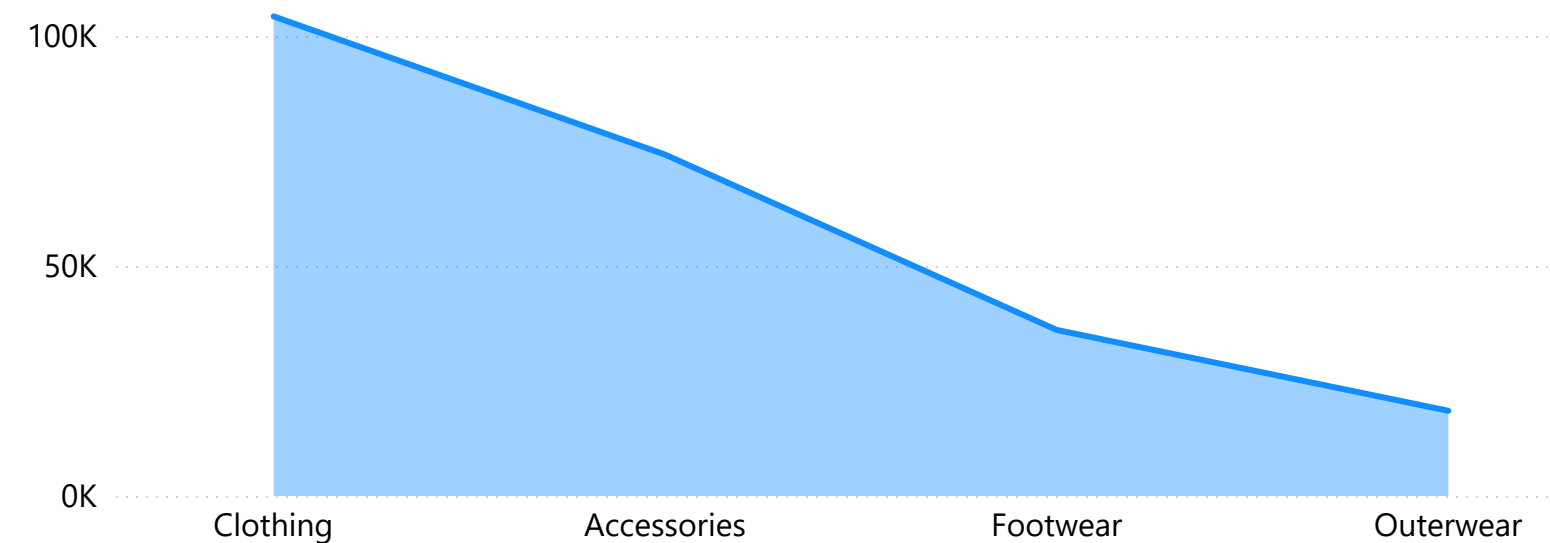
\$59.76

Average Purchase Amount

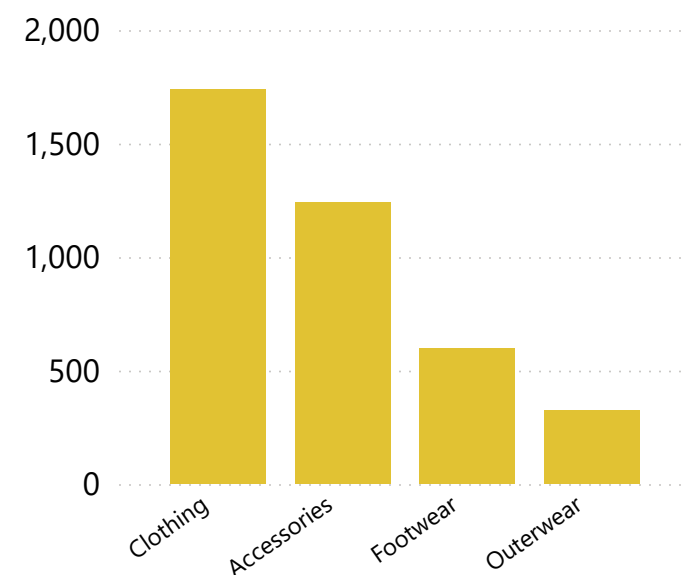
## % of Customer Subscription Status



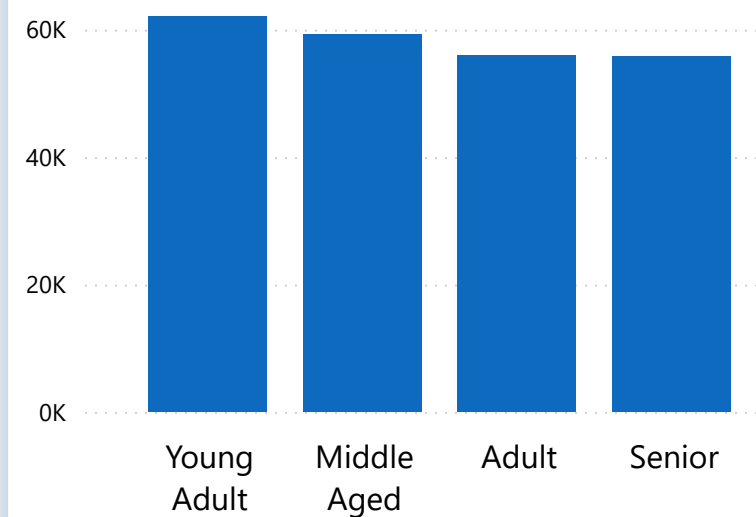
## Revenue by Category



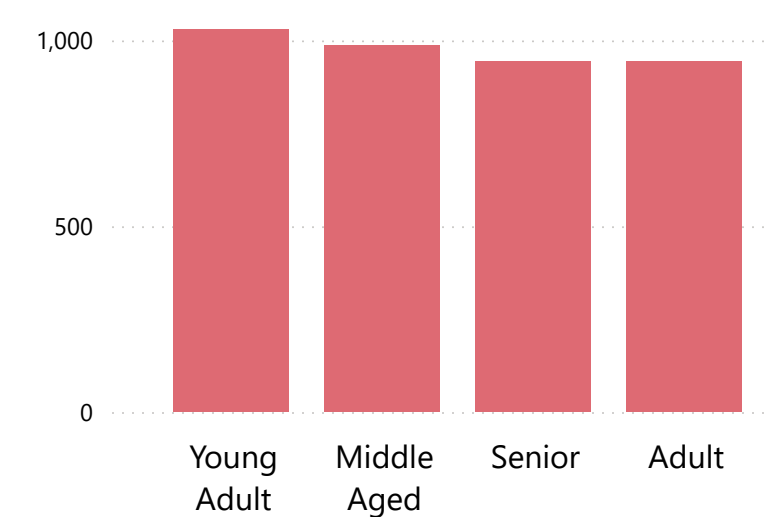
## Sales by Category



## Revenue by Age group



## Customer by Age group



## Overall Conclusion

Customer spending is driven mainly by Clothing purchases and mid-age demographics. With low subscription adoption but a high average purchase amount, there is a strong opportunity to increase revenue through targeted subscription incentives and category-specific promotions.

