# Customer Demographics Analysis Dashboard

Demographics Analysis Insights:
• **Age Distribution**: Customer behavior patterns across different age groups
• **Gender Preferences**: Product and category preferences by gender
• **Demographic CLV**: Customer lifetime value analysis by demographics
• **Purchase Patterns**: Temporal and behavioral patterns by demographic segments
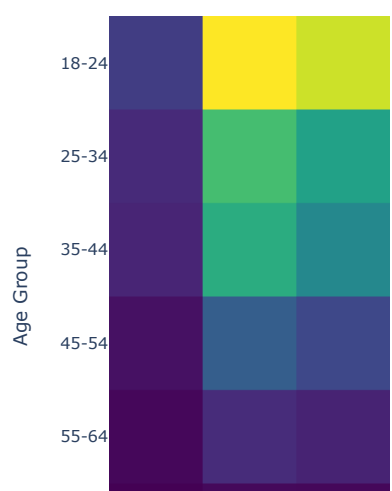• **Discount Sensitivity**: How different demographics respond to pricing strategies

Customer Distribution and Revenue by Age Group
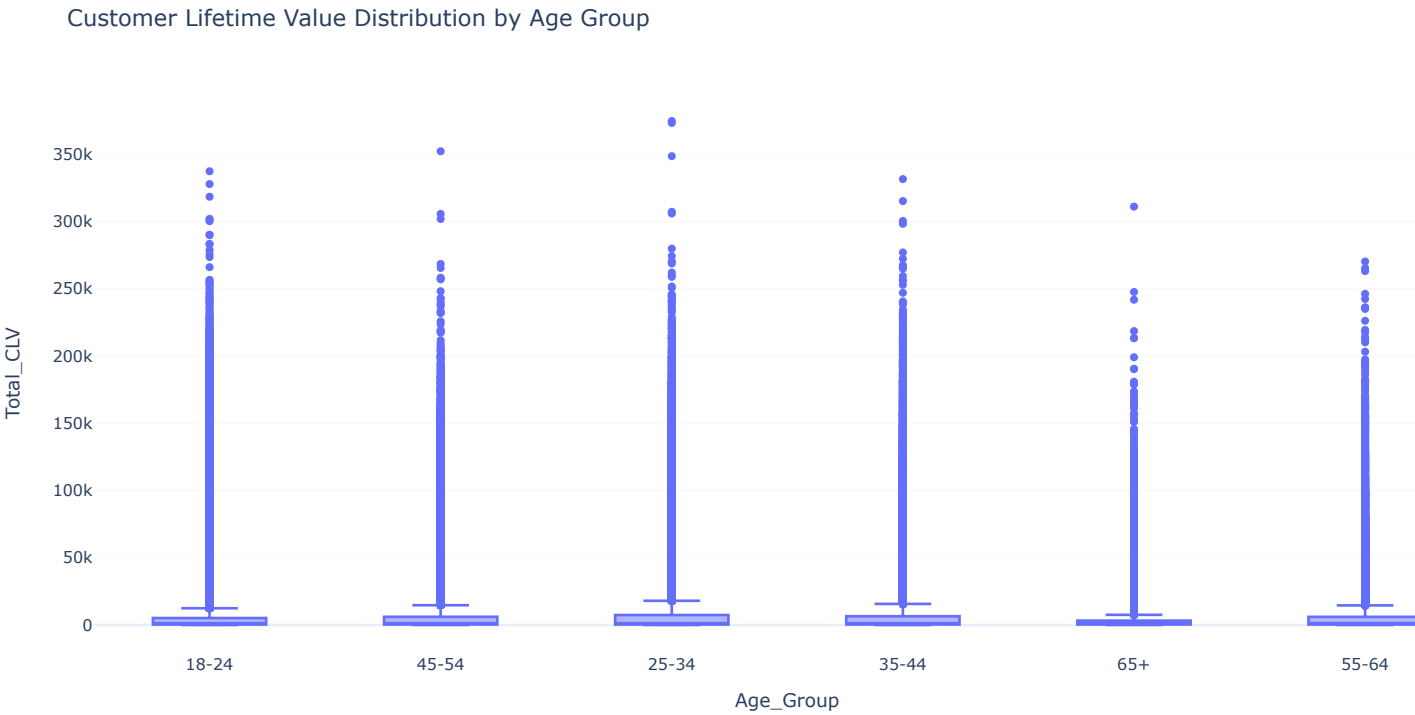
Customer Distribution and Revenue by Age Group
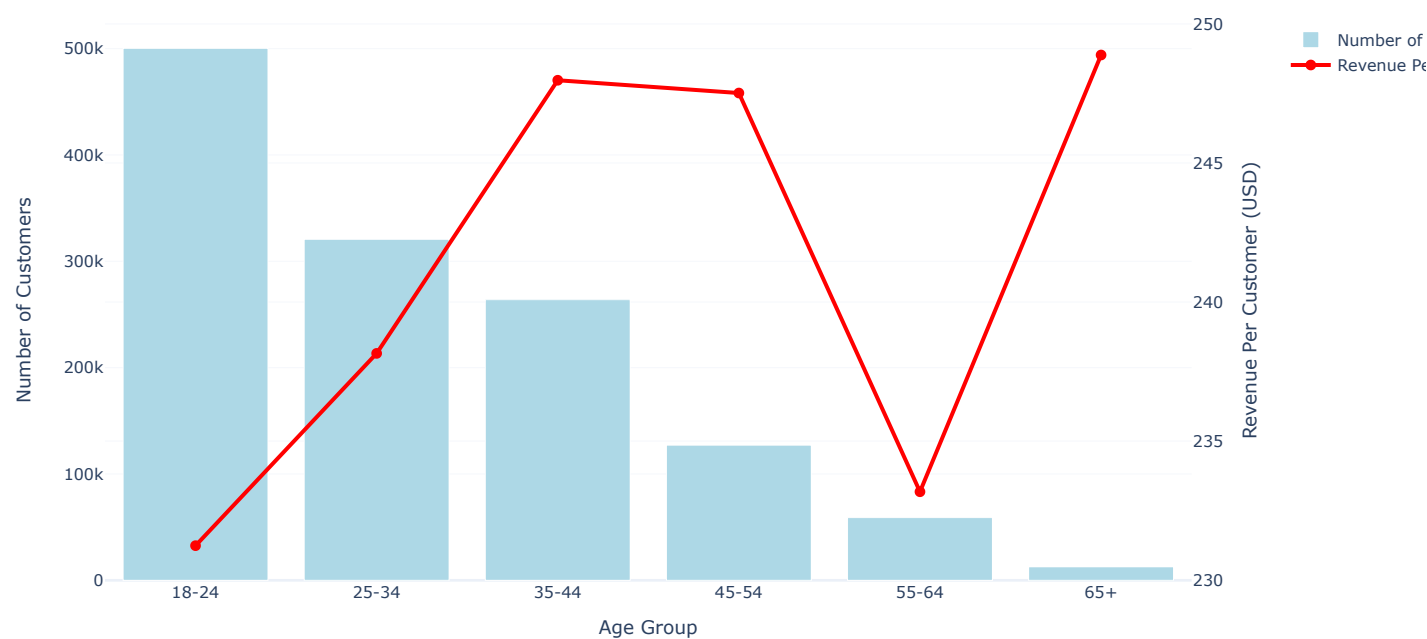
Category Preferences by Age Group (Revenue Heatmap)

