

# **Customer Behavior Analysis - Business Questions**

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

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

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

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

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

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

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

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

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

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

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