

# 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

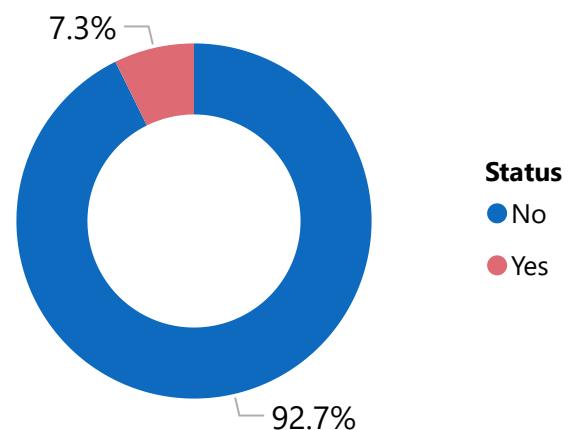
**3.75**

Average Review Rating

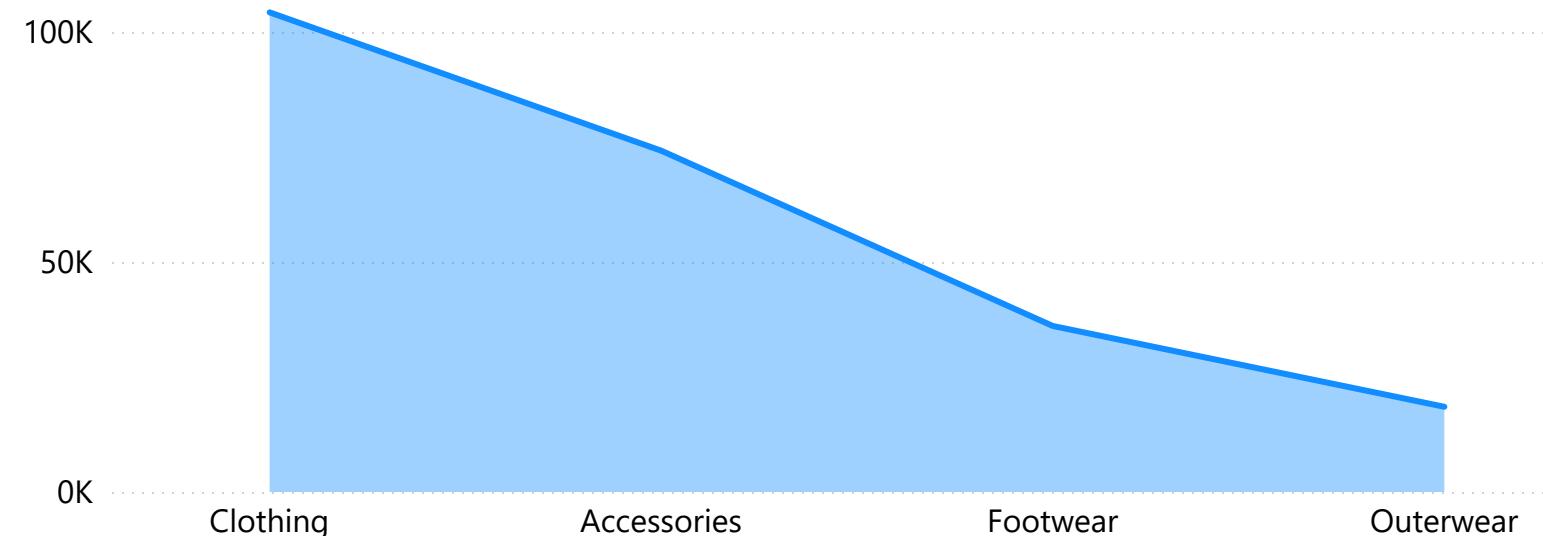
**\$59.76**

Average Purchase Amount

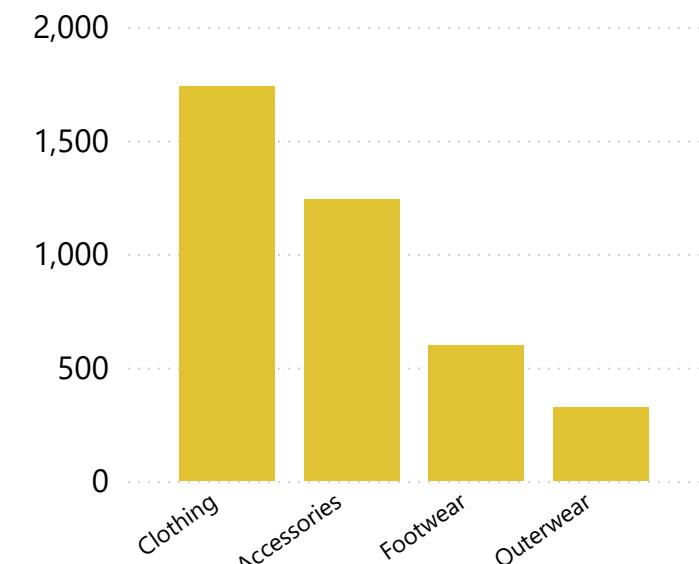
## % of Customer Subscription Status



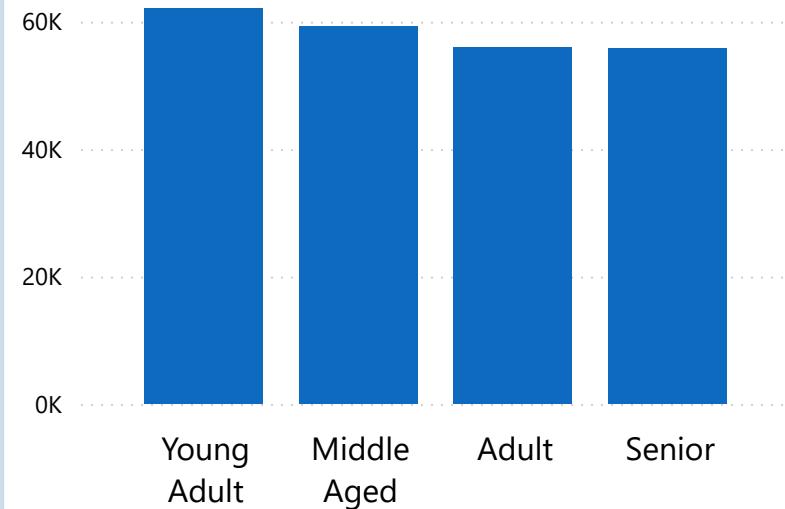
## Revenue by Category



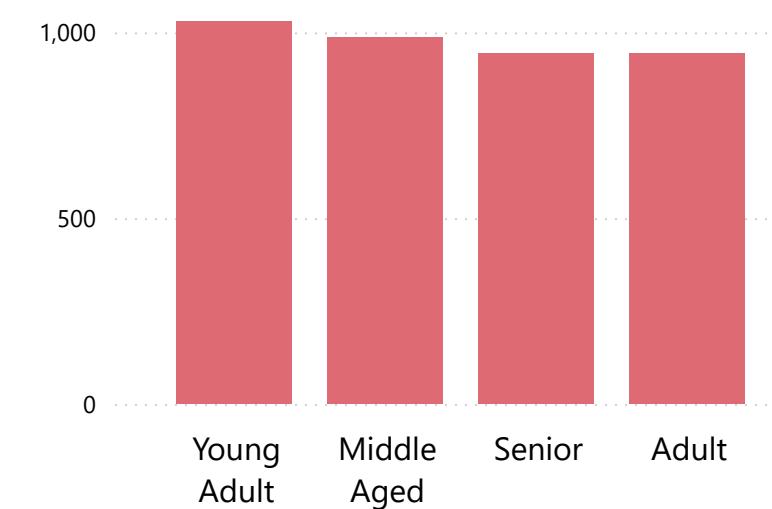
## Sales by Category



## 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

## Subscription Status

No	Yes
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## Gender

Female	Male
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## Category

Accessories
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Clothing
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Footwear
----------

Outerwear
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## Shipping Type

- 2-Day Shipping
- Express
- Free Shipping
- Next Day Air
- Standard
- Store Pickup

