



# Customer Shopping Behavior Analysis

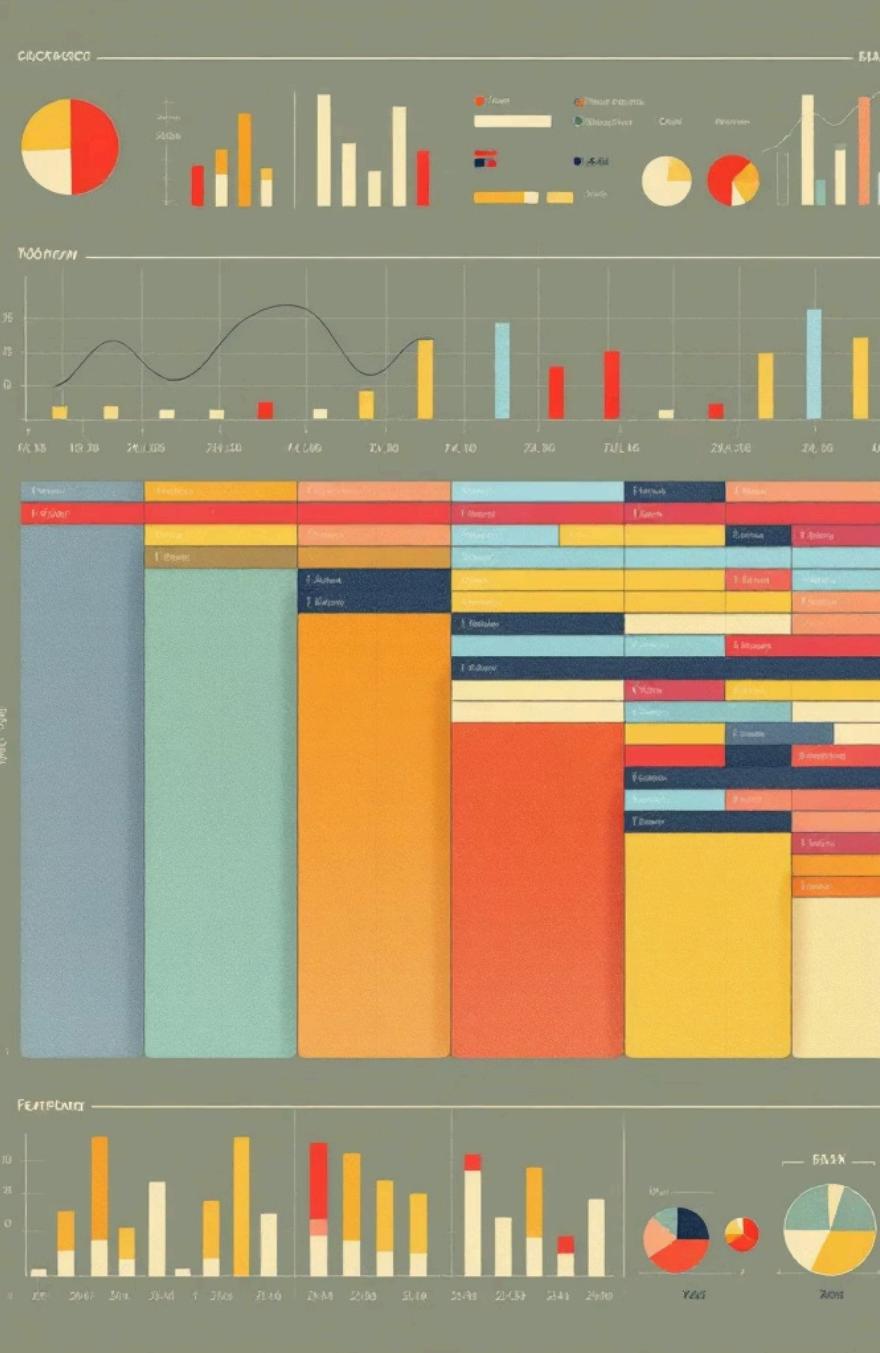
Uncovering insights from 3,900 purchases to guide strategic business decisions

# Project Scope



## Analysis Goals

- Spending patterns across demographics
- Customer segmentation insights
- Product preferences and ratings
- Subscription behavior trends



