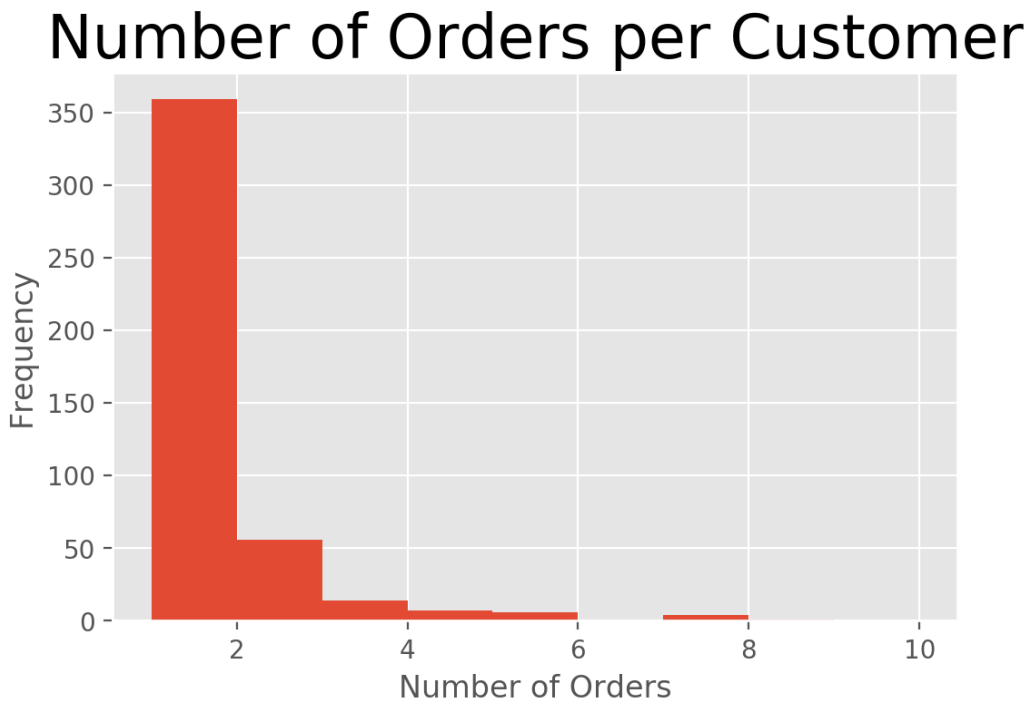
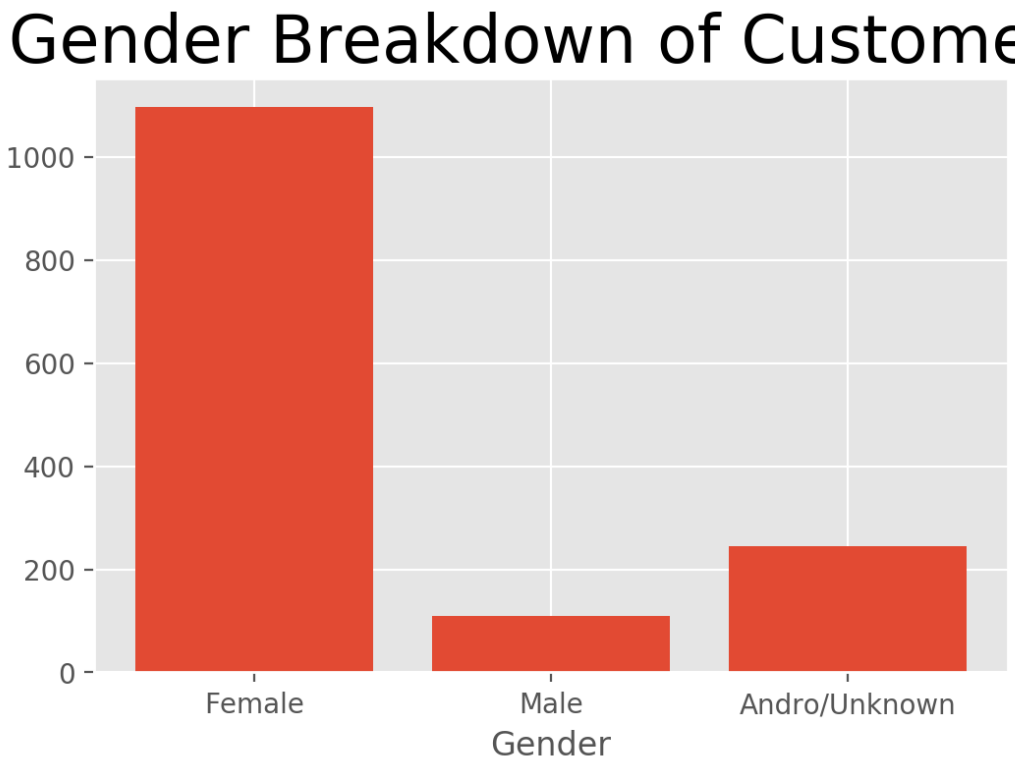
Customer Analysis Report
Tomboy Skincare