# CUSTOMER SEGMENTATION & BEHAVIOUR

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## Shipping Type

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3.9K

Number of Customers

44.07

Average of age

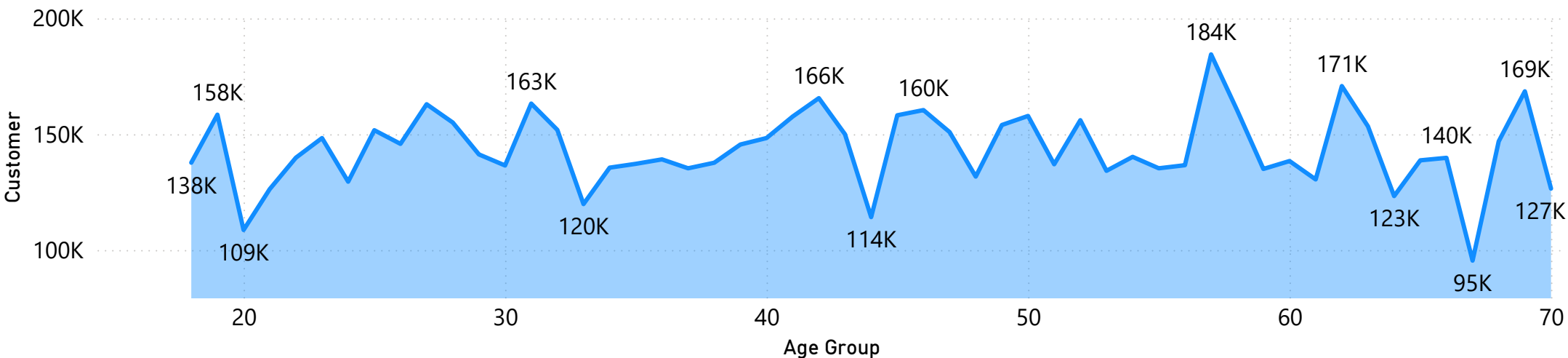
3K

Male

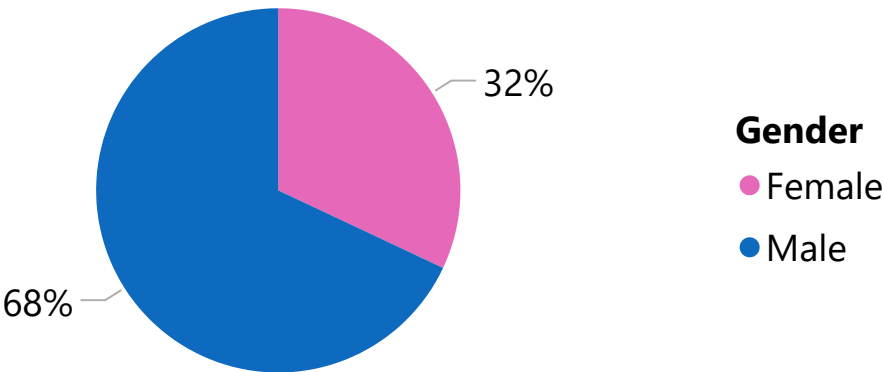
1K

Female

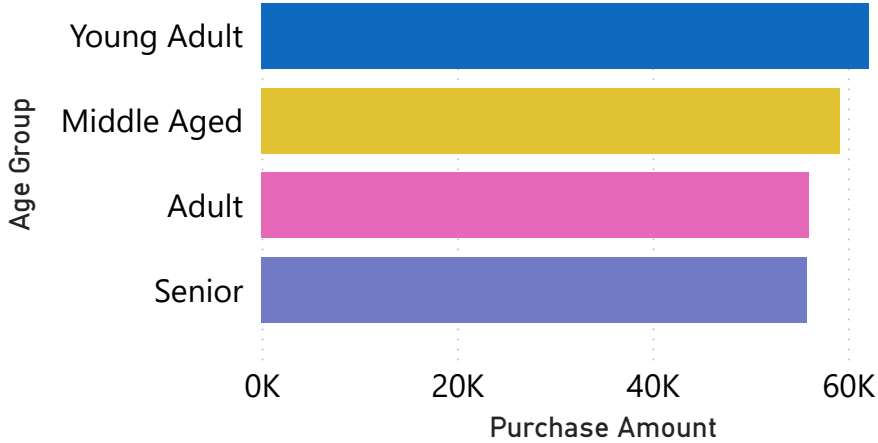
## Customer Breakdown by Age Group



## Customer Breakdown by Gender



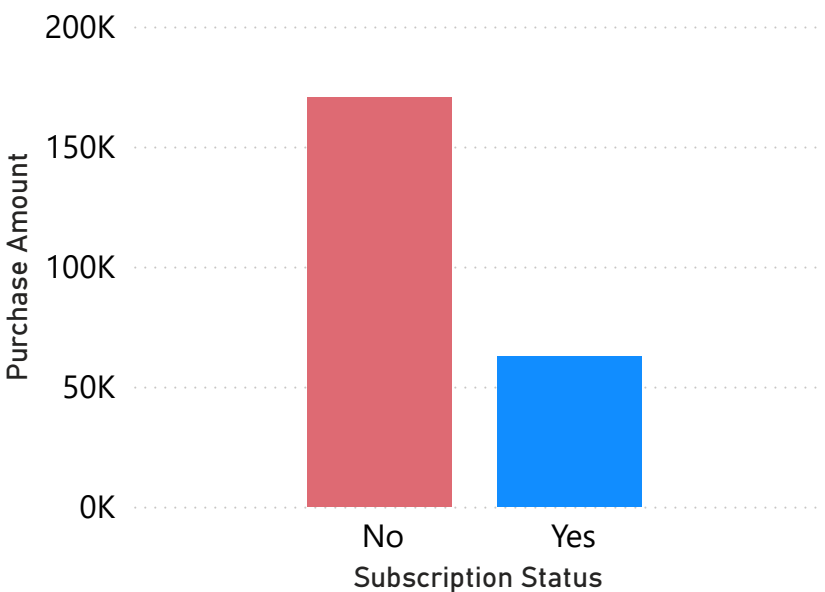
