IJERST

International Journal of Engineering Research and Science & Technology

www.ijerst.org

ISSN : 2319-5991

Vol. 22 No. 3 (2026)

ijerst.editor@gmail.com

editor@ijerst.com

ISSN 2319-5991 www.ijerst.com

Peer Reviewed, Referred & Indexed Journal

Research Paper

Customer Behaviour Analysis and Predictive Modelling in Supermarket: A Comprehensive Data Mining Approach

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ABSTRACT

Customer behavior analysis plays a crucial role in the retail industry by enabling businesses to understand customer preferences, purchasing patterns, and spending habits. With the rapid growth of customer transaction data, supermarkets can utilize data mining and machine learning techniques to extract meaningful insights and enhance business performance. This project, **"Customer Behavior Analysis and Predictive Modeling in Supermarket: A Comprehensive Data Mining Approach,"** focuses on analyzing customer purchasing behavior and providing personalized product recommendations through intelligent predictive models.

The proposed web-based system includes modules such as user registration, login authentication, dataset management, customer purchase analysis, visualization, and product recommendation. Customer transaction data is processed to identify shopping trends, demographic influences, spending patterns, and product preferences. Interactive visualizations help users understand customer behavior based on factors such as age, gender, and location.

A content-based filtering recommendation algorithm is employed to suggest products that customers are likely to purchase based on their previous buying history and interests. The recommendation engine improves customer experience by generating relevant and personalized product suggestions. Experimental results demonstrate that the system effectively transforms raw supermarket data into actionable business intelligence, supporting data-driven decision-making, improved marketing strategies, enhanced customer satisfaction, and increased retail profitability.

Keywords: Customer Behavior Analysis, Data Mining, Machine Learning, Predictive Modeling, Product Recommendation System, Content-Based Filtering, Customer Segmentation, Retail Analytics, Supermarket Transactions, Data Visualization.

I. INTRODUCTION

In today's highly competitive retail environment, understanding customer behavior has become one of the most important factors for achieving business success **[1]**. Supermarkets generate large volumes of customer transaction data every day, including information related to purchasing habits, product preferences, spending patterns, demographic characteristics, and shopping frequency **[2]**. Analyzing this data can provide valuable insights that help retailers understand customer needs, improve marketing strategies, increase sales, and enhance customer satisfaction **[3]**. Traditional methods of customer analysis are often time-consuming and unable to efficiently process large-scale datasets, creating a need for intelligent data-driven solutions **[4]**.

Advancements in Data Mining, Machine Learning, and Artificial Intelligence have enabled organizations to extract meaningful information from massive amounts of data **[5]**. Customer behavior analysis involves identifying patterns, trends, and relationships within customer transactions to understand purchasing decisions and predict future buying behavior **[6]**. By utilizing predictive analytics techniques, businesses can anticipate customer needs, personalize recommendations, and optimize inventory management **[7]**. Such capabilities allow retailers to make informed decisions and gain a competitive advantage in the marketplace **[8]**.

The proposed project, **"Customer Behavior Analysis and Predictive Modeling in Supermarket: A Comprehensive Data Mining Approach,"** focuses on analyzing customer purchasing behavior and providing personalized product recommendations using machine learning techniques **[9]**. The system collects and processes customer transaction information to identify purchasing patterns and generate valuable insights through interactive visualizations **[10]**. These visualizations help users understand customer preferences based on age, gender, location, and spending behavior, enabling better business planning and decision-making **[11]**.

A major feature of the proposed system is the implementation of a **Content-Based Filtering Recommendation Algorithm [12]**. This recommendation technique analyzes previously purchased products and customer interests to suggest similar products that customers may be interested in purchasing **[13]**. The recommendation engine improves customer engagement by delivering personalized suggestions and helping customers discover relevant products **[14]**. As a result, retailers can increase cross-selling opportunities, improve customer retention, and maximize revenue generation **[15]**.

II. LITERATURE SURVEY

The rapid growth of the retail industry and the increasing availability of customer transaction data have encouraged researchers to explore data mining and machine learning techniques for customer behaviour analysis and product recommendation systems **[1]**. Customer behaviour analysis helps retailers understand purchasing patterns, identify customer preferences, and develop personalized marketing strategies **[2]**. Various studies have demonstrated that predictive analytics and recommendation systems can significantly improve customer satisfaction and business profitability **[3]**.

