



# Customer Shopping Behavior Analysis

Uncovering insights from 3,900 purchases across product categories to guide strategic decisions.

# Dataset Overview

3,900 Purchases

Transactions analyzed across multiple categories

18 Features

Demographics, purchase details, behavior patterns

50 Locations

Geographic distribution of customer base

37 Missing Values

Review Rating column cleaned and imputed



# Customer Demographics

## Age Distribution

**Range:** 18–70 years

**Average:** 44 years old

**Segments:** Young Adult, Middle-aged, Adult, Senior

## Gender & Location

**Gender:** 68% Male, 32% Female

**Top Location:** Montana

**Coverage:** 50 unique locations



# Revenue by Customer Segment

\$157.... \$75.2K \$62.1K

Male Customers

Higher total revenue  
contribution

Female Customers

Growing segment  
opportunity

Young Adult

Highest age group  
revenue



# Subscription Impact

## Subscribers (Yes)

1,053 customers

\$62.6K total revenue

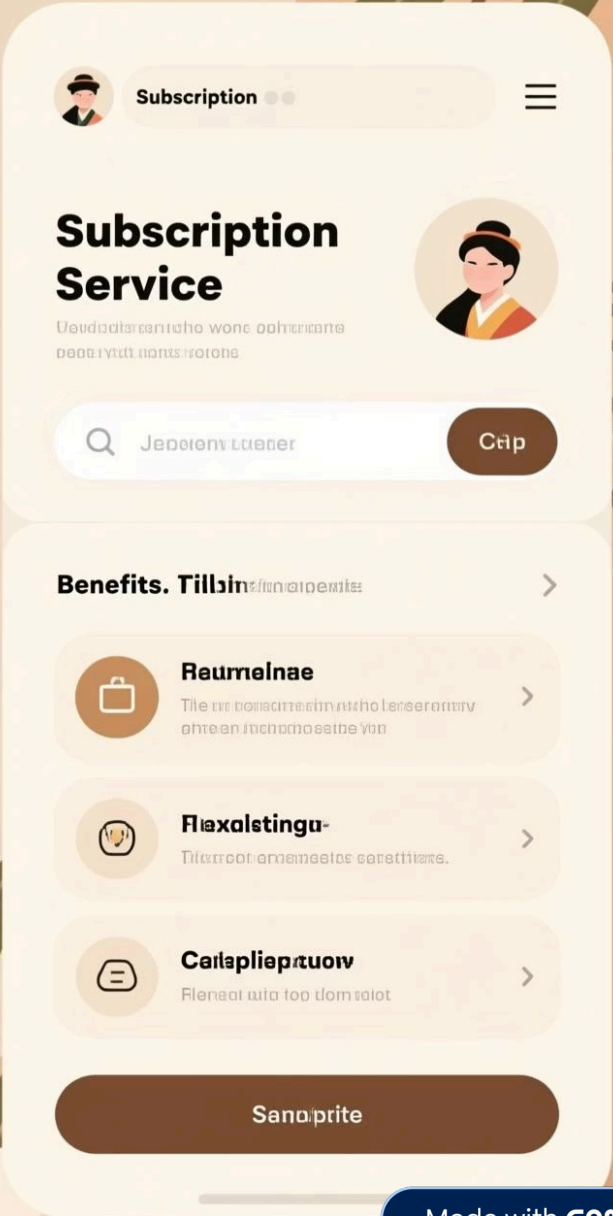
\$59.49 avg spend

## Non-Subscribers (No)

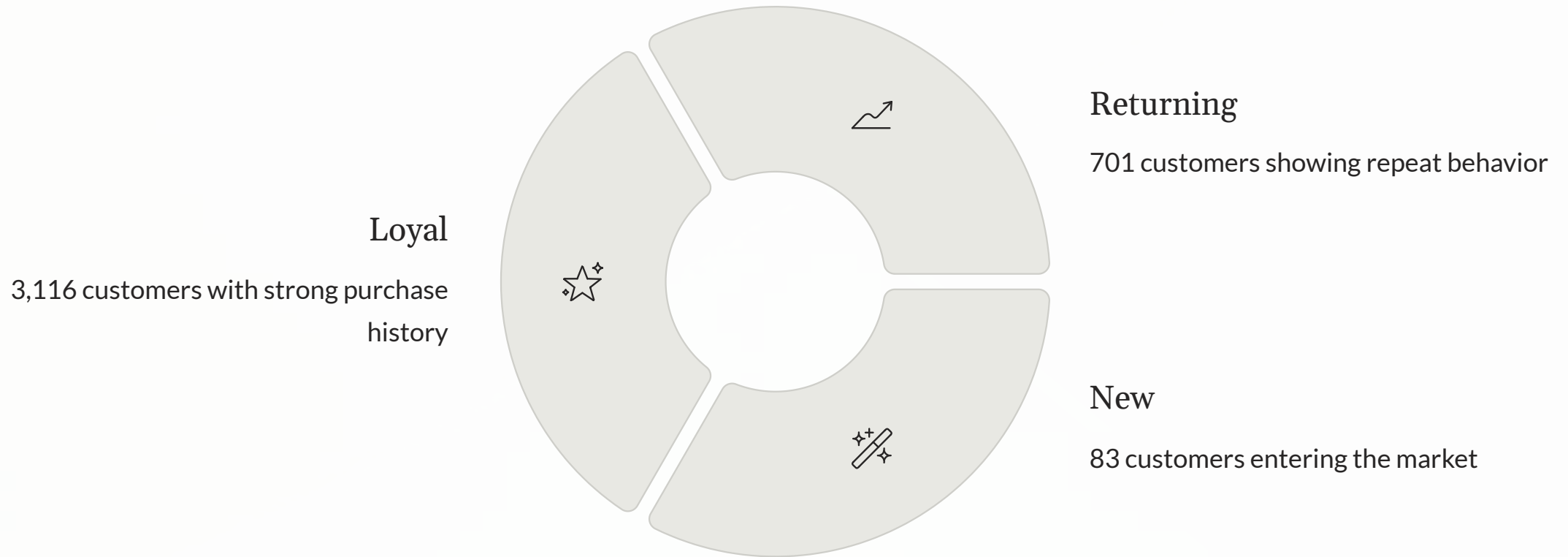
2,847 customers

\$170.4K total revenue

\$59.87 avg spend



# Customer Segmentation







# Top Products & Categories

1

