



Customer Shopping Behavior Analysis

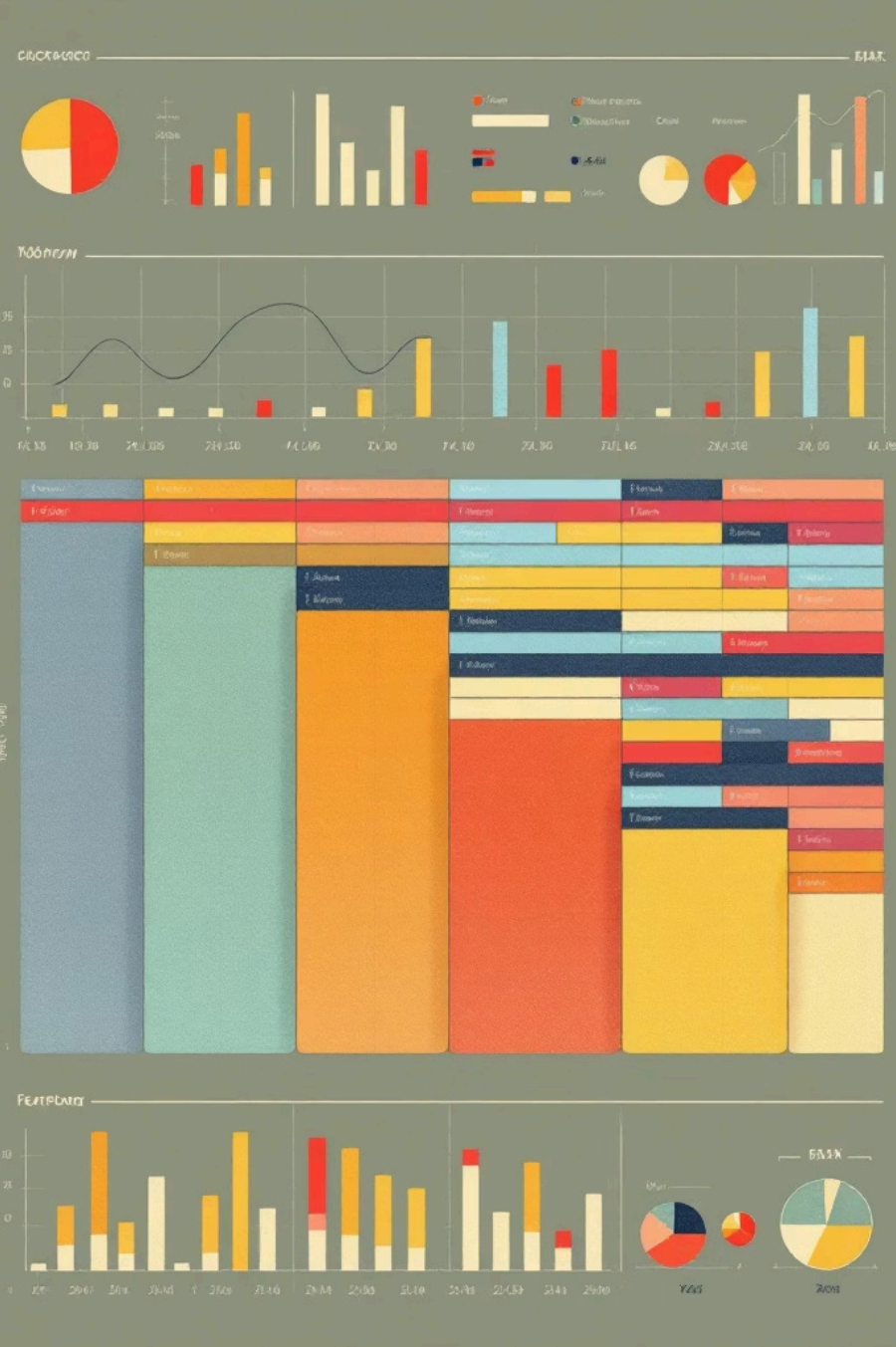
Uncovering insights from 3,900 purchases to guide strategic business decisions