## DATA FOUNDATION

# Dataset Summary

3,900

Total Purchases

Transactions analyzed

18

Data Columns

Key features tracked

\$59.76

Avg Purchase

Mean transaction  
value

3.75

Avg Rating

Customer satisfaction

# Data Preparation Process



Load Data

Explore &  
Clean

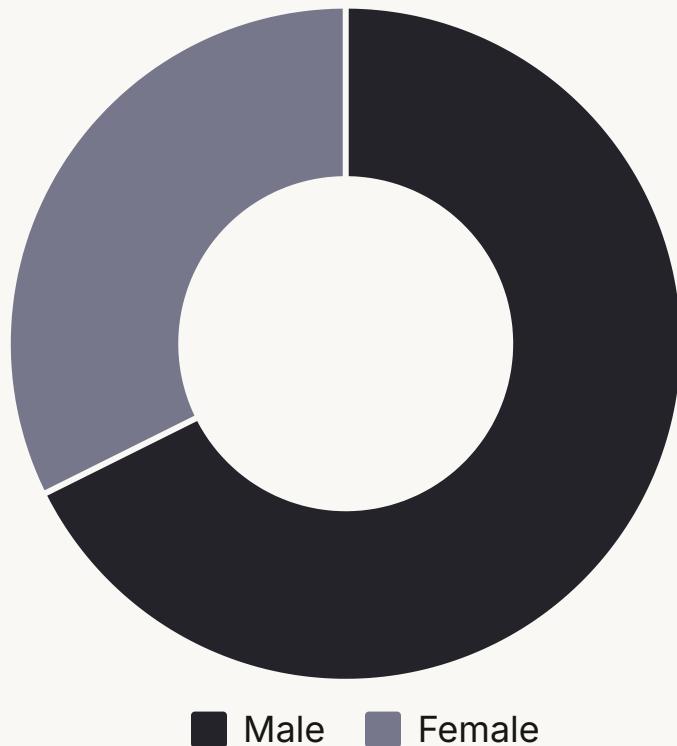
Handle  
Missing

Engineer  
Features

Export DB

Cleaned and standardized 3,900 records, imputed 37 missing review ratings, and created age groups for segmentation

# Gender Revenue Comparison



## Key Finding

Male customers generate 68% of total revenue, representing \$157,890 compared to \$75,191 from female customers.

## Strategic Implication

Consider targeted campaigns to increase female customer engagement and spending.