## AVG SPEND BY AGE GROUP



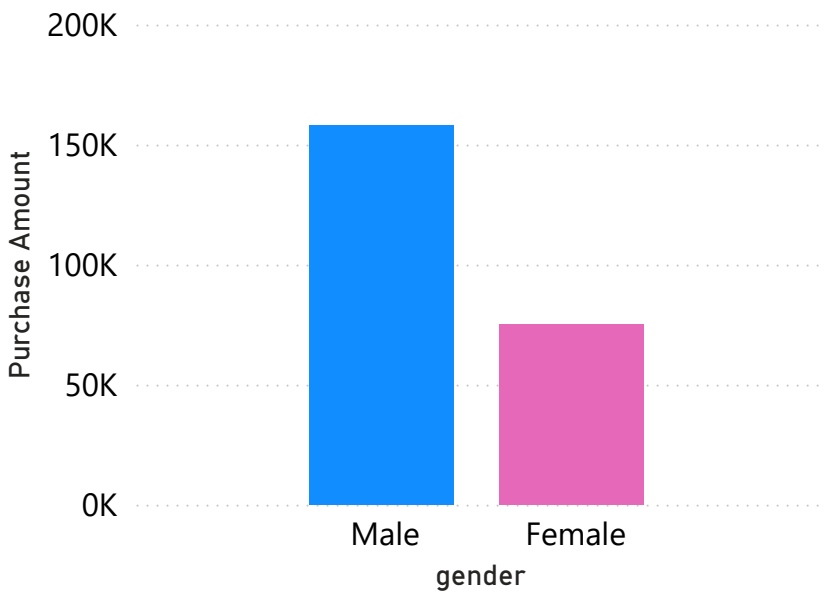
## Customer Insights Summary

- Female customers make up **32%**, while male customers are **68%**.
- The **Young Adult** and **Middle Aged** groups show the **highest average spending**.
- Subscription adoption is **low**, but **subscribed customers spend more** on average.
- Male customers have a **higher average purchase amount** than females.
- The majority of customers fall between **25–50 years old**, indicating a strong mid-age market.