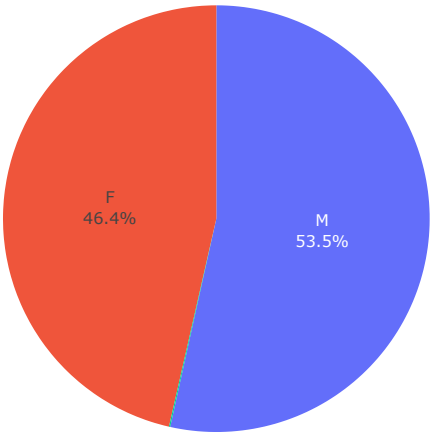Category Preferences by Age Group (Revenue Heatmap)

65+

Children   Feminine   Masculine

Category

Customer Lifetime Value Distribution by Age Group

Customer Lifetime Value Distribution by Age Group
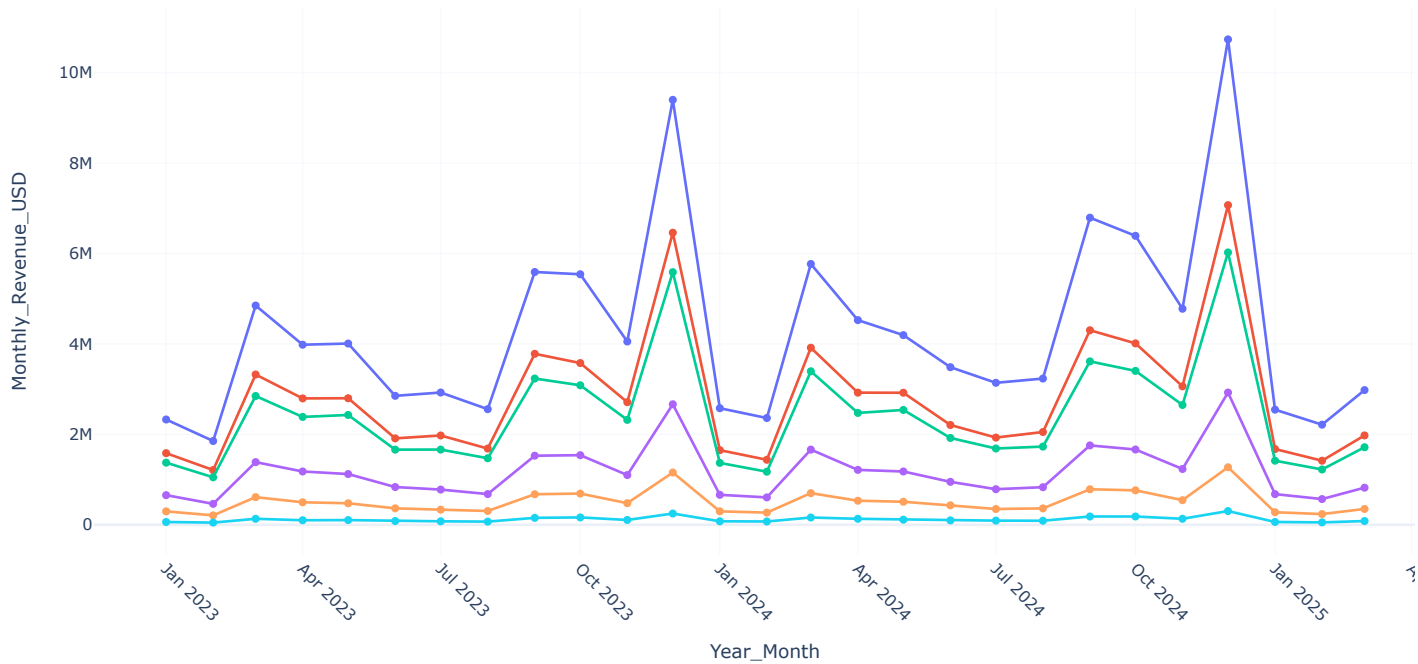

