

Shopping Trends Analytics



Overview

Customers

Products

Locations

233K

Total Sales

3900

Total Customers

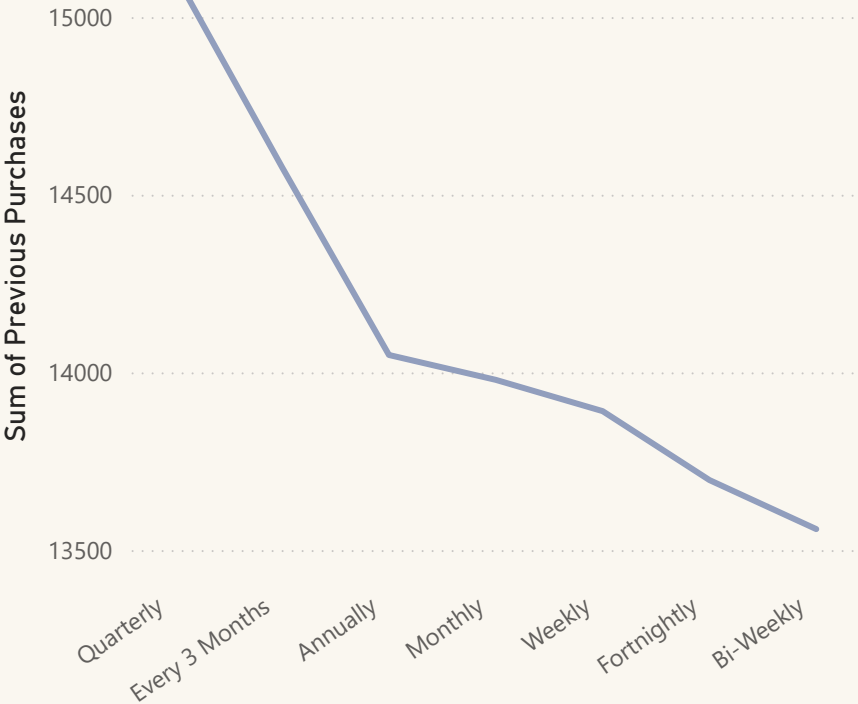
59.76

Average Order Value

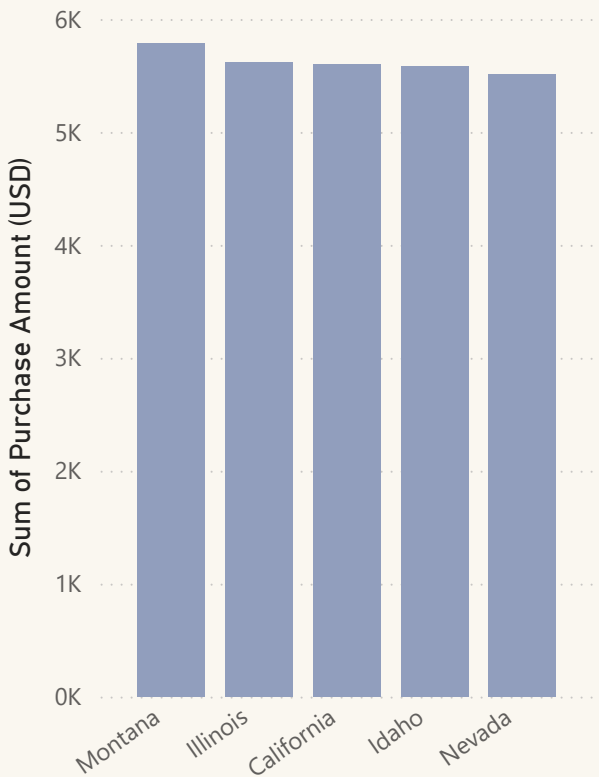
3.75

Average Rating

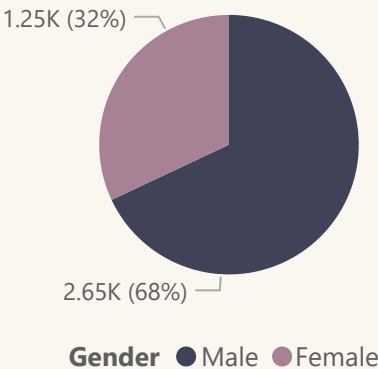
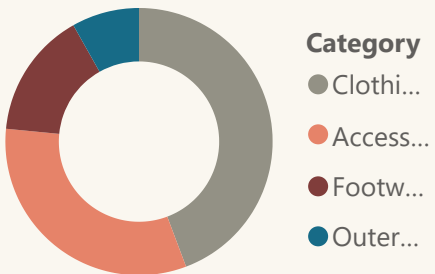
Sales Trend by Purchase Frequency