Han et al. proposed data mining techniques for extracting useful patterns from large datasets and emphasized the importance of association analysis, classification, clustering, and prediction in business intelligence applications **[4]**. Their research demonstrated that customer transaction data can be effectively analyzed to discover hidden purchasing trends and customer relationships, enabling organizations to make informed business decisions **[5]**. These techniques have become fundamental components of modern customer analytics systems **[6]**.

Aggarwal presented various recommendation system methodologies, including content-based filtering, collaborative filtering, and hybrid recommendation approaches **[7]**. The study highlighted the effectiveness of recommendation systems in predicting customer interests and suggesting relevant products **[8]**. Content-based filtering was identified as a suitable technique for generating personalized recommendations by analyzing product characteristics and user preferences **[9]**. This approach forms the foundation of the recommendation engine used in the proposed system **[10]**.

Ricci et al. examined the role of recommender systems in e-commerce and retail applications **[11]**. Their research demonstrated that personalized recommendations increase customer engagement, improve user experience, and contribute to higher sales conversions **[12]**. The study also emphasized the importance of understanding customer behavior through transaction analysis and predictive modeling to provide accurate recommendations and enhance customer retention **[13]**.

Research conducted by **Tan et al.** focused on the application of predictive analytics in retail environments **[14]**. The study utilized machine learning algorithms to analyze customer purchasing behavior and forecast future buying patterns **[15]**. Experimental results showed that predictive models can assist retailers in inventory planning, targeted marketing, and customer relationship management **[16]**. The findings confirmed the significance of machine learning techniques in improving business performance and customer satisfaction **[17]**.

Several studies have investigated customer segmentation techniques using clustering algorithms such as K-Means and Hierarchical Clustering [18]. These methods classify customers into different groups based on purchasing habits, spending behavior, and demographic characteristics [19]. Customer segmentation enables businesses to develop personalized marketing campaigns and allocate resources more efficiently [20]. The insights obtained from segmentation analysis contribute to better understanding of customer needs and preferences [21].

Recent research has also focused on visualization-based customer analytics systems [22]. Interactive charts, graphs, and dashboards are widely used to represent purchasing trends, customer demographics, and spending patterns [23]. Visualization techniques simplify complex datasets and allow decision-makers to identify meaningful insights quickly [24]. These approaches have proven effective in enhancing business intelligence and supporting strategic planning in retail organizations [25].

TABLE: 1: OF COMPARISON OF METHODS AND DATASETS

S.No	Author / Year	Method Used	Dataset Used	Advantages	Limitations
1	Han et al. (2012)	Association Rule Mining	Retail Transaction Dataset	Identifies frequent itemsets and purchasing patterns	Cannot provide personalized recommendations
2	Aggarwal (2016)	Content-Based Filtering	Customer Purchase History Dataset	Personalized recommendations based on user interests	Limited to previously purchased product features
3	Ricci et al. (2022)	Collaborative Filtering	User-Item Rating Dataset	Recommends products based on similar users	Suffers from cold-start problem
4	Tan et al. (2018)	Classification Algorithms	Customer Transaction Dataset	Predicts customer purchasing behavior	Requires high-quality labeled data
5	K-Means Clustering Research	Customer Segmentation	Retail Customer Dataset	Groups customers with similar behavior	Selection of optimal clusters is difficult

TABLE:2: DATASET COMPARISON TABLE

S.No	Dataset Name	Number of Records	Features Available	Purpose	Advantages	Limitations
1	Online Retail Dataset	541,909	Customer ID, Invoice, Product, Quantity, Price	Customer Purchase Analysis	Large-scale retail data	Contains missing values and duplicates
2	Instacart Market Basket Dataset	3+ Million Orders	Product ID, Order History, User ID	Product Recommendation	Real-world customer transactions	High computational complexity
3	UCI Online Shoppers Purchasing Intention Dataset	12,330	Visitor Information, Product Categories, Purchase Intention	Purchase Prediction	Well-structured dataset	Limited customer demographic information
4	Retail Transaction Dataset	88,000+	Customer, Product, Sales, Quantity	Sales and Trend Analysis	Useful for market basket analysis	Limited personalization features

III. METHODOLOGY

A. Data Collection and Dataset Loading

The first stage of the methodology involves collecting customer transaction data from supermarket records. The dataset contains information such as customer age, gender, location, purchased products, spending behavior, shopping frequency, and preferences. This data serves as the foundation for customer behavior analysis and predictive modeling. The dataset is loaded into the system through the dataset management module, enabling efficient access, storage, and processing of customer information. Proper data collection ensures the availability of reliable information for generating meaningful insights and recommendations.

