

Customer Purchasing Behaviour - Electronics Sales

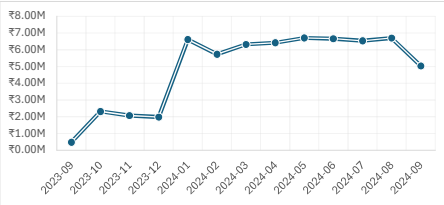
Total Sales : ₹63.60M

Units Sold : 109711

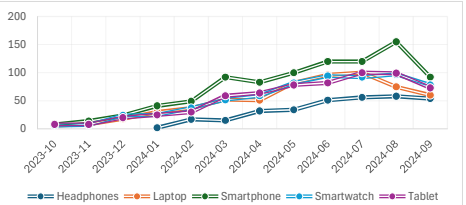
Top Product : Smartphone

Cancellation Rate : 32.84%

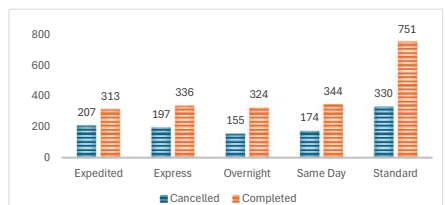
Sales Over Months



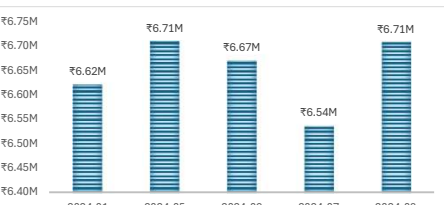
Product Sales Over Months



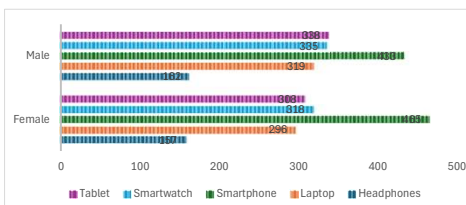
Shipment vs Order status



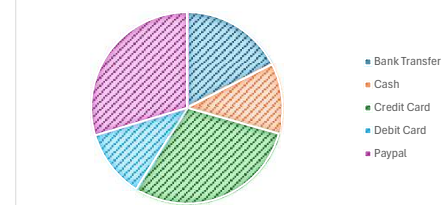
Top 5 Sales



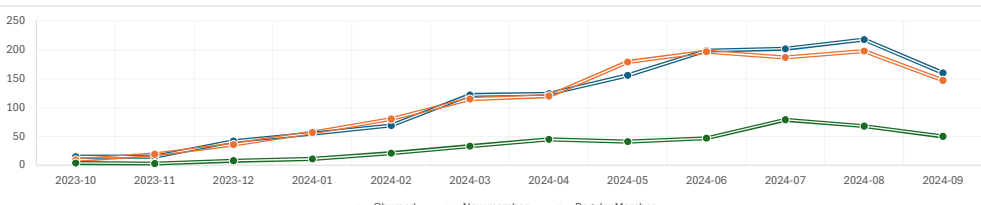
Shopping Habits by Gender



Payment Habits



Membership Dynamics



Value of Membership

Churned	3182
New member	3237
Non Member	3176
Regular Member	3170

Membership

- Churned
- New member
- Non Member
- Regular Member

Shipping Type

- Expedited
- Express
- Overnight
- Same Day
- Standard

Product Type

- Headphones
- Laptop
- Smartphone
- Smartwatch
- Tablet

Gender

- Female
- Male