# Top Performing Products



Gloves

Highest rated at 3.86 stars



Sandals

Strong rating of 3.84 stars



Boots

Rated 3.82 stars by  
customers



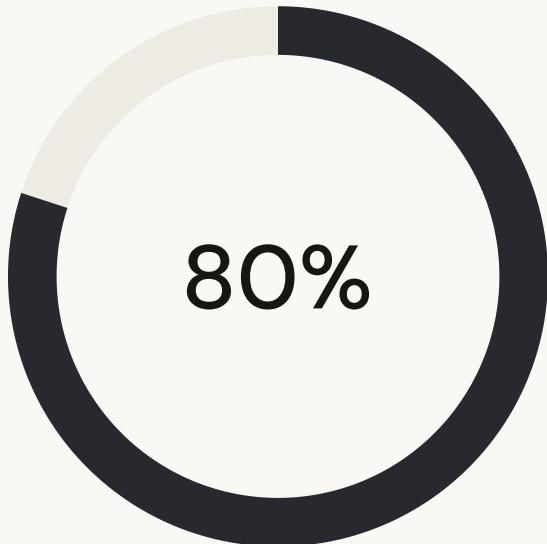
Hat

Customer rating of 3.80 stars

# Loyalty Distribution

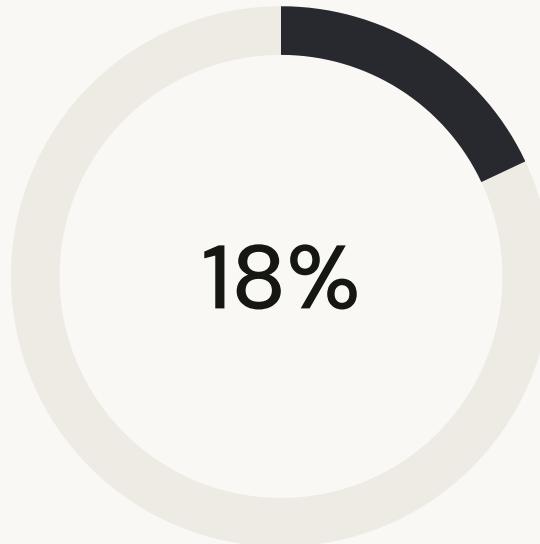
## Segment Breakdown

Customer classification based on purchase history reveals strong loyalty base



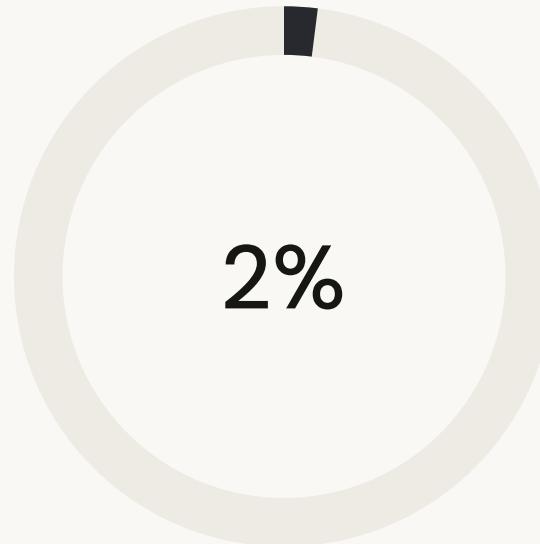
Loyal

3,116 customers



Returning

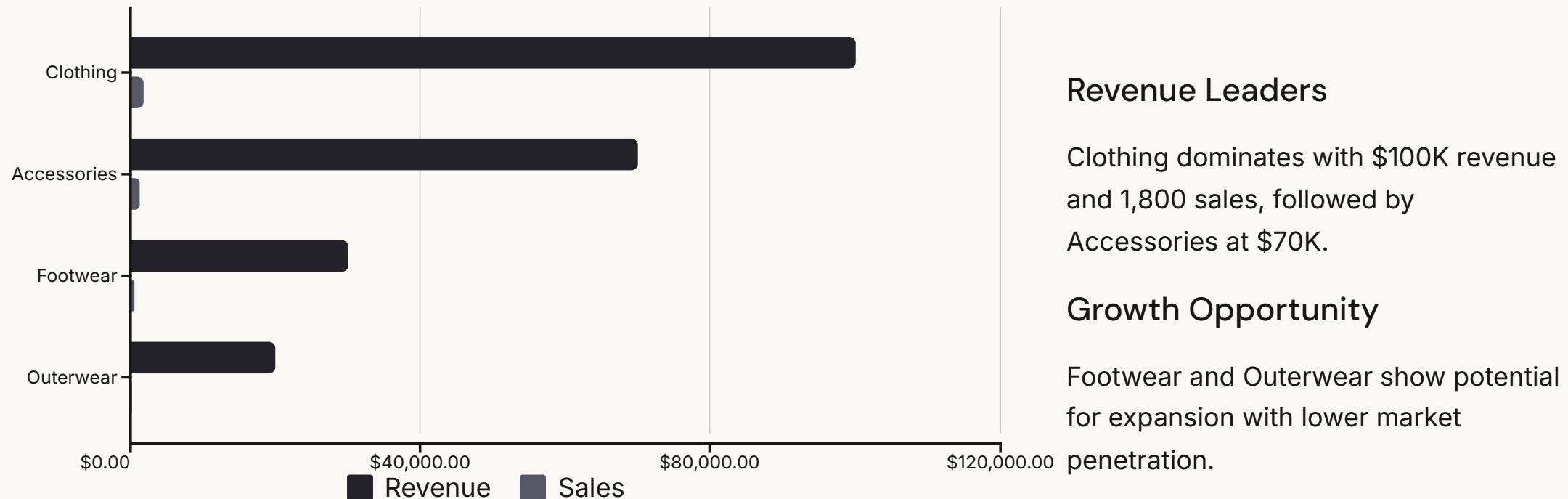
701 customers



New

83 customers

# Category Performance



SUBSCRIPTION ANALYSIS