Existing Customer Data Analysis

Melissa's sales look generally strong, and she has pretty great geographic spread, but it looks like people have a problem, get a solution, and stop buying. After someone's problem has been solved, how do we keep them involved?



For Tomboy Skincare, **19.87% of transactions involve repeat customers;** this is comparatively median. This return rate may naturally be tied to the fact that many of her product are one-off solutions. After someone's original problem has be fixed, is there an effort to introduce them to other products they would use on a regular basis (i.e. daily moisturizer).



We used a general purpose open source “name guesser” that maps first names to probabilities of different genders. This approach is limited, but a good way of getting a rough handle on the gender makeup.

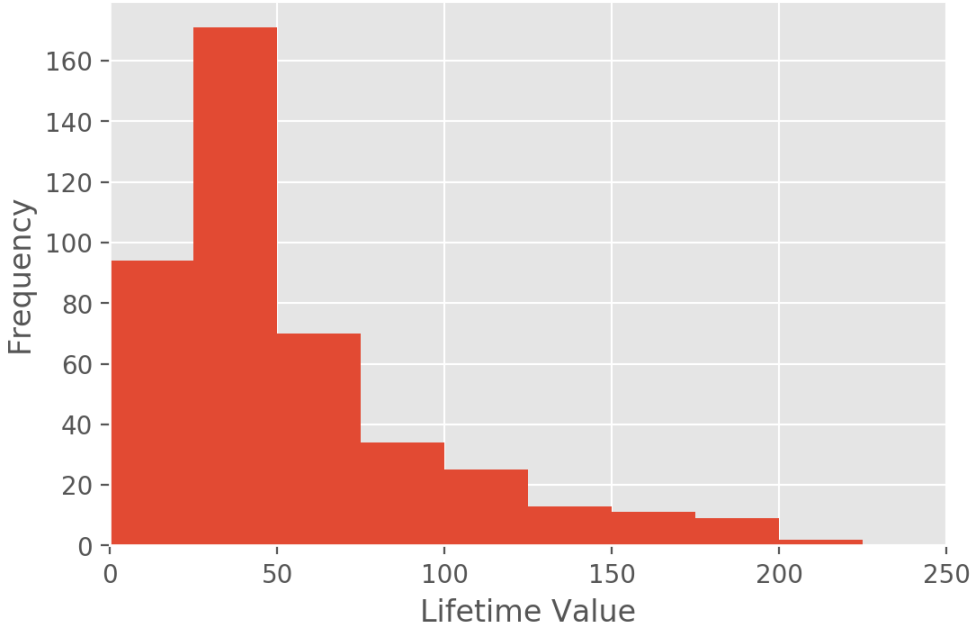
Out of 1450 total customers:
    1097 (75.66%) customers were Female
    244 (16.83%) customers were Andro/Unknown
    109 (7.52%) customers were Male

Melissa’s customers are predominantly female, with a small but non-negligible portion of male buyers (both of these were expected). We opted to use the shipping name over the billing name in this analysis (which may favor counting the gender of the end user rather than the buyer) but the two were usually in agreement.