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

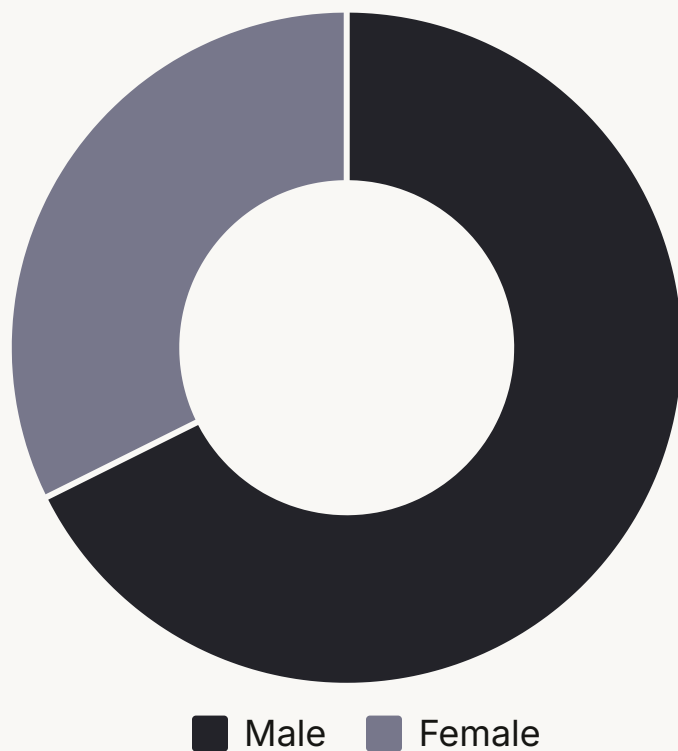
Avg Rating
Customer satisfaction

Data Preparation Process



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

Gender Revenue Comparison



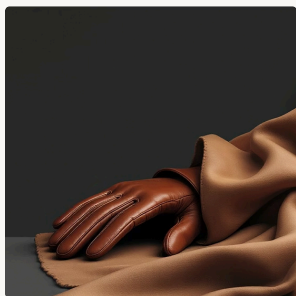
Key Finding

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



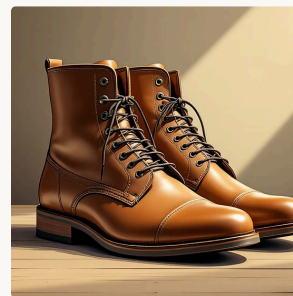
Gloves

Highest rated at 3.86 stars



Sandals

Strong rating of 3.84 stars



Boots

Rated 3.82 stars by customers