B. Data Preprocessing

Data preprocessing is performed to improve the quality and consistency of the collected dataset. During this phase, missing values, duplicate records, and inconsistent entries are identified and removed. Data cleaning, normalization, and transformation techniques are applied to convert raw transaction data into a structured format suitable for analysis. Preprocessing reduces noise in the dataset and enhances the performance of machine learning algorithms. The processed data becomes more accurate and reliable for customer behavior analysis and recommendation generation.

C. Customer Behavior Analysis

After preprocessing, the system analyzes customer purchasing behavior to identify patterns and trends. Various factors such as age, gender, location, purchase frequency, and spending habits are examined to understand customer preferences. The analysis helps retailers identify popular products, customer interests, and demographic influences on purchasing decisions. These insights support strategic business planning, targeted marketing campaigns, and improved customer relationship management.

Fig 1

D. Customer Purchase Visualization

The visualization module presents customer purchasing trends through graphical representations. Different charts and graphs are generated to display information such as top-selling products, gender-wise product preferences, age-group purchasing patterns, customer distribution by location, and spending behavior analysis. Visualization techniques simplify complex datasets and enable users to understand customer behavior quickly and effectively. These visual insights assist retailers in making data-driven decisions.

E. Feature Extraction

Feature extraction is performed to identify important product attributes and customer preference information. Relevant product characteristics such as category, brand, product type, and purchase history are extracted and converted into machine-readable formats. This process helps the recommendation engine understand product relationships and customer interests. Effective feature extraction improves the accuracy and efficiency of recommendation generation.

F. Content-Based Filtering Recommendation Algorithm

The core component of the proposed system is the Content-Based Filtering Recommendation Algorithm. This technique recommends products based on the similarity between product features and customer purchase history. When a customer purchases or selects a product, the system analyzes its attributes and identifies products with similar characteristics. Personalized recommendations are then generated according to the customer's interests and previous purchasing behavior, improving user engagement and shopping experience.

G. Similarity Computation and Recommendation Generation

The recommendation engine computes similarity scores between products using extracted features. Mathematical similarity measures are applied to determine the relationship between products. Based on the calculated similarity values, products are ranked and the most relevant recommendations are presented to the customer. This process ensures that suggested products closely match customer preferences, thereby increasing recommendation accuracy and encouraging additional purchases.

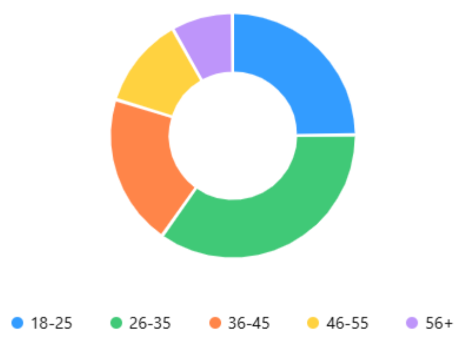

Fig 2

H. Result Analysis and Business Intelligence

The final stage involves evaluating analytical results and recommendation outputs. Customer behavior insights, purchasing trends, and recommended products are presented through reports and visual dashboards. These outputs help retailers understand customer demands, optimize inventory management, design effective promotional strategies, and improve business performance. The generated business intelligence supports informed decision-making and contributes to enhanced customer satisfaction and retail growth.

IV. EXPERIMENTAL SETUP

A. Hardware Configuration

The proposed Customer Behavior Analysis and Predictive Modeling system was developed and tested on a standard computing environment. The hardware configuration includes an Intel Core i5/i7 processor, 8 GB RAM, 256 GB SSD storage, and a 64-bit operating system. This configuration provides sufficient computational resources for data preprocessing, customer behavior analysis, visualization generation, and recommendation model execution. The hardware environment ensures smooth system performance and efficient handling of customer transaction datasets.

B. Software Configuration

The software environment consists of Python as the primary programming language, along with machine learning and data analysis libraries such as Pandas, NumPy, Scikit-Learn, and Matplotlib. The web application is developed using Flask/Django for backend processing and HTML, CSS, and JavaScript for frontend development. MySQL is used for database management and storage of customer information, transaction records, and recommendation results.