**3.9K**

Number of Customers

**44.07**

Average of age

**3K**

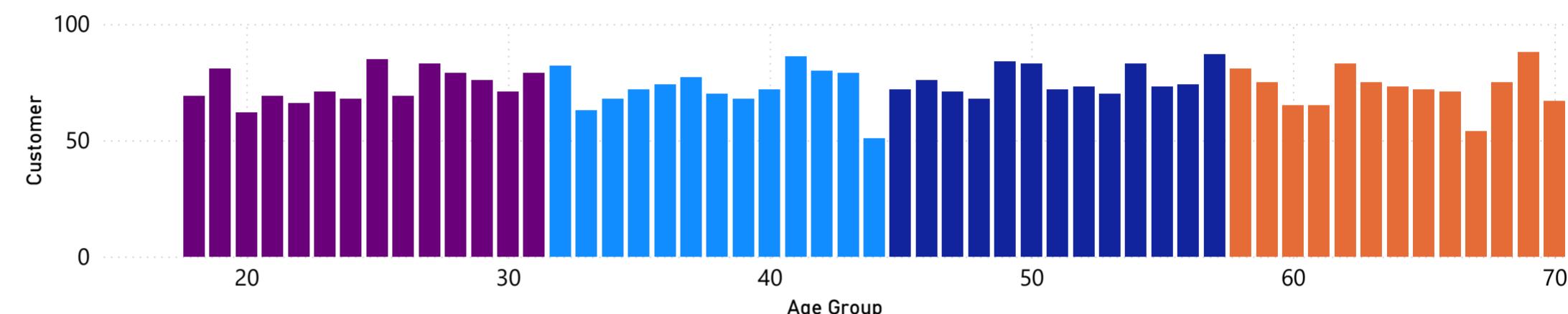
Male

**1K**

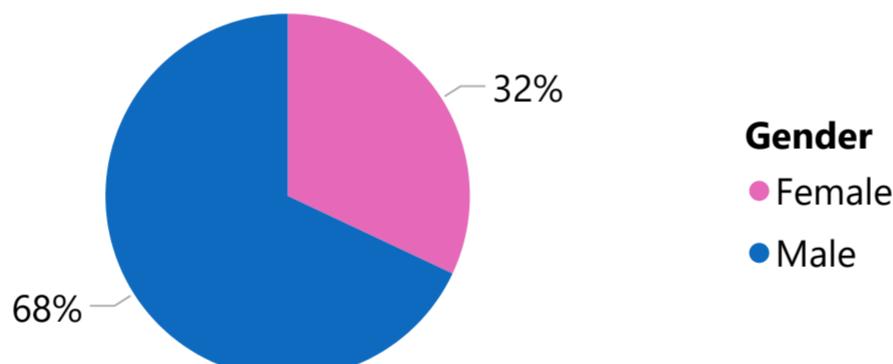
Female

## Customer Breakdown by Age Group

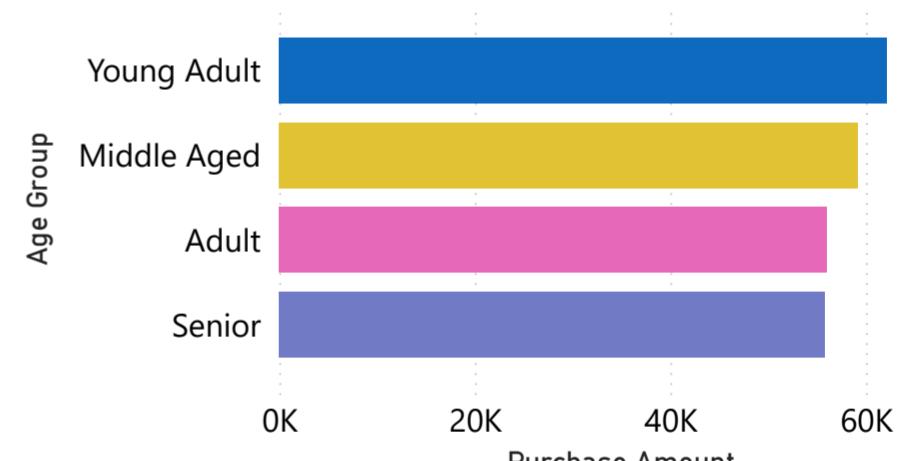
Status ● Adult ● Middle Aged ● Senior ● Young Adult