Age_Group

Customer Distribution by Gender

Customer Distribution by Gender
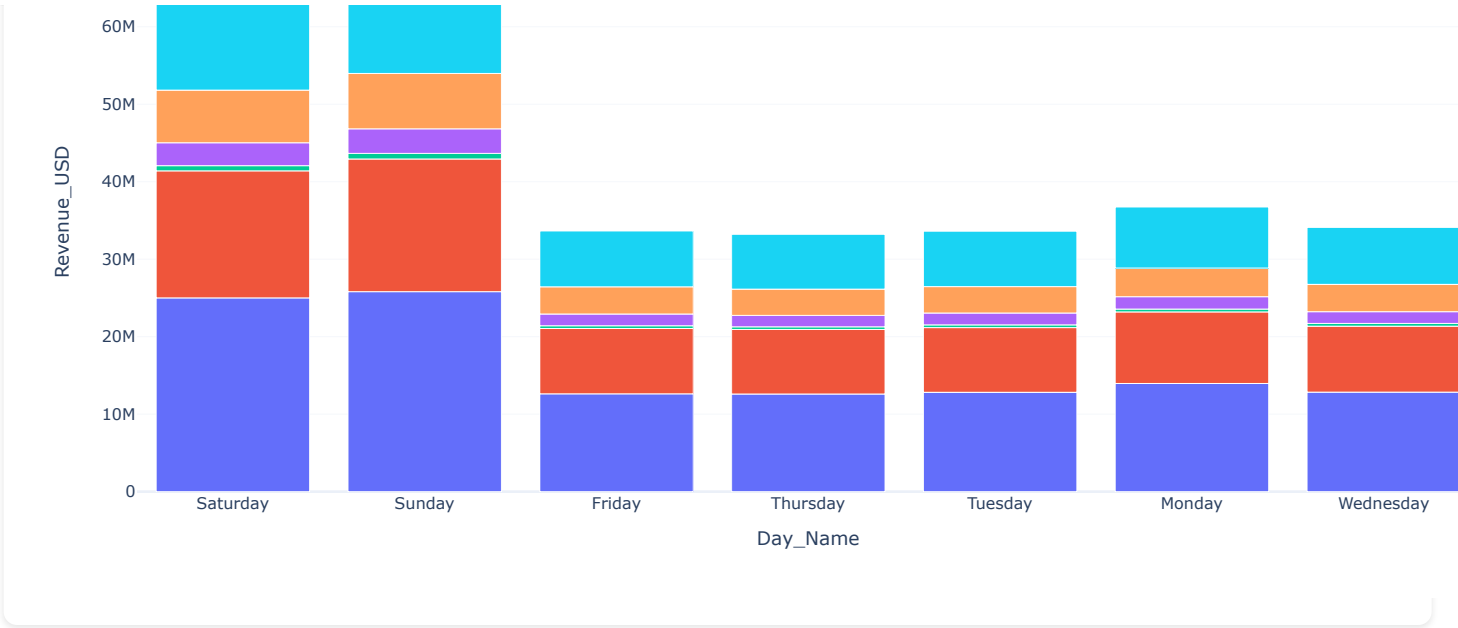

