

## **Explanation of Findings**

### **1. Gender-Specific Trends**

- Male customers exhibited higher spending patterns and a greater likelihood of holding subscriptions, especially for clothing and accessories.
- No female customers subscribed, highlighting a missed opportunity to engage this demographic through targeted marketing initiatives.

### **2. Age-Based Insights**

- Peak spending occurred in the 40–44 and 56–60 age groups, potentially linked to life transitions like quarter-life and mid-life crises. Retailers could align marketing efforts to address emotional and lifestyle needs in these age brackets.

### **3. Regional Profitability**

- The South and West regions were the most profitable, while Kansas was the least. Montana, in the West, emerged as a surprisingly strong market. Businesses can optimize inventory and promotional strategies based on these regional dynamics.

### **4. Subscription and Loyalty Programs**

- A significant portion of customers lacked subscriptions, presenting a clear opportunity to increase retention through enhanced loyalty programs.

### **5. Visualization and Future Potential**

- The Tableau dashboard effectively highlighted demographic distributions, spending habits, and regional performance.
- Incorporating additional data fields, such as sales dates, would allow for more dynamic trend analysis, enabling businesses to adapt to changing consumer behaviors.

By addressing these findings, retail businesses can build more personalized campaigns, strengthen regional market presence, and foster long-term customer loyalty, creating a holistic shopping experience that resonates with diverse customer needs.