**Customers Feedback on Purchases**

**Revenue Overview**

* **Total Sales:** $233,081 indicates consistent demand across customer segments.
* **Top-performing locations:** Sales are evenly distributed, with locations generating between **$5,514 and $5,605** each, showing balanced geographic performance.

**Customer Demographics**

* **Primary age group:** Customers aged **26-35** dominate purchases, highlighting this group as the key target audience.
* **Gender breakdown:** **67.74% male** and **32.26% female.** Expanding all product range could help attract more female customers and balance the demographic distribution

**Payment Insights**

* **Credit Cards** and **PayPal** are the most preferred payment methods, generating the highest sales. This preference underlines the importance of ensuring these options remain seamless and reliable.

**Shipping Preferences**

* **Free shipping** is slightly more popular than express shipping, with **51.07%** of customers choosing this option. This indicates the value customers place on affordability over speed.

**Category Contribution**

* **Footwear** and **Clothing** are among the top contributors to revenue, with both categories maintaining average review ratings of **3.7-3.8**. Consistent demand in these categories highlights their importance in the product lineup.

**Seasonal Performance**

* Sales are consistent across **Fall, Winter, Spring, and Summer**, showing no clear seasonal dependency. Seasonal promotions could be used to further boost revenue during key shopping periods.

**Customer Behavior**

* **Frequency of purchases:** Most customers shop **monthly** or **quarterly**, loyalty or subscription services could be introduced to encourage more purchases and increase customer retention.

**Top Customers**

* High-value customers (IDs **2808, 2843, and 2959**) contribute significantly with individual purchases of **$100.** Personalized incentives for these loyal customers could strengthen their relationship with the brand.

**Customer Reviews**

* The average review rating of **3.75** reflects moderate satisfaction. Targeted improvements in product quality and customer service can help elevate this rating to enhance overall customer experience.