Monthly Revenue Trends by Age Group
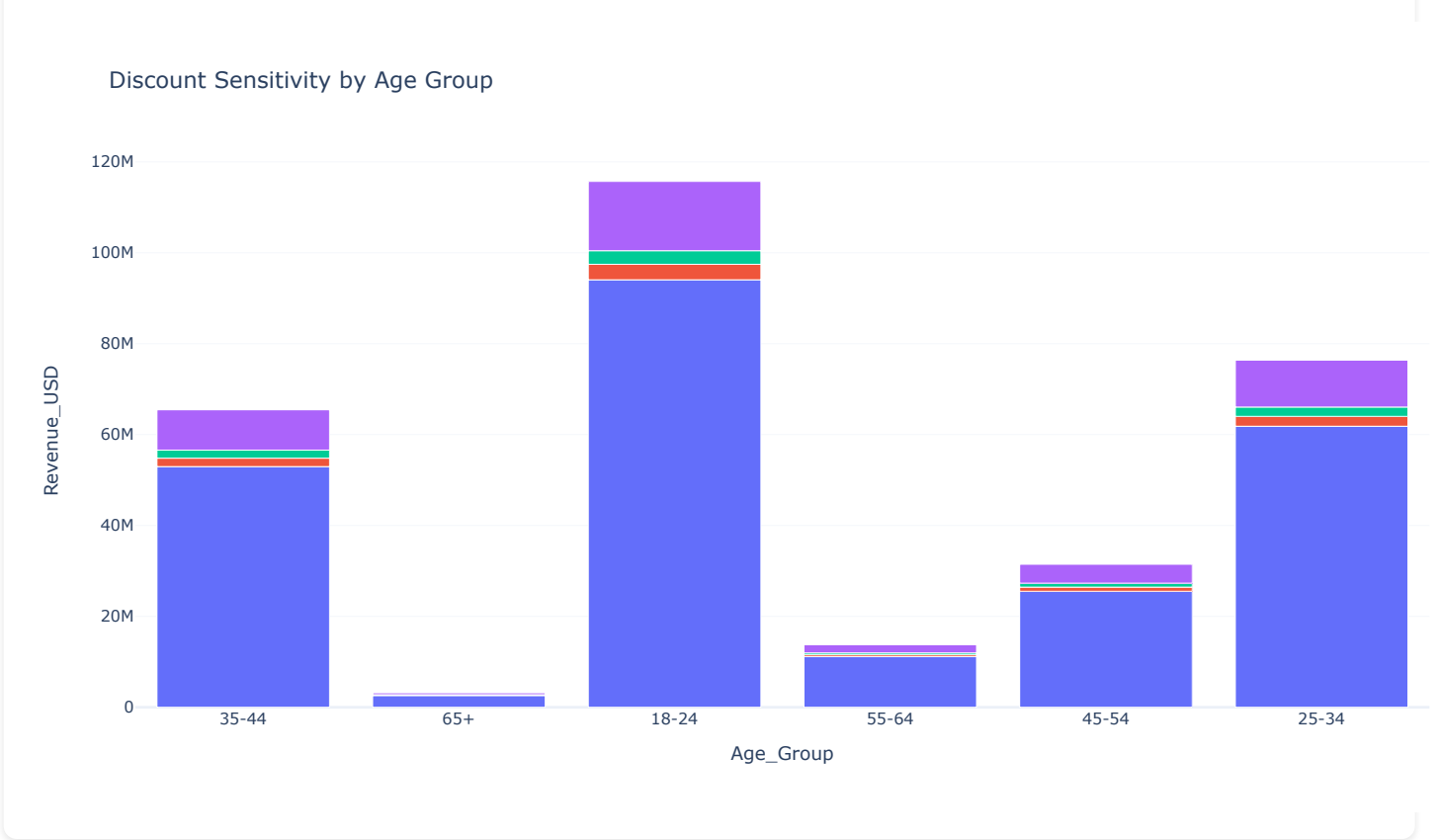
Monthly Revenue Trends by Age Group