## Customer Breakdown by Gender



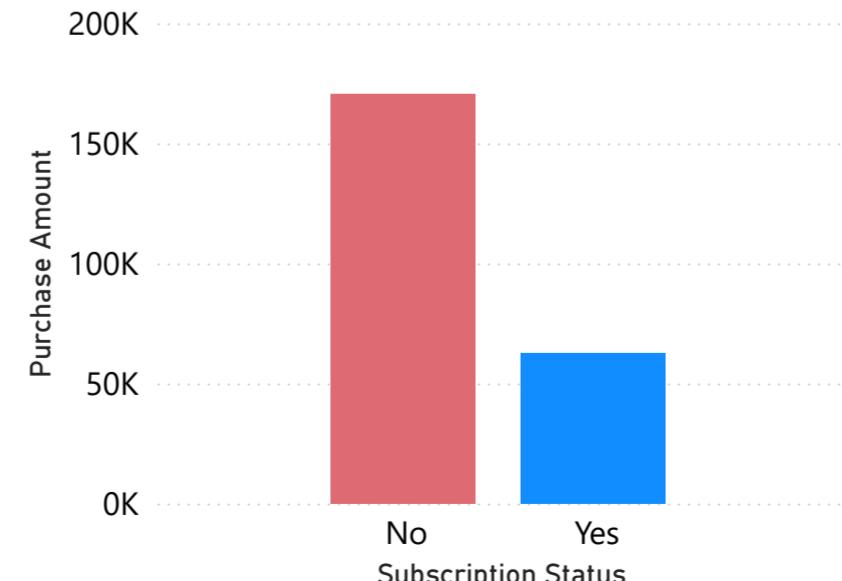
## AVG SPEND BY AGE GROUP



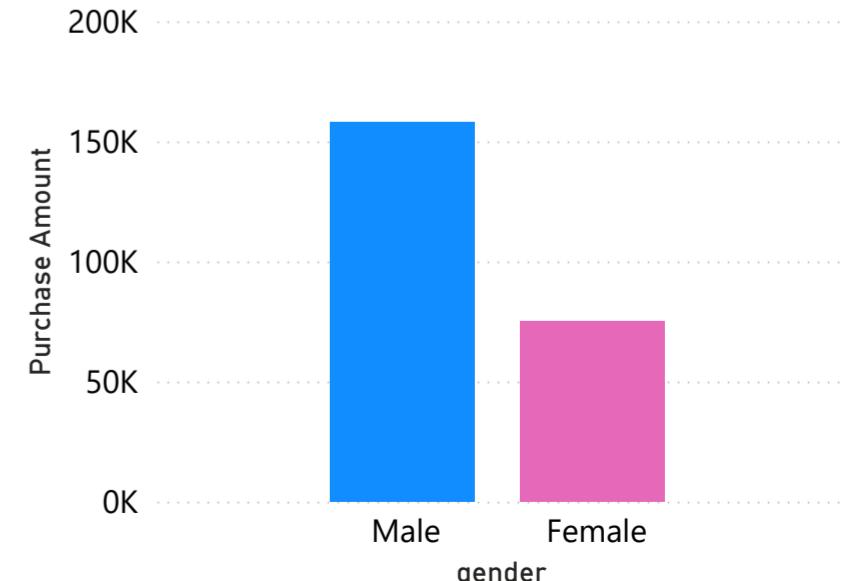
## Customer Insights Summary

- 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

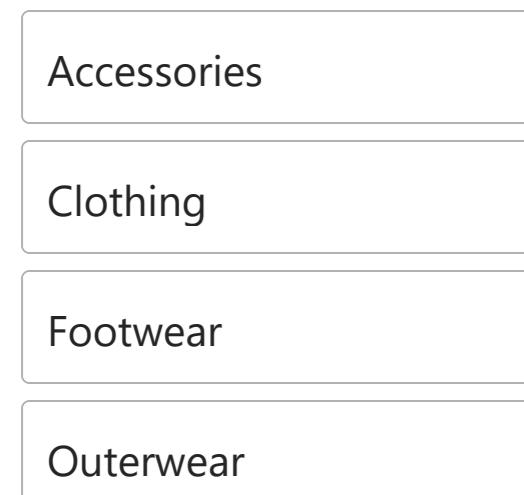
