

CUSTOMER SHOPPING BEHAVIOR ANALYSIS



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BACKGROUND

The retail company aims to better understand customer shopping behavior to improve sales performance, customer satisfaction, and long-term loyalty. Changes in purchasing patterns across customers and products highlight the need to identify factors that influence buying decisions, such as product preferences, pricing, and shopping trends. Analyzing consumer shopping data helps uncover insights that support more effective marketing strategies and product optimization.

PROJECT OVERVIEW

OBJECTIVE

- Analyze customer shopping behavior to identify purchasing patterns and key factors influencing sales.
- Evaluate product and customer performance to support data-driven marketing and business decisions.

TOOLS

- **Python** – used for data cleaning and data preparation.
- **MySQL** – used for data analysis and querying insights.



VISUALIZATION

- **Power BI** – used for data visualization and dashboard creation.



Power BI

DATASET OVERVIEW

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
customer_id	age	gender	item_purchased	category	purchase_amount	location	size	color	season	review_rating	subscription_status	shipping_type	discount_applied	promo_code_used	previous_purchases	payment_method	frequency_of_purchases
1	55	Male	Blouse	Clothing	53	Kentucky	L	Gray	Winter	3.1	Yes	Express	Yes	Yes	14	Venmo	Fortnightly
2	19	Male	Sweater	Clothing	64	Maine	L	Maroon	Winter	3.1	Yes	Express	Yes	Yes	2	Cash	Fortnightly
3	50	Male	Jeans	Clothing	73	Massachusetts	S	Maroon	Spring	3.1	Yes	Free Shipping	Yes	Yes	23	Credit Card	Weekly
4	21	Male	Sandals	Footwear	90	Rhode Island	M	Maroon	Spring	3.5	Yes	Next Day Air	Yes	Yes	49	PayPal	Weekly
5	45	Male	Blouse	Clothing	49	Oregon	M	Turquoise	Spring	2.7	Yes	Free Shipping	Yes	Yes	31	PayPal	Annually
6	46	Male	Sneakers	Footwear	20	Wyoming	M	White	Summer	2.9	Yes	Standard	Yes	Yes	14	Venmo	Weekly
7	63	Male	Shirt	Clothing	85	Montana	M	Gray	Fall	3.2	Yes	Free Shipping	Yes	Yes	49	Cash	Quarterly
8	27	Male	Shorts	Clothing	34	Louisiana	L	Charcoal	Winter	3.2	Yes	Free Shipping	Yes	Yes	19	Credit Card	Weekly
9	26	Male	Coat	Outerwear	97	West Virginia	L	Silver	Summer	2.6	Yes	Express	Yes	Yes	8	Venmo	Annually
10	57	Male	Handbag	Accessories	31	Missouri	M	Pink	Spring	4.8	Yes	2-Day Shipping	Yes	Yes	4	Cash	Quarterly
11	53	Male	Shoes	Footwear	34	Arkansas	L	Purple	Fall	4.1	Yes	Store Pickup	Yes	Yes	26	Bank Transfer	Bi-Weekly
12	30	Male	Shorts	Clothing	68	Hawaii	S	Olive	Winter	4.9	Yes	Store Pickup	Yes	Yes	10	Bank Transfer	Fortnightly
13	61	Male	Coat	Outerwear	72	Delaware	M	Gold	Winter	4.5	Yes	Express	Yes	Yes	37	Venmo	Fortnightly
14	65	Male	Dress	Clothing	51	New Hampshire	M	Violet	Spring	4.7	Yes	Express	Yes	Yes	31	PayPal	Weekly
15	64	Male	Coat	Outerwear	53	New York	L	Teal	Winter	4.7	Yes	Free Shipping	Yes	Yes	34	Debit Card	Weekly
16	64	Male	Skirt	Clothing	81	Rhode Island	M	Teal	Winter	2.8	Yes	Store Pickup	Yes	Yes	8	PayPal	Monthly
17	25	Male	Sunglasses	Accessories	36	Alabama	S	Gray	Spring	4.1	Yes	Next Day Air	Yes	Yes	44	Debit Card	Bi-Weekly
18	53	Male	Dress	Clothing	38	Mississippi	XL	Lavender	Winter	4.7	Yes	2-Day Shipping	Yes	Yes	36	Venmo	Quarterly
19	52	Male	Sweater	Clothing	48	Montana	S	Black	Summer	4.6	Yes	Free Shipping	Yes	Yes	17	Cash	Weekly
20	66	Male	Pants	Clothing	90	Rhode Island	M	Green	Summer	3.3	Yes	Standard	Yes	Yes	46	Debit Card	Bi-Weekly
21	21	Male	Pants	Clothing	51	Louisiana	M	Black	Winter	2.8	Yes	Express	Yes	Yes	50	Cash	Every 3 Months
22	31	Male	Pants	Clothing	62	North Carolina	M	Charcoal	Winter	4.1	Yes	Store Pickup	Yes	Yes	22	Debit Card	Quarterly
23	56	Male	Pants	Clothing	37	California	M	Peach	Summer	3.2	Yes	Store Pickup	Yes	Yes	32	Debit Card	Annually
24	31	Male	Pants	Clothing	88	Oklahoma	XL	White	Winter	4.4	Yes	Express	Yes	Yes	40	Credit Card	Weekly
25	18	Male	Jacket	Outerwear	22	Florida	M	Green	Fall	2.9	Yes	Store Pickup	Yes	Yes	16	Debit Card	Weekly
26	18	Male	Hoodie	Clothing	25	Texas	M	Silver	Summer	3.6	Yes	Express	Yes	Yes	14	PayPal	Annually
27	38	Male	Jewelry	Accessories	20	Nevada	M	Red	Spring	3.6	Yes	Next Day Air	Yes	Yes	13	Credit Card	Annually
28	56	Male	Shorts	Clothing	56	Kentucky	L	Cyan	Summer	5	Yes	Next Day Air	Yes	Yes	7	Bank Transfer	Every 3 Months
29	54	Male	Handbag	Accessories	94	North Carolina	M	Gray	Fall	4.4	Yes	Free Shipping	Yes	Yes	41	PayPal	Every 3 Months
30	31	Male	Dress	Clothing	48	Wyoming	S	Black	Fall	4.1	Yes	Store Pickup	Yes	Yes	14	Credit Card	Weekly
31	57	Male	Jewelry	Accessories	31	North Carolina	L	Black	Winter	4.7	Yes	Standard	Yes	Yes	16	Credit Card	Monthly
32	33	Male	Dress	Clothing	79	West Virginia	L	Brown	Winter	4.7	Yes	Store Pickup	Yes	Yes	45	Venmo	Monthly
33	36	Male	Jacket	Outerwear	67	Kansas	M	Silver	Summer	4.9	Yes	Free Shipping	Yes	Yes	37	Venmo	Annually
34	54	Male	Pants	Clothing	38	Colorado	L	Green	Summer	3.3	Yes	Store Pickup	Yes	Yes	45	Cash	Quarterly