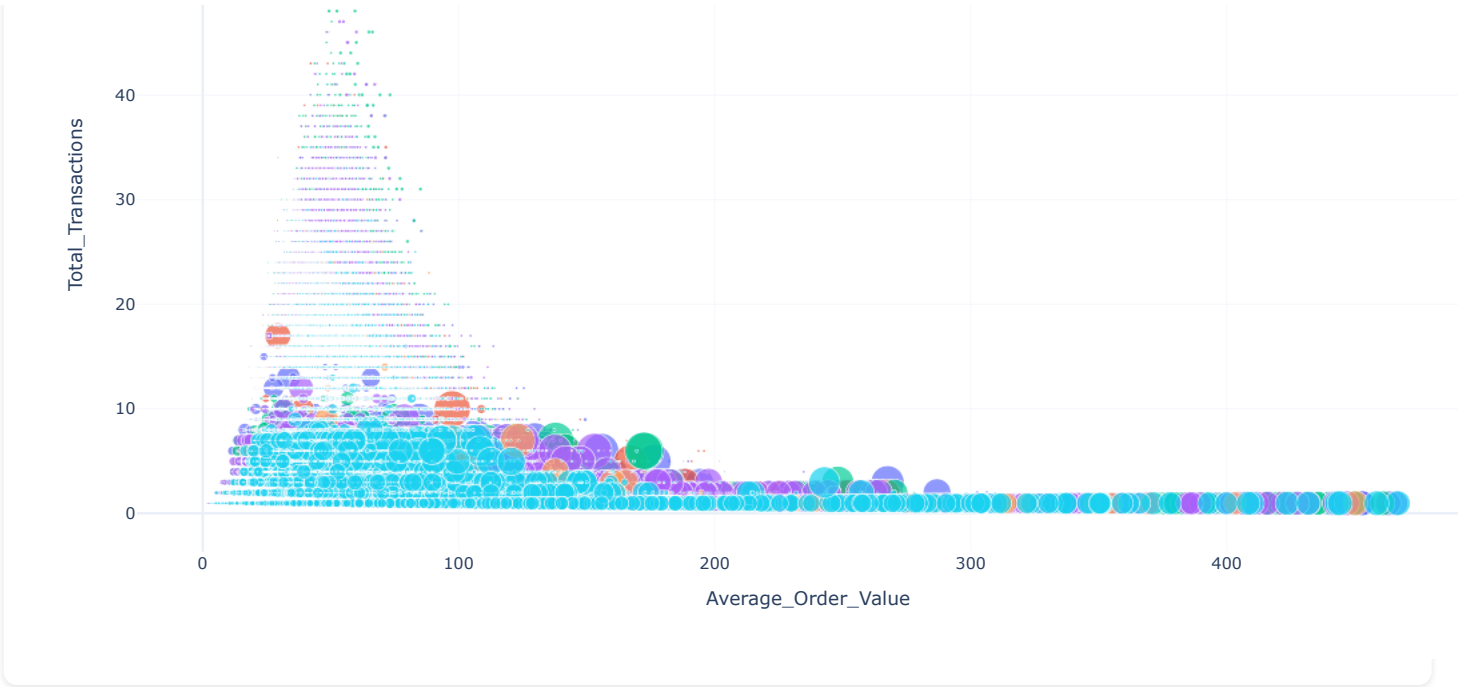## Daily Purchase Patterns by Age Group