## Subscription Status



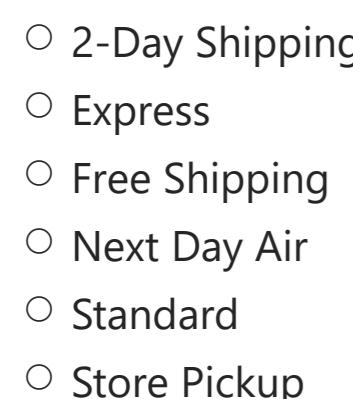
## Gender



## Category



## Shipping Type



**99K**

Total Revenue

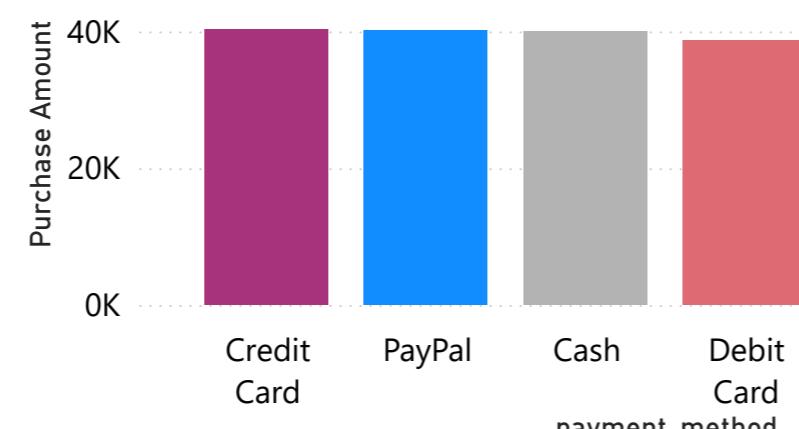
**3.9K**

Total Orders

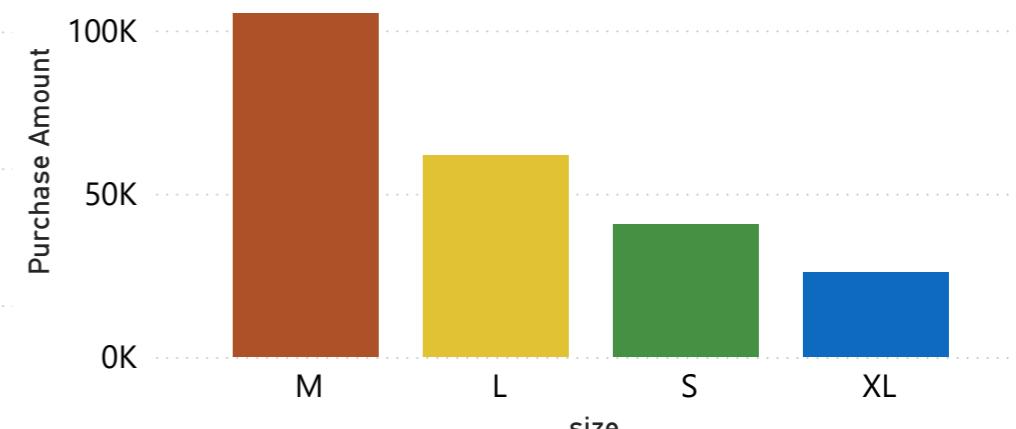