Top 5 States by Total Sales



Sales Distribution by Product Category



Shopping Trends Analytics



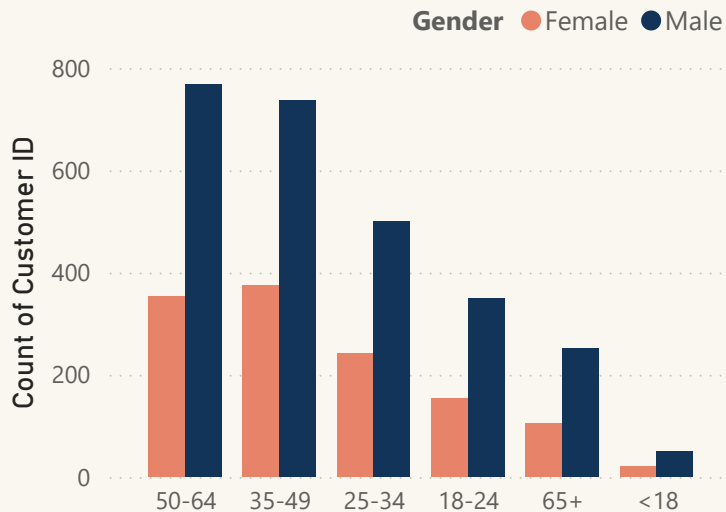
Overview

Customers

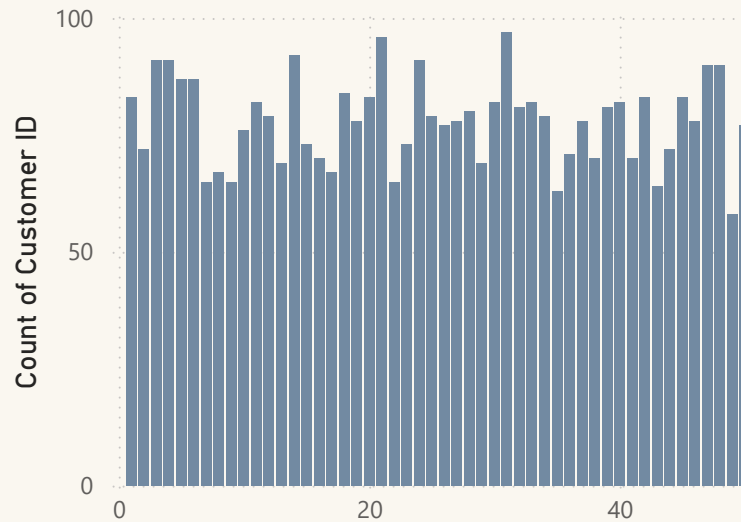
Products

Locations

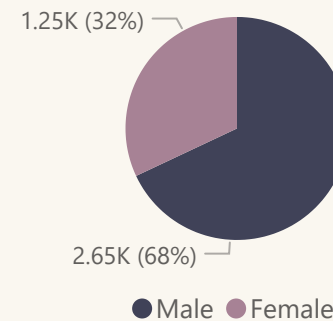
Customer Distribution by Age Group & Gender



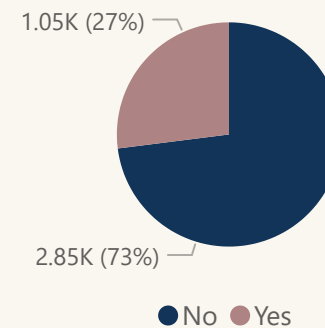
Distribution of Customers by Purchase History