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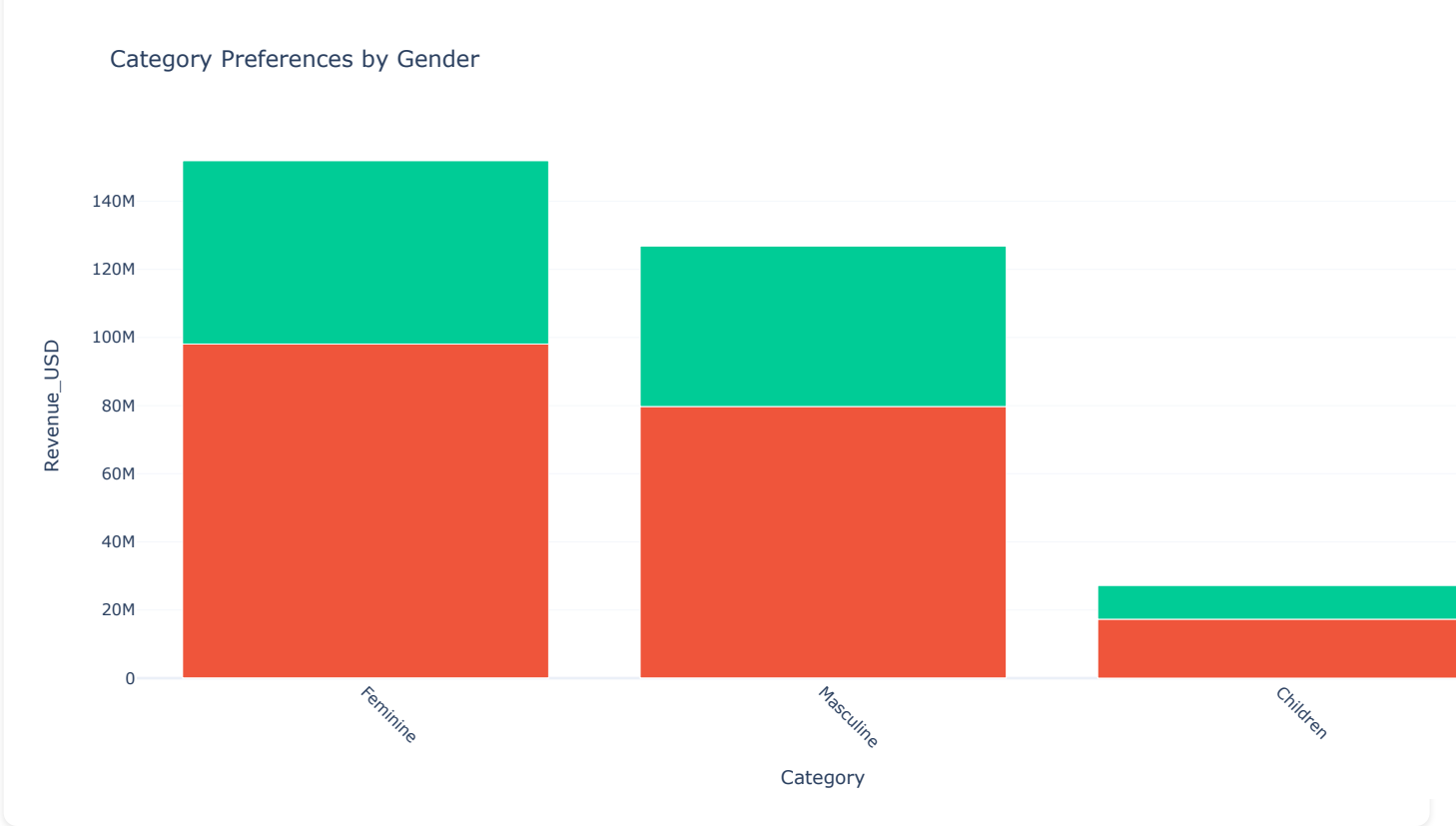
Discount Sensitivity by Age Group