DATASET DESCRIPTION

01

Dataset

Customer Shopping Behavior

02

Dataset Size

Rows: 3,900
Columns: 18

03

Goals

The goal of this project is to gain actionable insights from consumer shopping data that support better marketing strategies, product optimization, and overall business decision making.



DATASET DESCRIPTION

Key Features:

- Customer profile: age, gender, location
- Product detail: item_purchased, category, size, color, season
- Transaction: purchase_amount, shipping_type, payment_method
- Behavior: frequency_of_purchases, previous_purchases, subscription_status
- Marketing: discount_applied, promo_code_used
- Experience: review_rating

EDA USING PYTHON

1. Import Data

```
import pandas as pd
```

```
df = pd.read_csv('customer_shopping_behavior.csv')  
df.head()
```

	customer_id	age	gender	item_purchased	category	purchase_amount	location	size	color	season	review_rating	subscription_status
0	1	55	Male	Blouse	Clothing	53	Kentucky	L	Gray	Winter	3.1	Yes
1	2	19	Male	Sweater	Clothing	64	Maine	L	Maroon	Winter	3.1	Yes
2	3	50	Male	Jeans	Clothing	73	Massachusetts	S	Maroon	Spring	3.1	Yes
3	4	21	Male	Sandals	Footwear	90	Rhode Island	M	Maroon	Spring	3.5	Yes
4	5	45	Male	Blouse	Clothing	49	Oregon	M	Turquoise	Spring	2.7	Yes

shipping_type	discount_applied	promo_code_used	previous_purchases	payment_method	frequency_of_purchases
Express	Yes	Yes	14	Venmo	Fortnightly
Express	Yes	Yes	2	Cash	Fortnightly
Free Shipping	Yes	Yes	23	Credit Card	Weekly
Next Day Air	Yes	Yes	49	PayPal	Weekly
Free Shipping	Yes	Yes	31	PayPal	Annually