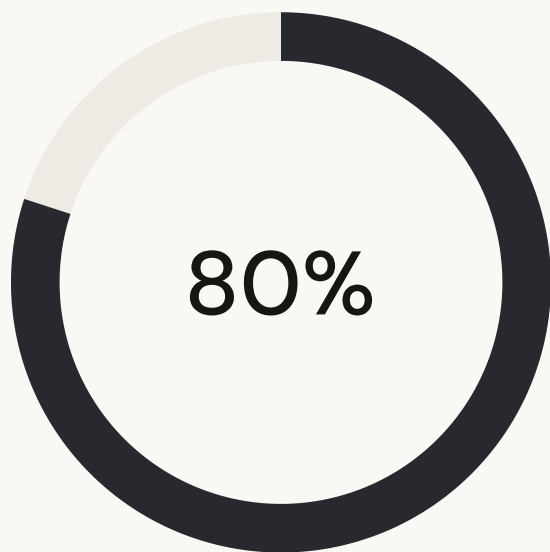
Hat

Customer rating of 3.80 stars

Loyalty Distribution

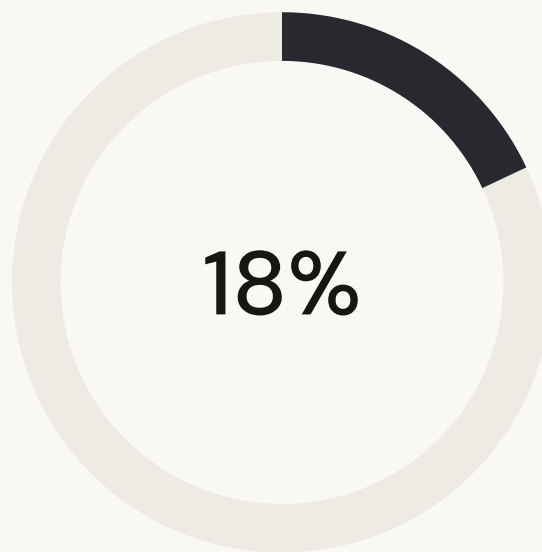
Segment Breakdown

Customer classification based on purchase history reveals strong loyalty base



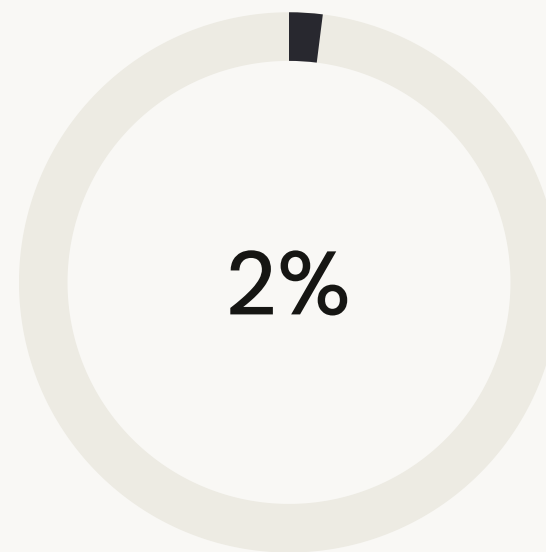
Loyal

3,116 customers



Returning

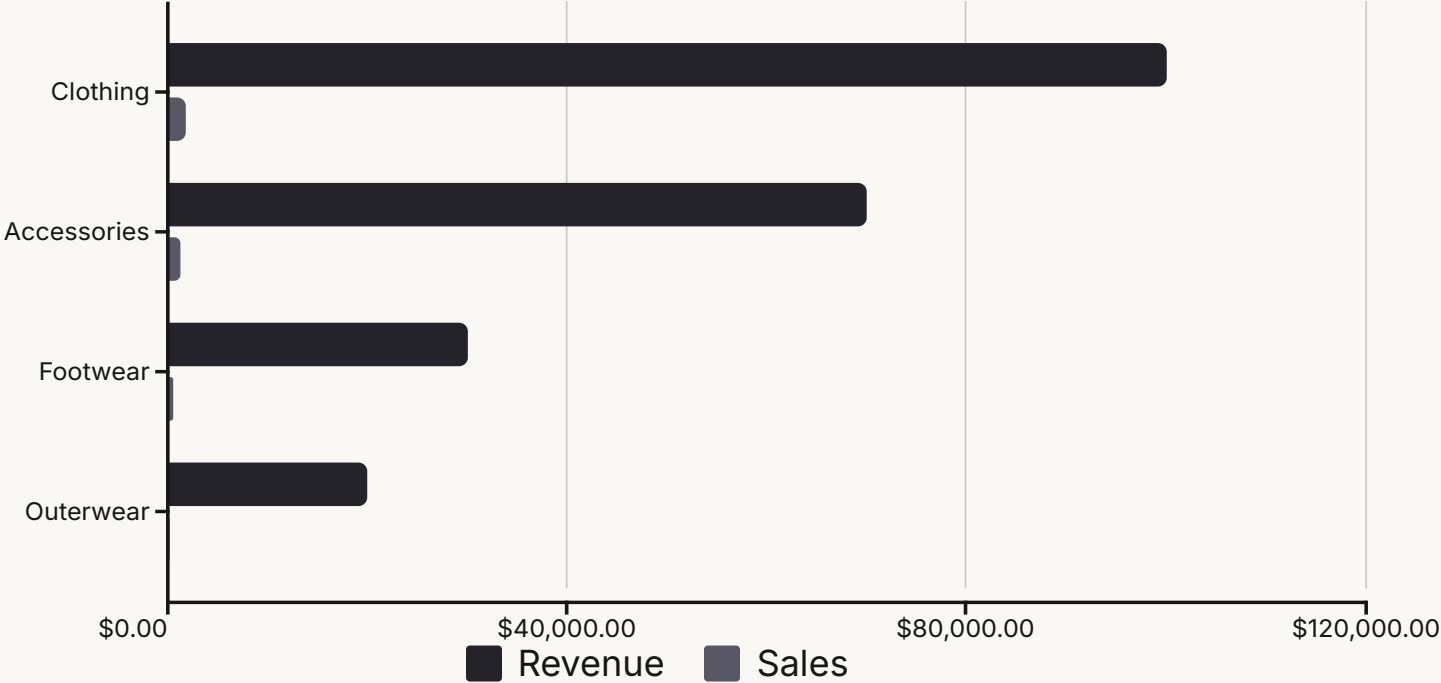
701 customers



New

83 customers

Category Performance



Revenue Leaders

Clothing dominates with \$100K revenue and 1,800 sales, followed by Accessories at \$70K.