Individual Transaction Amounts

The average purchase for BBB is **$49.20.** Not much to say about this number—I would love to dive deeper into the typical cart (most orders were a single item, but it wasn't uncommon to see 2-4 items).

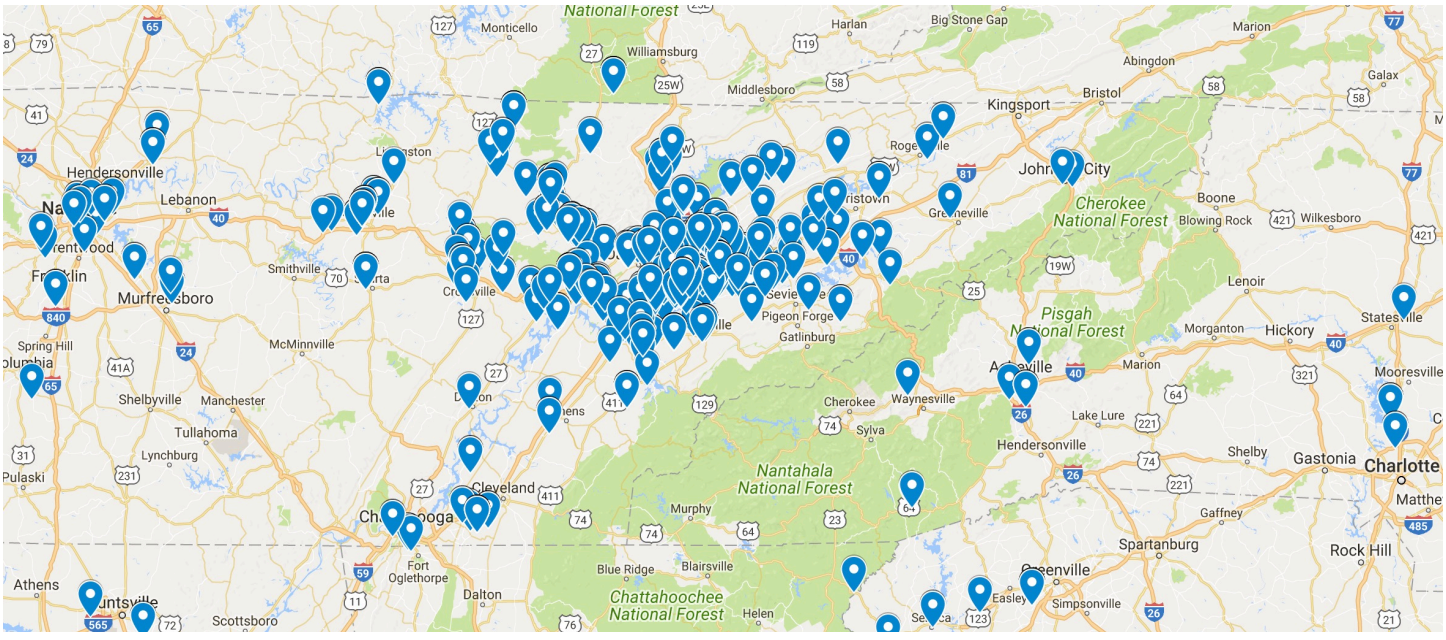
Lifetime Value of Customers (to date)



The average **Tomboy customer is worth $68.41** over their lifetime (to date, we're not forecasting future earnings)

Geographic Distribution: National

Geographic Distribution: Regional



We haven't gotten a chance to cross-reference location with other data (US census for race, income, etc) but that's on the list.