This code imports the pandas library, reads a CSV file named 'customer_shopping_behavior.csv' into a DataFrame, and displays the first 5 rows of the dataset using the head() function

EDA USING PYTHON

2. Initial Exploration

```
df.describe(include='all')
```

	customer_id	age	gender	item_purchased	category	purchase_amount	location	size	color	season	review_rating	subscription_status
count	3900.000000	3900.000000	3900	3900	3900	3900.000000	3900	3900	3900	3900	3863.000000	3900
unique	NaN	NaN	2	25	4	NaN	50	4	25	4	NaN	2
top	NaN	NaN	Male	Blouse	Clothing	NaN	Montana	M	Olive	Spring	NaN	No
freq	NaN	NaN	2652	171	1737	NaN	96	1755	177	999	NaN	2847
mean	1950.500000	44.068462	NaN	NaN	NaN	59.764359	NaN	NaN	NaN	NaN	3.750065	NaN
std	1125.977353	15.207589	NaN	NaN	NaN	23.685392	NaN	NaN	NaN	NaN	0.716983	NaN
min	1.000000	18.000000	NaN	NaN	NaN	20.000000	NaN	NaN	NaN	NaN	2.500000	NaN
25%	975.750000	31.000000	NaN	NaN	NaN	39.000000	NaN	NaN	NaN	NaN	3.100000	NaN
50%	1950.500000	44.000000	NaN	NaN	NaN	60.000000	NaN	NaN	NaN	NaN	3.800000	NaN
75%	2925.250000	57.000000	NaN	NaN	NaN	81.000000	NaN	NaN	NaN	NaN	4.400000	NaN
max	3900.000000	70.000000	NaN	NaN	NaN	100.000000	NaN	NaN	NaN	NaN	5.000000	NaN

Checked data structure using `df.info()` and generated descriptive statistics with `df.describe()`

shipping_type	discount_applied	promo_code_used	previous_purchases	payment_method	frequency_of_purchases
3900	3900	3900	3900.000000	3900	3900
6	2	2	NaN	6	7
Free Shipping	No	No	NaN	PayPal	Every 3 Months
675	2223	2223	NaN	677	584
NaN	NaN	NaN	25.351538	NaN	NaN
NaN	NaN	NaN	14.447125	NaN	NaN
NaN	NaN	NaN	1.000000	NaN	NaN
NaN	NaN	NaN	13.000000	NaN	NaN
NaN	NaN	NaN	25.000000	NaN	NaN
NaN	NaN	NaN	38.000000	NaN	NaN
NaN	NaN	NaN	50.000000	NaN	NaN


EDA USING PYTHON

3. Missing Data Handling

```
df.isnull().sum()

customer_id      0
age              0
gender           0
item_purchased   0
category          0
purchase_amount  0
location         0
size             0
color            0
season           0
review_rating    37
subscription_status 0
shipping_type    0
discount_applied 0
promo_code_used  0
previous_purchases 0
payment_method   0
frequency_of_purchases 0
dtype: int64
```

Identified 37 missing values in the review_rating column that require handling before analysis.




```
df['review_rating'] = (
    df.groupby('category')['review_rating']
    .transform(lambda x: x.fillna(x.median()))
)
df.isnull().sum()

✓ 0.0s

customer_id      0
age              0
gender           0
item_purchased   0
category          0
purchase_amount  0
location         0
size             0
color            0
season           0
review_rating     0
subscription_status 0
shipping_type    0
discount_applied 0
promo_code_used  0
previous_purchases 0
payment_method   0
frequency_of_purchases 0
dtype: int64
```

Filled missing Review Rating values with the median rating of each product category using groupby transformation, then verified no missing values remain.