Growth Opportunity

Footwear and Outerwear show potential for expansion with lower market penetration.

SUBSCRIPTION ANALYSIS

Subscriber vs Non-Subscriber Behavior

Subscription Rate

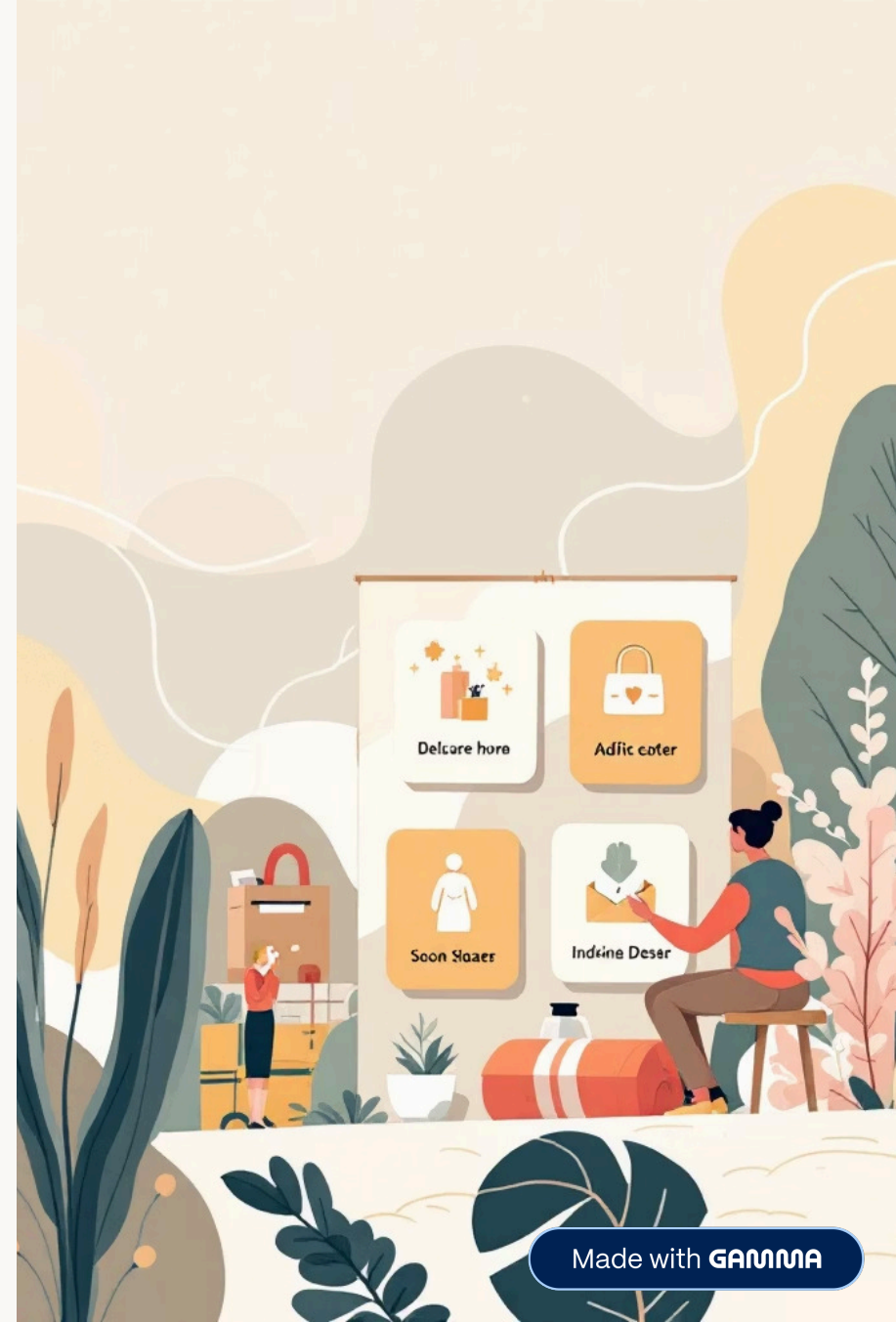
27% of customers (1,053) are subscribers

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