# Subscriber vs Non-Subscriber Behavior

## Subscription Rate

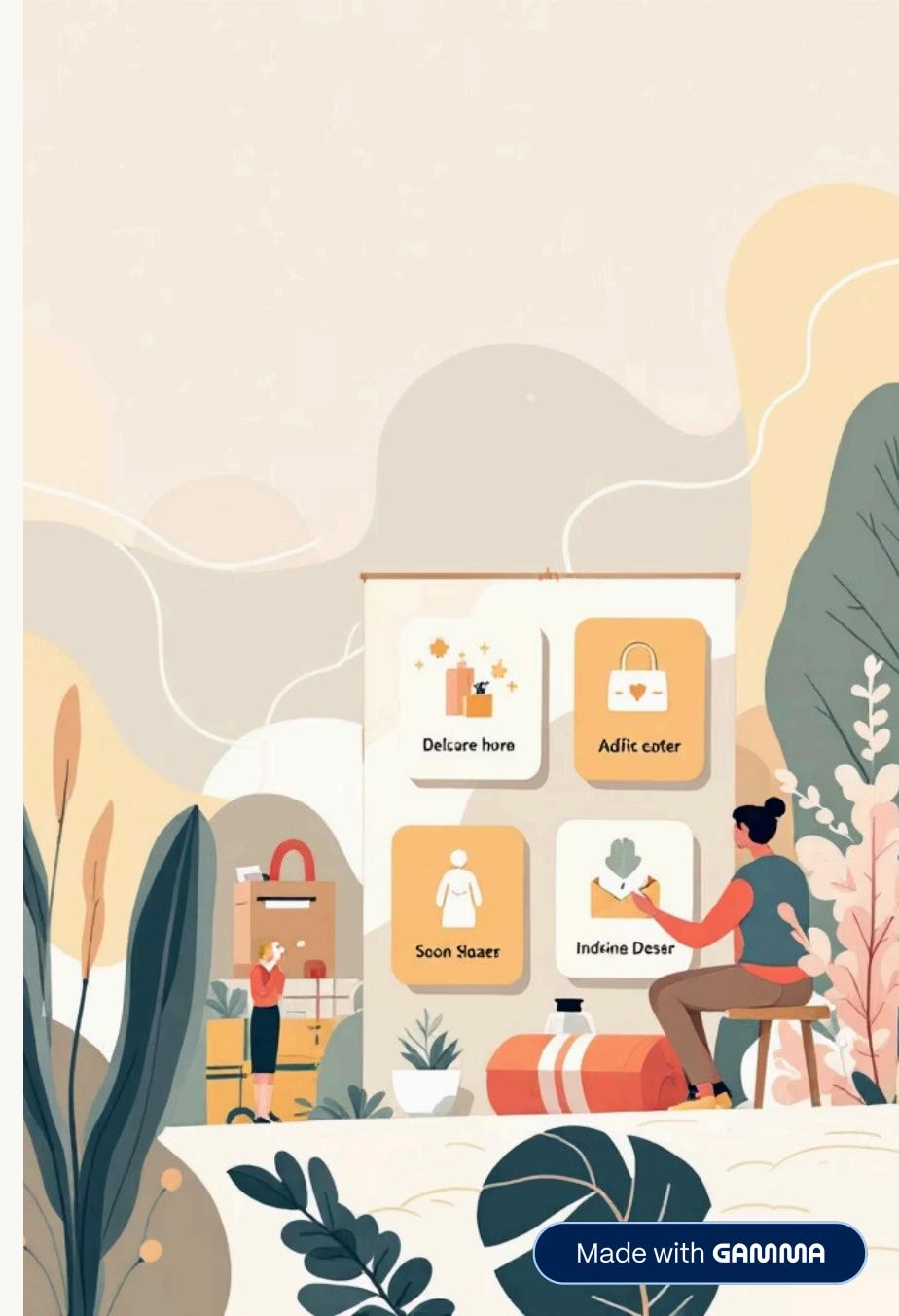
27% of customers (1,053) are subscribers

## Spending Patterns

Subscribers: \$59.49 avg | Non-subscribers: \$59.87 avg

## Revenue Impact

Non-subscribers generate \$170K vs \$62K from subscribers



# Strategic Action Plan



## Boost Subscriptions

Promote exclusive benefits to convert 73% non-subscribers



## Loyalty Programs

Reward repeat buyers to strengthen 80% loyal customer base



## Optimize Discounts

Balance promotions with margin control across categories



## Targeted Marketing

Focus on high-revenue segments and top-rated products