EDA USING PYTHON

4. Feature Engineering

```
#create a column age_group
labels = ['Young Adult', 'Adult', 'Middle-aged', 'Senior']
df['age_group'] = pd.qcut(df['age'],q=4,labels=labels)

df[['age', 'age_group']].head(10)
```

	age	age_group
0	55	Middle-aged
1	19	Young Adult
2	50	Middle-aged
3	21	Young Adult
4	45	Middle-aged
5	46	Middle-aged
6	63	Senior
7	27	Young Adult
8	26	Young Adult
9	57	Middle-aged

Created an age_group column by categorizing customer ages into four segments (Young Adult, Adult, Middle-aged, Senior) using quartile-based binning with pd.qcut().

```
# create column purchase purchase_frequency_days
frequency_mapping = {
    'Fortnightly': 14,
    'Weekly': 7,
    'Monthly': 30,
    'Quarterly': 90,
    'Bi-Weekly': 14,
    'Annually': 365,
    'Every 3 Months': 90
}
df['purchase_frequency_days'] = df['frequency_of_purchases'].map(frequency_mapping)

df[['purchase_frequency_days', 'frequency_of_purchases']].head(10)
```

	purchase_frequency_days	frequency_of_purchases
0	14	Fortnightly
1	14	Fortnightly
2	7	Weekly
3	7	Weekly
4	365	Annually
5	7	Weekly
6	90	Quarterly
7	7	Weekly
8	365	Annually
9	90	Quarterly

Converted purchase frequency categories into numerical values (days) by mapping each frequency type (Fortnightly, Weekly, Monthly, etc.) to its corresponding day interval using a dictionary.

EDA USING PYTHON

5. Data Consistency Check

```
df[['discount_applied','promo_code_used']].head(10)
```

	discount_applied	promo_code_used
0	Yes	Yes
1	Yes	Yes
2	Yes	Yes
3	Yes	Yes
4	Yes	Yes
5	Yes	Yes
6	Yes	Yes
7	Yes	Yes
8	Yes	Yes
9	Yes	Yes

```
(df['discount_applied'] == df['promo_code_used']).all()
```

```
True
```

```
df = df.drop('promo_code_used',axis=1)
```

```
print(df.columns)
```

```
Index(['customer_id', 'age', 'gender', 'item_purchased', 'category',  
      'purchase_amount', 'location', 'size', 'color', 'season',  
      'review_rating', 'subscription_status', 'shipping_type',  
      'discount_applied', 'previous_purchases', 'payment_method',  
      'frequency_of_purchases', 'age_group', 'purchase_frequency_days'],  
      dtype='object')
```

Verified that discount_applied and promo_code_used columns contain identical values, then removed the redundant promo_code_used column to eliminate data duplication.

EDA USING PYTHON

6. Database Connection

```
import mysql.connector
import pandas as pd

# 1. Create a connection
conn = mysql.connector.connect(
    host="localhost",
    user="root",
    password="Bismillahsukses01",
    database="project"
)

# 2. check connection
print("Connected:", conn.is_connected())
```

Connected: True

```
from sqlalchemy import create_engine

engine = create_engine(
    "mysql+pymysql://root:Bismillahsukses01@localhost/project"
)
```

```
df.to_sql(
    name="customer",
    con=engine,
    if_exists="replace", # replace / append
    index=False
)
```

- **MySQL Connection Established** – Connected to the local MySQL database using mysql.connector.
- **Connection Verified** – Ensured the database connection was active using conn.is_connected().
- **SQLAlchemy Engine Created** – Built a SQLAlchemy engine to integrate MySQL with pandas.
- **Data Exported to MySQL** – Loaded the cleaned DataFrame into the customer table using to_sql() with overwrite enabled.

DATA ANALYSIS USING SQL

1. What is the total revenue generated by male vs female customers?

Query

```
SELECT
    gender,
    SUM(purchase_amount) AS revenue
FROM customer
GROUP BY gender;
```

Result

	gender	revenue
▶	Male	157890
	Female	75191

- The query groups data by gender.
- It calculates the total purchase amount for each gender using SUM(purchase_amount).
- The result shows:
 - Male customers → revenue 157,890
 - Female customers → revenue 75,191

The query summarizes purchase behavior by gender, and the output reveals that male customers generated more revenue than female customers.