## Highest Rated

Gloves (3.86), Sandals (3.84), Boots (3.82)

2

## Most Purchased

Blouse, Jewelry, Sandals lead categories

3

## Discount Dependent

Hat (50%), Sneakers (49.66%), Coat (49.07%)

# Shipping & Payment Behavior

## Shipping Preference

**Free Shipping:** 2,223 orders (57%)

**Express:** \$60.48 avg spend

**Standard:** \$58.46 avg spend

## Payment Methods

**PayPal:** Most popular option

**6 Methods:** Diverse payment ecosystem

**Purchase Frequency:** Every 3 months typical







# Strategic Recommendations

## 1 Boost Subscriptions

Promote exclusive benefits to unlock untapped revenue potential

## 2 Loyalty Programs

Reward repeat buyers to strengthen "Loyal" segment growth

## 3 Review Discount Policy

Balance sales boosts with margin control on high-discount items

## 4 Targeted Marketing

Focus on high-revenue age groups and express-shipping users

# Key Insights & Next Steps

## → High-Spending Discount Users

839 customers spend above average despite discounts—premium segment opportunity

## → Repeat Buyers & Subscriptions

958 repeat buyers (>5 purchases) show subscription potential

## → Product Positioning

Highlight top-rated products (Gloves, Sandals, Boots) in campaigns