## SUBSCRIPTION STATUS CHART



## AVG SPEND BY GENDER



# Insights Into Sales, Products, and Customer

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## Shipping Type

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99K

Total Revenue

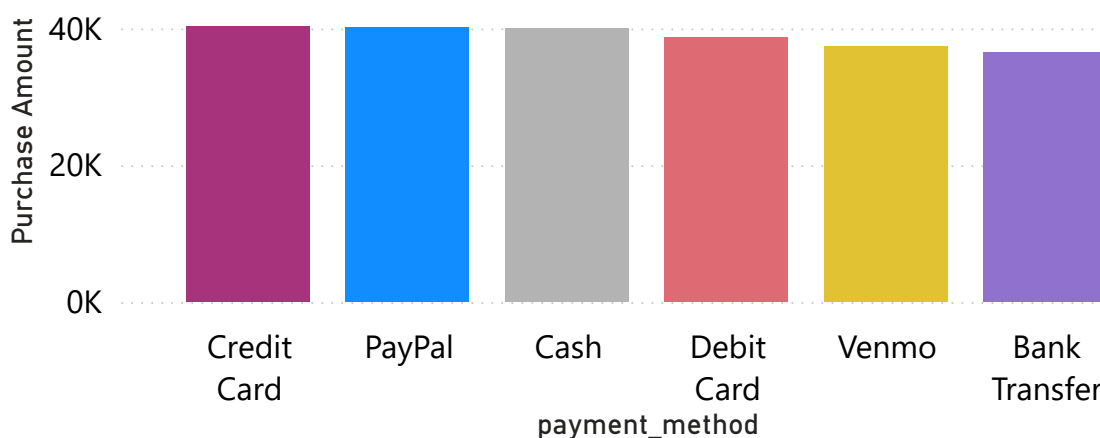
3.9K

Total Orders

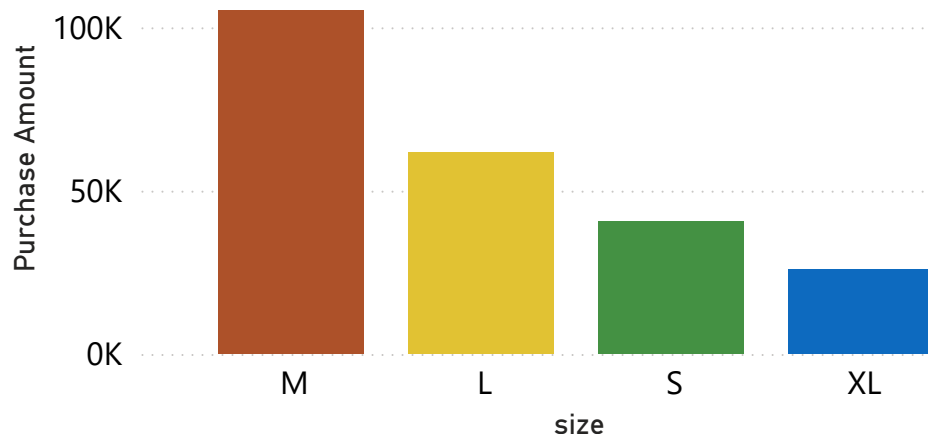
59.76

Average Order Value

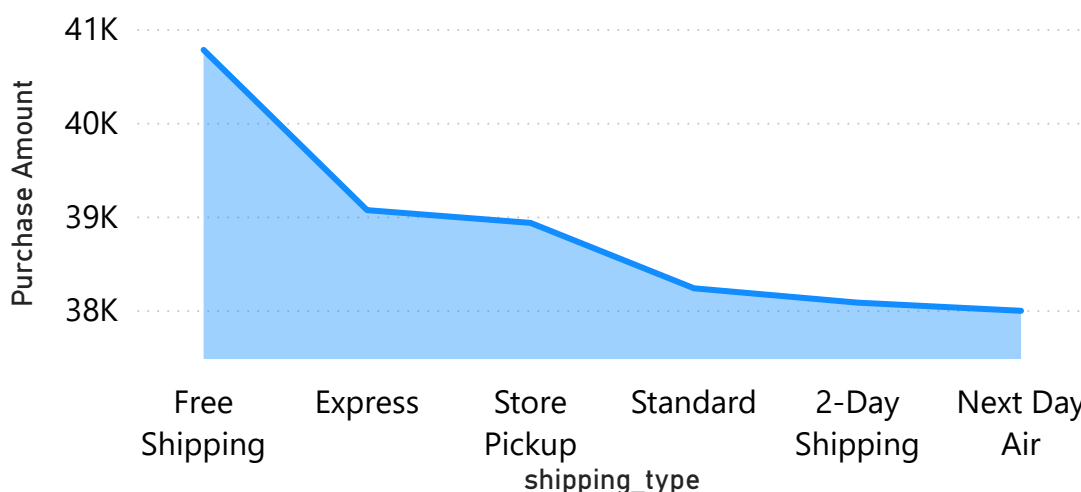
## PAYMENT METHOD USAGE



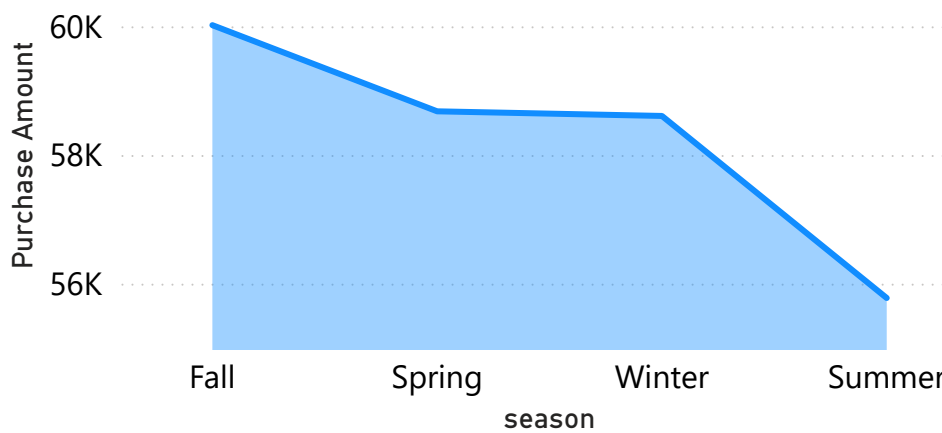
## UNITS SOLD BY SIZE



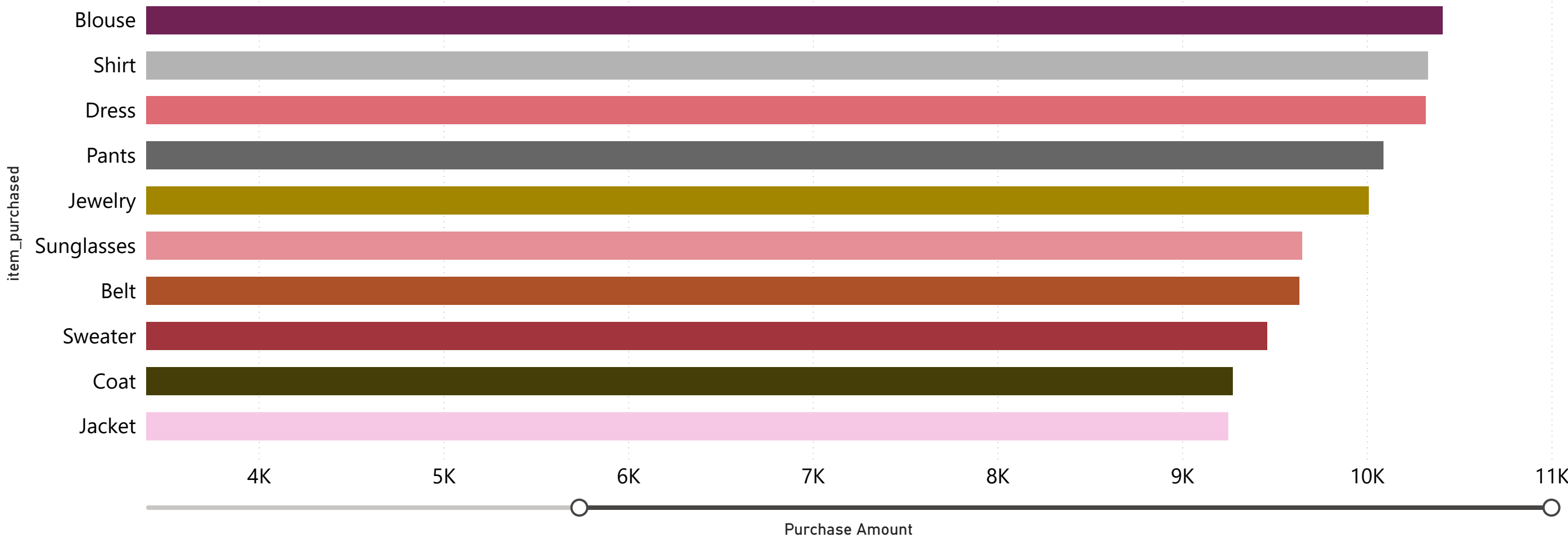
## Shipping Type Chart



## REVENUE BY SEASON



## TOP 10 PRODUCTS



## Sales Insights Summary

- Credit Card and PayPal** are the most frequently used payment methods, driving a significant portion of revenue.
- Medium (M)** size products are the best sellers, followed by **Large (L)** sizes.
- Free Shipping** leads to the highest sales volume, showing strong customer preference for low-cost delivery.
- Fall** generates the highest seasonal revenue, while **Summer** sees the lowest, indicating potential seasonal trends.
- Blouses, Shirts, and Dresses** are the top performers in the product lineup, contributing heavily to overall revenue.
- Product categories show consistent demand, with noticeable sales concentration in apparel items.