DATA ANALYSIS USING SQL

2. Which customers used a discount but still spent more than the average purchase amount?

Query

```
SELECT
    customer_id,
    purchase_amount
FROM customer
WHERE discount_applied = 'Yes'
AND purchase_amount > (
    SELECT AVG(purchase_amount)
    FROM customer
);
```

Result

	customer_id	purchase_amount
▶	2	64
	3	73
	4	90
	7	85
	9	97
	12	68
	13	72
	16	81
	20	90
	22	62
	24	88
	29	94

- It selects customers who used a discount (discount_applied = 'Yes').
- Among them, it only shows those whose purchase amount is greater than the overall average purchase amount.
- The output lists their customer_id and purchase_amount.

This condition actually returns 839 rows, meaning many customers with discounts still spent above the average purchase amount.

DATA ANALYSIS USING SQL

3. Which are the top 5 products with the highest average review rating?

Query

```
SELECT
    item_purchased,
    ROUND(AVG(review_rating), 2) AS average_product_rating
FROM customer
GROUP BY item_purchased
ORDER BY average_product_rating DESC
LIMIT 5;
```

- It calculates the average review rating for each product.
- Results are ordered from highest to lowest rating.
- Only the top 5 products are displayed, namely Gloves, Sandals, Boots, Hat, Handbag

Result

	item_purchased	average_product_rating
►	Gloves	3.86
	Sandals	3.84
	Boots	3.82
	Hat	3.8
	Handbag	3.78

DATA ANALYSIS USING SQL

4. Compare the average Purchase Amounts between Standard and Express Shipping

Query

```
SELECT
    shipping_type,
    ROUND(AVG(purchase_amount), 2) AS avg_purchase
FROM customer
WHERE shipping_type IN ('Standard', 'Express')
GROUP BY shipping_type;
```

Result

	shipping_type	avg_purchase
▶	Express	60.48
	Standard	58.46

- It calculates the average purchase amount for each shipping type (Standard vs Express).

- The results show:

Express Shipping → 60.48

Standard Shipping → 58.46

Customers using Express Shipping spend slightly more on average compared to those using Standard Shipping.

DATA ANALYSIS USING SQL

5. Do subscribed customers spend more? Compare average spend and total revenue between subscribers and non-subscribers

Query

```
SELECT
    subscription_status,
    COUNT(customer_id) AS total_customer,
    ROUND(SUM(purchase_amount), 2) AS total_revenue,
    ROUND(AVG(purchase_amount), 2) AS avg_spend
FROM customer
GROUP BY subscription_status
ORDER BY total_revenue DESC;
```

Result

	subscription_status	total_customer	total_revenue	avg_spend
▶	No	2847	170436	59.87
	Yes	1053	62645	59.49

- It compares subscribed vs non-subscribed customers.

- Average spend:

Subscribers → 59.49

Non-subscribers → 59.87

- Total revenue:

Subscribers → 62,645

Non-subscribers → 170,436

Subscribed customers do not spend more. Both average spend and total revenue are higher for non-subscribers.

DATA ANALYSIS USING SQL

6. Which 5 products have the highest percentage of purchases with discounts applied?

Query

```
SELECT
    item_purchased,
    ROUND(
        SUM(CASE WHEN discount_applied = 'Yes' THEN 1 ELSE 0 END)
        / COUNT(*) * 100, 2
    ) AS discount_rate
FROM customer
GROUP BY item_purchased
ORDER BY discount_rate DESC
LIMIT 5;
```

Result

	item_purchased	discount_rate
►	Hat	50.00
	Sneakers	49.66
	Coat	49.07
	Sweater	48.17
	Pants	47.37

- It calculates the percentage of purchases with discounts applied for each product.
- Results are ordered from highest discount rate to lowest.
- The top 5 products are:
 - Hat → 50.00%
 - Sneakers → 49.66%
 - Coat → 49.07%
 - Sweater → 48.17%
 - Pants → 47.37%

These are the items most frequently bought with discounts.

