

## Summary

- Demographics : Male vs Female 50% vs 50%: Most of customers are relatively young, around 30 YO.
- Geographics: The number of customers haven't much difference in these cities, while the average spending are different : Top 3 cities are San Francisco, New York, Los Angeles
- Satisfaction : The total average is 4.01. The satisfied customer occupied only 35.71%
- Membership : The total number of 3 membership level are nearly the same, but the Bronze member are all female while most Silver member are male. The female purchasing power is generally weak than male's.
- Correlations : The Total Spend, Items Purchased have strong positively correlations with Average Rating (both of them are more than 0.9) while Age has negatively correlations with Average Rating (-0.72), Days Since Last Purchase also have negative correlations (-0.43)
- Average Quantity per User : 12.6 Average Spend :The Average Spend per user is 845.38 while the median is 775.2. It suggests that the distribution is right-skewed, meaning that there are some high values in the dataset that are pulling the average up.

## Recommendations

- For Gold Members : They have the highest average rating through 3 memberships, we continue to provide premium service, new products in order to retain them.
- For Silver Members : They have the medium average rating and purchasing power, we could encourage higher spending through tailored marketing strategies & products.
- For Bronze Members : Investigation of the low rating reasons. Offered discount and improve service.