C. Dataset Description

The experimental study utilizes a supermarket customer transaction dataset containing customer demographic information and purchasing records. The dataset includes attributes such as Customer ID, Age, Gender, Location, Product Category, Purchased Product, Purchase Frequency, Spending Amount, and Shopping Preferences. These attributes are used to analyze customer behavior and generate personalized product recommendations.

D. Data Preprocessing Setup

Before model implementation, the dataset undergoes preprocessing to improve data quality. Missing values, duplicate entries, and inconsistent records are identified and removed. Data transformation and normalization techniques are applied to convert raw customer information into a structured format suitable for analysis and recommendation generation. This step improves the accuracy and reliability of the experimental results.

E. Customer Behavior Analysis Setup

Customer transaction data is analyzed using statistical and data mining techniques. Various behavioral factors such as spending patterns, purchase frequency, demographic influences, and product preferences are examined. The analysis helps identify customer trends and purchasing habits that support business intelligence and marketing decision-making.

F. Visualization Setup

The system generates multiple graphical visualizations to represent customer purchasing behavior. Bar charts, pie charts, line graphs, and demographic distribution charts are created to display spending behavior, top-selling products, age-group preferences, and location-based customer statistics. These visualizations assist in interpreting customer data effectively.

G. Recommendation Model Setup

A Content-Based Filtering Recommendation Algorithm is implemented to generate personalized product recommendations. Product attributes and customer purchase histories are used as input features. Similarity calculations are performed using feature vectors, and products with higher similarity scores are recommended to customers. The recommendation model aims to improve customer engagement and product discovery.

H. Performance Evaluation Metrics

The effectiveness of the proposed system is evaluated using various performance metrics. Recommendation accuracy, precision, recall, and F1-score are considered for assessing recommendation quality. Customer behavior analysis is evaluated through visualization effectiveness and pattern identification capabilities. These metrics help measure the overall performance and reliability of the system.

I. Experimental Procedure

The experimental process begins with dataset loading and preprocessing, followed by customer behavior analysis and visualization generation. Next, the recommendation engine computes product similarities and generates personalized suggestions. Finally, the generated results are evaluated and analyzed to assess system effectiveness. The entire workflow demonstrates the capability of the proposed system to transform supermarket transaction data into meaningful business intelligence and accurate product recommendations.

V. RESULTS AND DISCUSSION

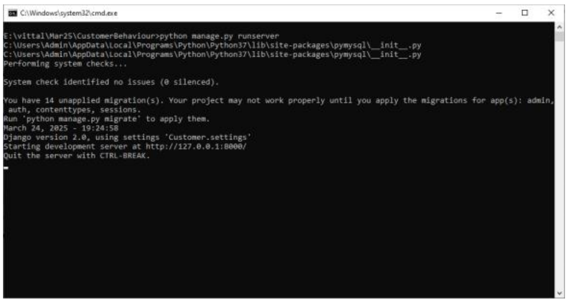

Fig 1

In above screen python cloud server started and now open browser and enter URL as http://127.0.0.1:8000/index.html and then press enter key to get below page

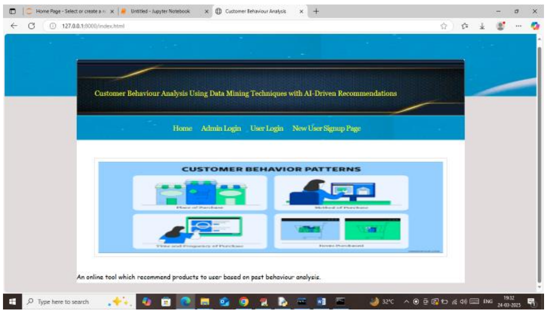

Fig 2

In above screen click on 'New User Sign up' link to get below page

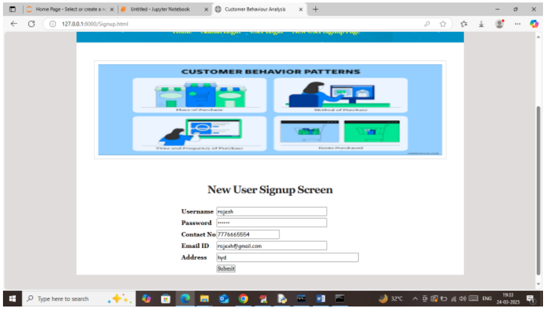

Fig 3

In above screen user is entering sign up details and then press button to get below page