DATA ANALYSIS USING SQL

7. How many customers fall into each segment (New, Returning, and Loyal) based on their number of previous purchases?

Query

```
WITH customer_type AS (  
    SELECT  
        customer_id,  
        previous_purchases,  
        CASE  
            WHEN previous_purchases = 1 THEN 'New'  
            WHEN previous_purchases BETWEEN 2 AND 10 THEN 'Returning'  
            ELSE 'Loyal'  
        END AS customer_segment  
    FROM customer  
)  
SELECT  
    customer_segment,  
    COUNT(*) AS number_of_customers  
FROM customer_type  
GROUP BY customer_segment;
```

Result

	customer_segment	number_of_customers
►	Loyal	3116
	Returning	701
	New	83

CTE (Common Table Expression) - Creates a temporary result set named customer_type to organize customer segmentation logic

- Customers are segmented by their previous purchases:

New → 1 purchase

Returning → 2–10 purchases

Loyal → more than 10 purchases

- The result shows:

Loyal → 3,116 customers

Returning → 701 customers

New → 83 customers

Most customers fall into the Loyal segment.

DATA ANALYSIS USING SQL

8. What are the top 3 most purchased products within each category?

Query

```
WITH item_counts AS (
    SELECT
        category,
        item_purchased,
        COUNT(*) AS total_orders,
        ROW_NUMBER() OVER (
            PARTITION BY category
            ORDER BY COUNT(*) DESC
        ) AS item_rank
    FROM customer
    GROUP BY category, item_purchased
)

SELECT
    category,
    item_purchased,
    total_orders
FROM item_counts
WHERE item_rank <= 3;
```

Result

	category	item_purchased	total_orders
▶	Accessories	Jewelry	171
	Accessories	Sunglasses	161
	Accessories	Belt	161
	Clothing	Blouse	171
	Clothing	Pants	171
	Clothing	Shirt	169
	Footwear	Sandals	160
	Footwear	Shoes	150
	Footwear	Sneakers	145
	Outerwear	Jacket	163
	Outerwear	Coat	161

- It counts total orders for each product within its category.
- Then ranks items by order volume using ROW_NUMBER().
- Finally, it selects the top 3 items per category.

Output:

- Accessories → Jewelry (171), Sunglasses (161), Belt (161)
- Clothing → Blouse (171), Pants (171), Shirt (169)
- Footwear → Sandals (160), Shoes (150), Sneakers (145)
- Outerwear → Jacket (163), Coat (161)

These are the top 3 most purchased products in each category.

DATA ANALYSIS USING SQL

9. Are repeat buyers (customers with more than five previous purchases) more likely to be subscribed?

Query

```
SELECT
    subscription_status,
    COUNT(customer_id) AS repeat_buyers
FROM customer
WHERE previous_purchases > 5
GROUP BY subscription_status;
```

Result

	subscription_status	repeat_buyers
▶	Yes	958
	No	2518

- It counts repeat buyers (customers with more than 5 previous purchases).

- Results:

Subscribed → 958 repeat buyers

Not subscribed → 2,518 repeat buyers

Repeat buyers are more likely to be non-subscribers, since their count is much higher compared to subscribed customers.

DATA ANALYSIS USING SQL

10. What is the revenue contribution of each age group?

Query

```
SELECT
    age_group,
    SUM(purchase_amount) AS total_revenue
FROM customer
GROUP BY age_group
ORDER BY total_revenue DESC;
```

Result

	age_group	total_revenue
►	Young Adult	62143
	Middle-aged	59197
	Adult	55978
	Senior	55763

- It calculates the total revenue contributed by each age group.

- Results:

Young Adult → 62,143

Middle-aged → 59,197

Adult → 55,978

Senior → 55,763

Young Adults contribute the highest revenue, followed closely by Middle-aged, while Adults and Seniors contribute slightly less.

