

Customer Behavior Analysis - Business Questions

Q1. What is the total revenue generated by male vs. female customers?

Q2. Which customers used a discount but still spent more than the average purchase amount?

Q3. Which are the top 5 products with the highest average review rating?

Q4. Compare the average purchase amounts between Standard and Express shipping.

Q5. Do subscribed customers spend more? Compare average spend and total revenue between subscribers and non-subscribers.

Q6. Which 5 products have the highest percentage of purchases with discounts applied?

Q7. Segment customers into New, Returning, and Loyal based on their number of previous purchases, and show the count of each segment.

Q8. What are the top 3 most purchased products within each category?

Q9. Are customers who are repeat buyers (more than 5 previous purchases) also likely to subscribe?

Q10. What is the revenue contribution of each age group?