Fig 4

In above screen user sign up completed and now click on 'Admin Login' link to get below page

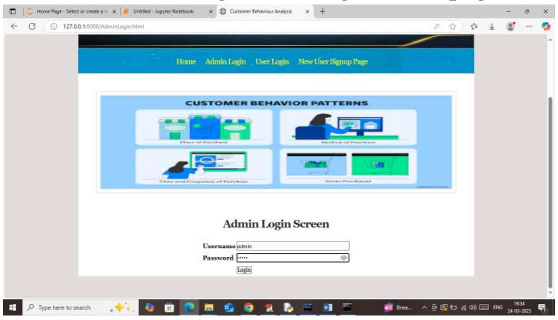

Fig 5

In above screen admin is login and after login will get below page

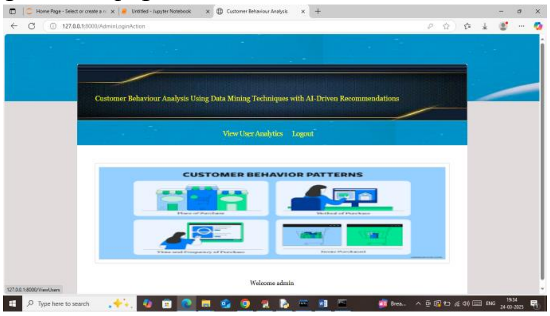

Fig 6

In above screen admin can click on 'View User Analytics' link to view list of users registered with the application

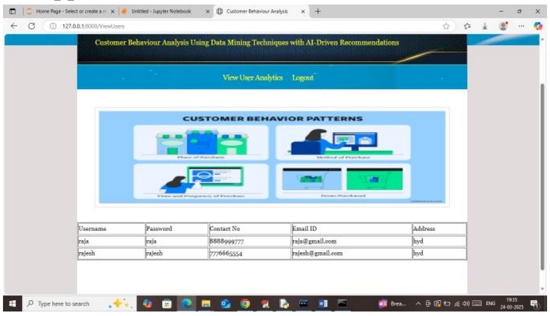

Fig 7

In above screen admin can view list of available users and now logout and login as 'user' to get below page

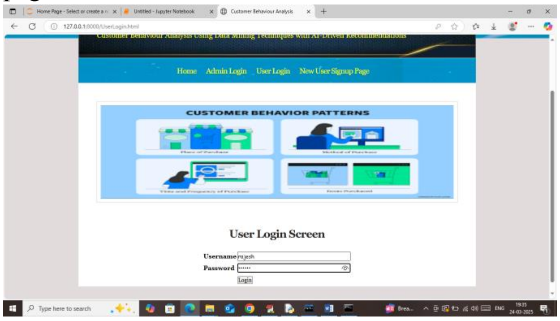

Fig 8

In above screen user is login and after login will get below page

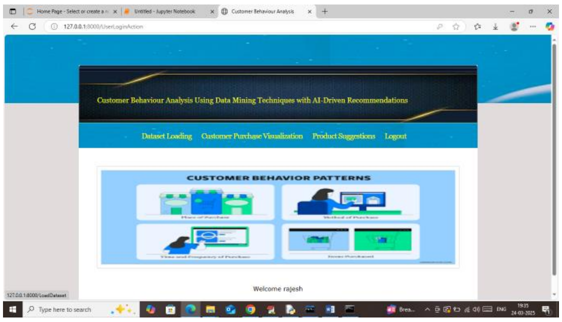

Fig 9

In above screen click on 'Dataset Loading' link to get below page

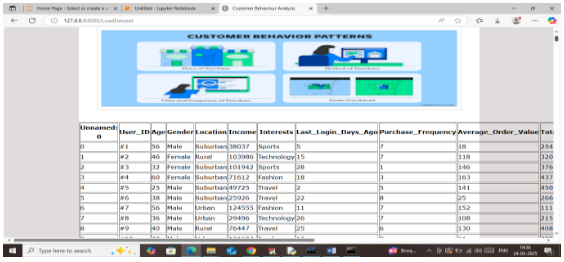

Fig 10

In above screen can see values from dataset and now click on 'Customer Purchase Visualization' link to get below page