**59.76**

Average Order Value

## PAYMENT METHOD USAGE



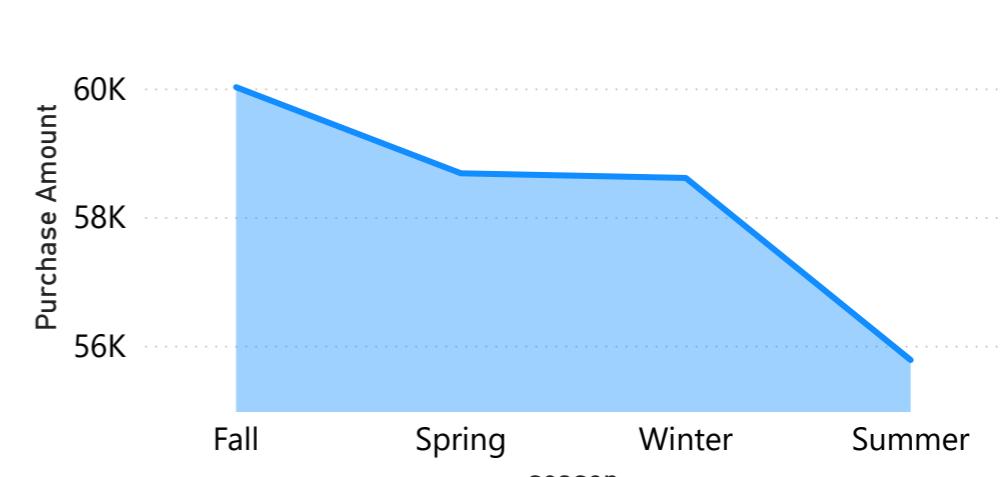
## UNITS SOLD BY SIZE



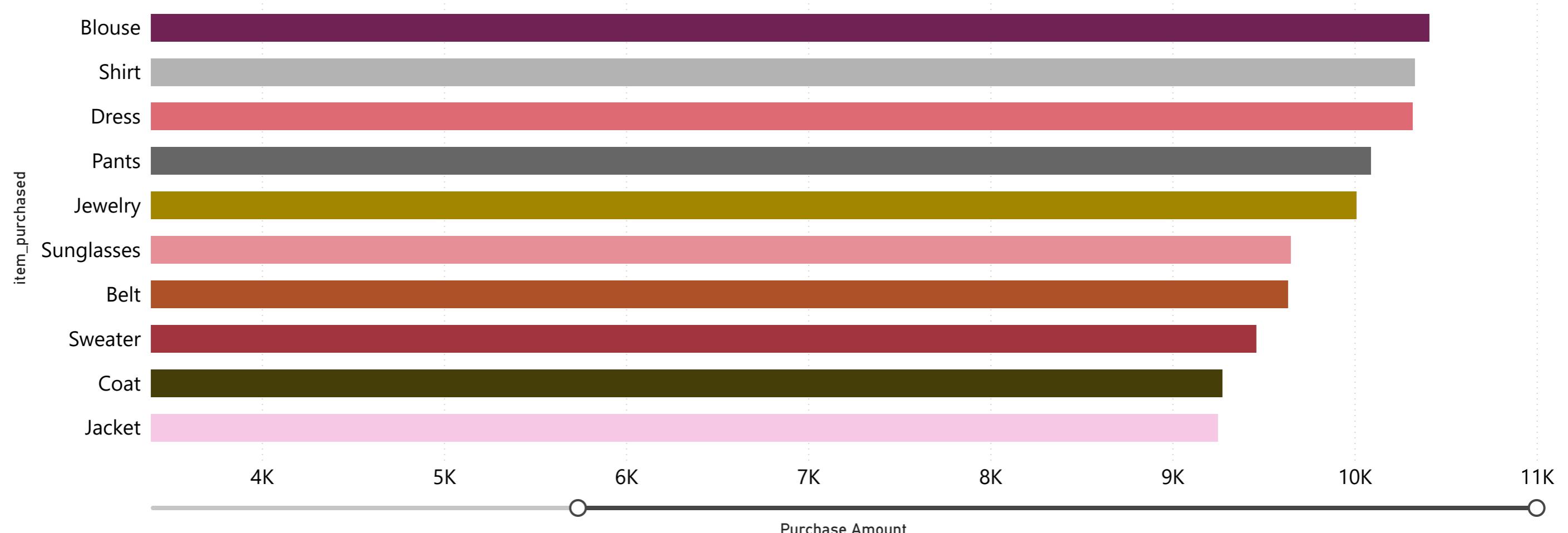
## Shipping Type Chart



## 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.