DASHBOARD

Customer Behavior Dashboard

Subscription Status

☐ No ☐ Yes

Gender

☐ Female ☐ Male

Category

☐ Accessories

☐ Clothing

☐ Footwear

☐ Outerwear

Shipping Type

☐ 2-Day Shipping

☐ Express

☐ Free Shipping

☐ Next Day Air

☐ Standard

☐ Store Pickup

3.9K

Number of Customer

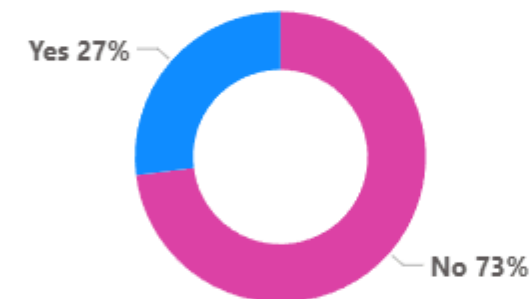
\$59.76

Average Purchase Amount

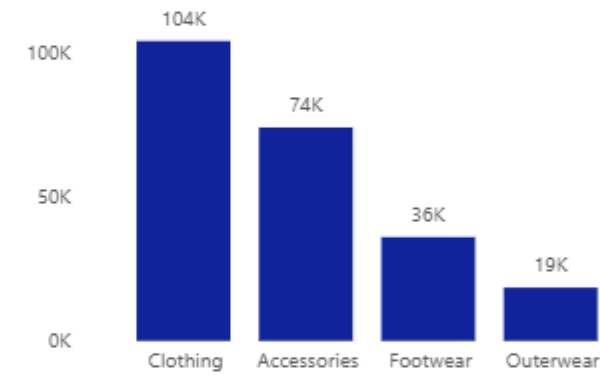
3.75

Average Review Rating

% of Customers by Subscription Status



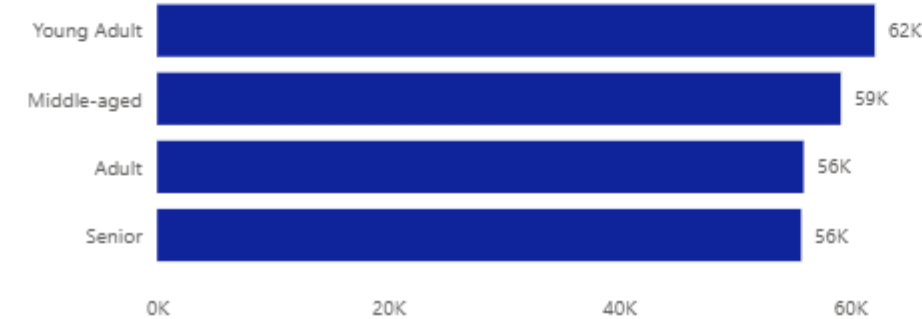
Revenue by Category



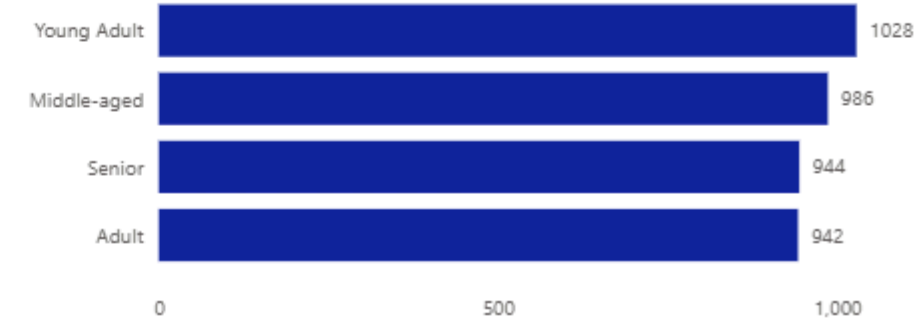
Sales by Category



Revenue by Age Group



Sales by Age Group



CONCLUSION

- **Revenue Drivers**

Male customers, Young Adults, and Middle-aged groups contribute the largest share of revenue.

- **Customer Segments**

Most customers are Loyal, while New and Returning segments are smaller but still important.

- **Subscription Impact**

Non-subscribers generate more revenue and include more repeat buyers than subscribers.

- **Product & Discount Trends**

Certain products rely heavily on discounts, while top-rated items stand out in quality and appeal.

SUGGESTIONS

- **Drive Subscription Growth**

Offer exclusive perks and tailored benefits to convert repeat buyers into subscribers.

- **Strengthen Loyalty Programs**

Reward and recognize repeat buyers to reinforce engagement and expand the Loyal segment.

- **Optimize Discount Policies**

Refine discount strategies to maintain sales momentum while protecting profit margins.

- **Elevate Product & Marketing Focus**

Highlight top-rated and best-selling products, and target high-revenue age groups plus Express shipping users.

LET'S CONNECT



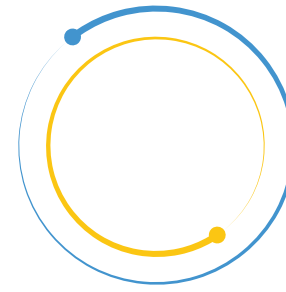
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THANK YOU