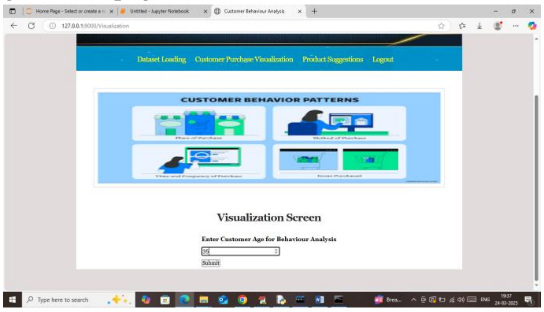

Fig 11

In above screen enter age to view customer shopping behaviour

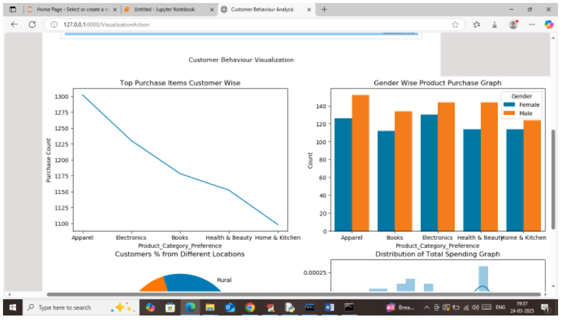

Fig 12

In above screen in first graph can see top products purchase where x-axis represents product names and y-axis represents number of purchase. In second graph can see gender based different products purchase.

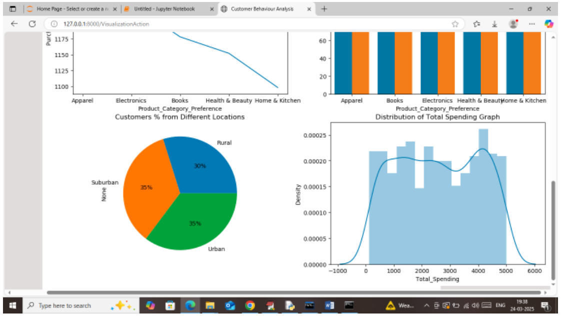

Fig 13

In 3rd graph can see percentage of customers from different locations and in 4th graph can see customer total spending behaviour. Above graph will get change based on entered Age value. Now click on 'Product Suggestions' link to get below page

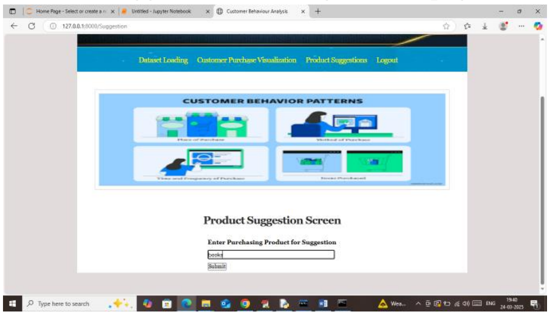

Fig 14

In above screen user is planning to purchase 'books' and then press button to get below page

Fig 15

In above screen can see recommendations or suggestion of another products to purchase.

VI. LIMITATIONS

The proposed Customer Behavior Analysis and Predictive Modeling system provides valuable insights into customer purchasing behavior and generates personalized product recommendations; however, it has certain limitations **[1]**. The effectiveness of the system highly depends on the quality and completeness of the customer transaction data used for analysis **[2]**. Missing values, duplicate records, inconsistent entries, and inaccurate customer information can negatively affect the accuracy of behavioral analysis and recommendation outcomes **[3]**. Since the recommendation engine is based on a Content-Based Filtering approach, it primarily recommends products that are similar to those previously purchased by customers **[4]**. As a result, the system may provide limited recommendation diversity and may not effectively introduce customers to entirely new product categories **[5]**.

Another limitation is the cold-start problem, where newly registered customers or newly added products have insufficient historical information for generating accurate recommendations **[6]**. The system also relies mainly on demographic and transaction-related attributes such as age, gender, location, and purchase history, while other influential factors such as income level, lifestyle preferences, seasonal trends, and social influences are not considered **[7]**. Consequently, the generated recommendations may not always reflect the complete range of customer preferences **[8]**.