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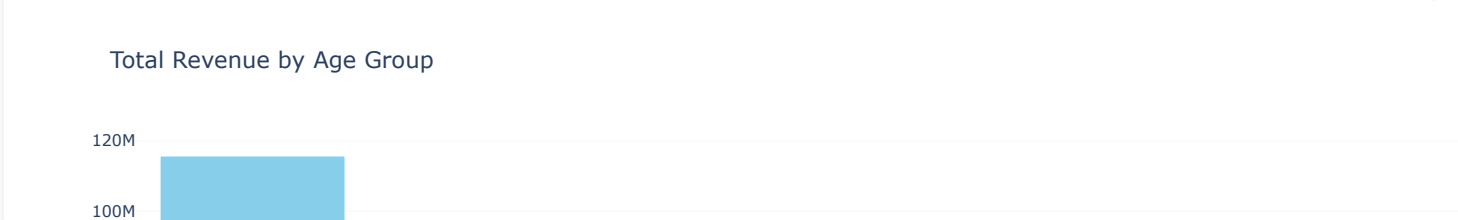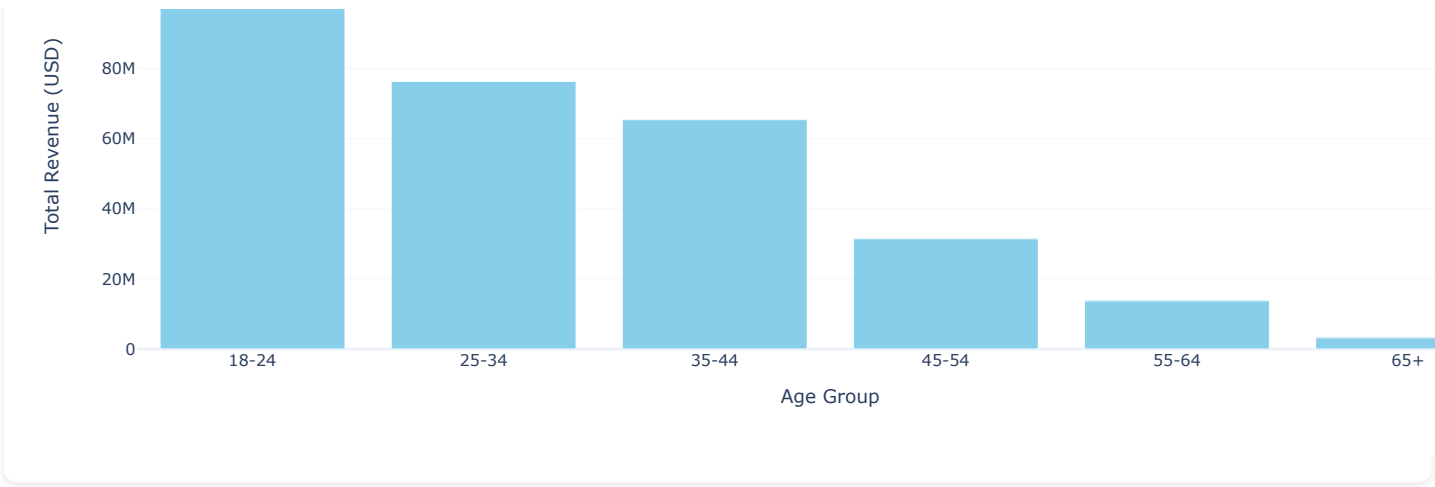## Purchase Behavior: Order Value vs Frequency by Age

Purchase Behavior: Order Value vs Frequency by Age

Category Preferences by Gender

Category Preferences by Gender

Total Revenue by Age Group

Total Revenue by Age Group

Key Demographics Insights:

Total Customers Analyzed: 1,283,707

Total Revenue: $305,884,837

Highest CLV Age Group: 25-34

Most Active Age Group: 35-44

Age Group Performance Summary

18-24

Customers: 500,274

Revenue: $115,682,536

Avg Order Value: $50.79

Revenue/Customer: $231.24

Avg Discount: 12.6%

Avg Age: 20.9 years

25-34

Customers: 320,676

Revenue: $76,369,905

Avg Order Value: $49.59

Revenue/Customer: $238.15

Avg Discount: 12.8%

Avg Age: 29.1 years

35-44

Customers: 263,929

Revenue: $65,447,875

Avg Order Value: $49.73

Revenue/Customer: $247.98

Avg Discount: 12.9%

Avg Age: 39.2 years

45-54

Customers: 127,107

Revenue: $31,461,021

Avg Order Value: $50.94

Revenue/Customer: $247.52

Avg Discount: 12.6%

Avg Age: 48.9 years

55-64

Customers: 59,001

Revenue: $13,757,703

Avg Order Value: $51.62

Revenue/Customer: $233.18

Avg Discount: 12.5%

Avg Age: 58.4 years

65+

Customers: 12,720

Revenue: $3,165,797

Avg Order Value: $52.97

Revenue/Customer: $248.88

Avg Discount: 12.5%

Avg Age: 69.0 years