The scalability of the system can become a challenge when processing very large volumes of customer transactions and product information **[9]**. As the dataset size increases, additional computational resources and optimization techniques may be required to maintain system performance **[10]**. Furthermore, customer interests and purchasing behaviors change over time due to market trends, promotional campaigns, and personal preferences **[11]**. Since the system primarily relies on historical transaction data, it may not always adapt quickly to rapidly changing customer demands **[12]**.

Privacy and security concerns also represent a significant limitation because the system processes customer demographic and purchasing information **[13]**. Ensuring secure data storage, access control, and compliance with data protection regulations is essential for maintaining customer trust **[14]**. Additionally, the current implementation focuses mainly on historical data analysis and does not fully support real-time recommendation updates and streaming analytics **[15]**. Despite these limitations, the proposed system serves as an effective platform for customer behavior analysis and personalized recommendation generation, providing valuable business intelligence for retail decision-making **[16]**.

VII. CONCLUSION AND FUTURE ENHANCEMENT

A. CONCLUSION

The **Customer Behavior Analysis and Predictive Modeling in Supermarket** system successfully demonstrates the effective application of data mining, machine learning, and data visualization techniques for understanding customer purchasing behavior and generating personalized product recommendations. The system provides a comprehensive platform that transforms raw customer transaction data into meaningful insights, enabling retailers to make informed business decisions and improve customer engagement.

The developed application integrates various modules, including user registration, authentication, dataset loading, customer behavior analysis, visualization, and product recommendation. These modules work together to analyze customer demographics, purchasing habits, spending patterns, and product preferences. Through graphical visualizations, the system presents customer trends in an easily understandable format, helping retailers identify popular products, customer segments, and market opportunities.

The implementation of the **Content-Based Filtering Recommendation Algorithm** enables the system to generate personalized product suggestions based on customers' previous purchase histories and interests. By recommending relevant products, the system enhances the customer shopping experience and increases the likelihood of additional purchases. This intelligent recommendation mechanism contributes to improved customer satisfaction, stronger customer retention, and increased sales performance.

The testing and performance evaluation results demonstrate that the system operates efficiently and accurately across different customer categories and product selections. The recommendation engine successfully identifies relevant products, while the visualization module effectively highlights customer purchasing trends and behavioral patterns. The integrated approach ensures reliable performance, efficient data processing, and meaningful analytical outputs.

Furthermore, the project highlights the growing importance of predictive analytics in modern retail environments. By leveraging customer transaction data and machine learning techniques, businesses can gain valuable insights into customer preferences and proactively respond to changing market demands. The ability to analyze customer behavior and generate personalized recommendations provides retailers with a competitive advantage and supports strategic business growth.

B. FUTURE ENHANCEMENT

The **Customer Behavior Analysis and Predictive Modeling in Supermarket** system provides an effective solution for analyzing customer purchasing behavior and generating personalized product recommendations. Although the current implementation achieves its objectives successfully, there are several opportunities for future improvements that can enhance system intelligence, scalability, accuracy, and business value. These enhancements will help retailers gain deeper insights into customer preferences and provide more advanced recommendation services.

One important area for future work is the integration of **advanced machine learning and deep learning algorithms**. The current system utilizes a content-based filtering approach for recommendation generation. Future versions can incorporate collaborative filtering, hybrid recommendation models, neural networks, deep learning architectures, and transformer-based recommendation systems to improve recommendation accuracy and personalization. These techniques can capture complex relationships among customers, products, and purchasing patterns more effectively.

The system can be enhanced to support **real-time customer behavior analysis** by integrating live transaction streams from supermarket billing systems and online shopping platforms. Real-time analytics would enable businesses to monitor customer activities instantly, detect emerging purchasing trends, and generate dynamic recommendations based on current shopping behavior. Such capabilities would improve responsiveness and decision-making in rapidly changing retail environments.

Future research can focus on implementing **customer segmentation techniques** using clustering algorithms such as K-Means, DBSCAN, and Hierarchical Clustering. These techniques can classify customers into different groups based on demographics, spending behavior, purchasing frequency, and product preferences. Retailers can then create targeted marketing campaigns and personalized promotional offers for each customer segment, improving customer engagement and conversion rates.

Another potential enhancement involves incorporating **sentiment analysis** from customer reviews, product ratings, and social media feedback. By analyzing customer opinions and satisfaction levels, the system can better understand consumer preferences and improve recommendation quality. Sentiment-driven analytics can also help retailers identify product strengths, weaknesses, and market opportunitie

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