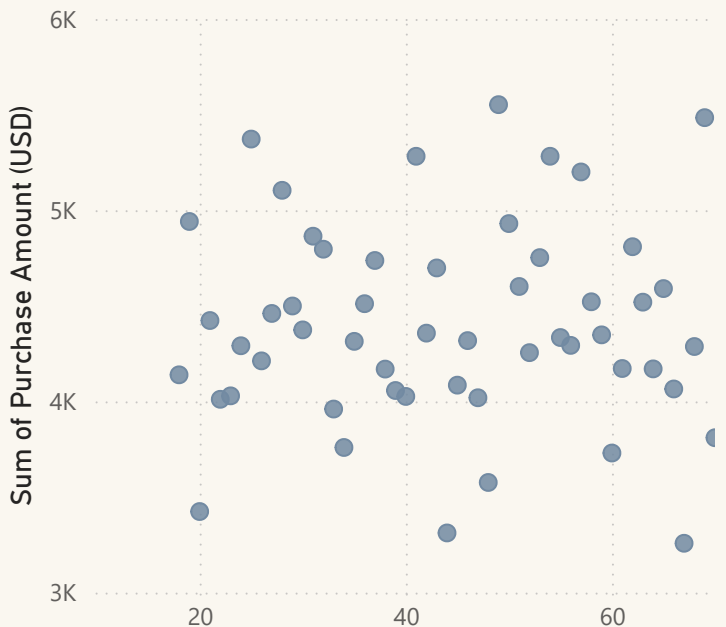
Gender



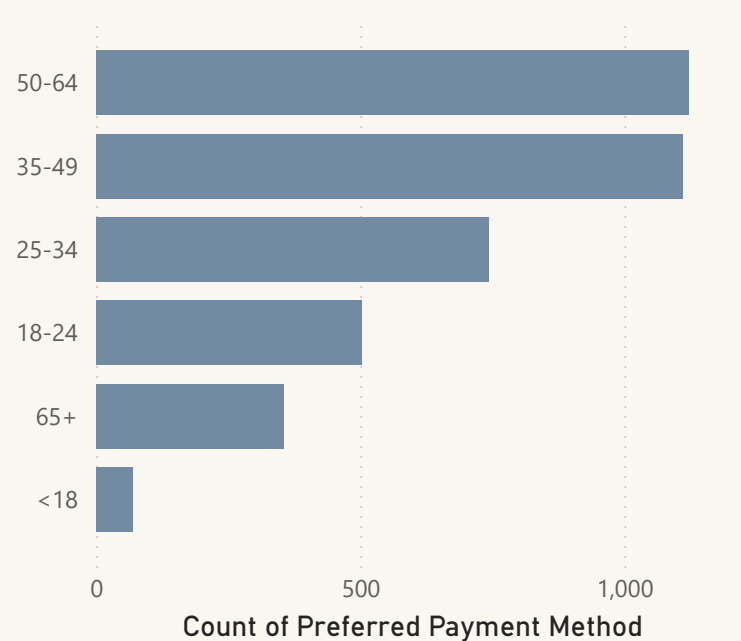
Subscription



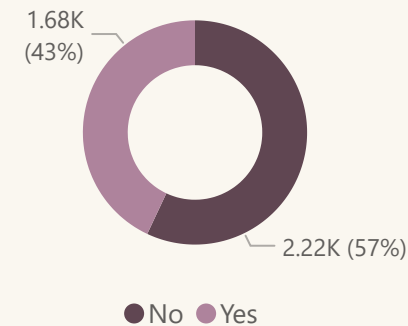
Total Purchase Value by Age



Preferred Payment Methods Across Age Groups



Promo Code Usage Distribution



Shopping Trends Analytics



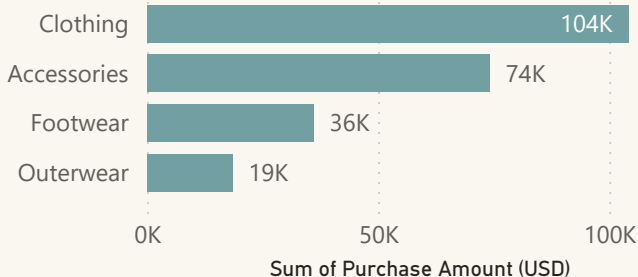
Overview

Customers

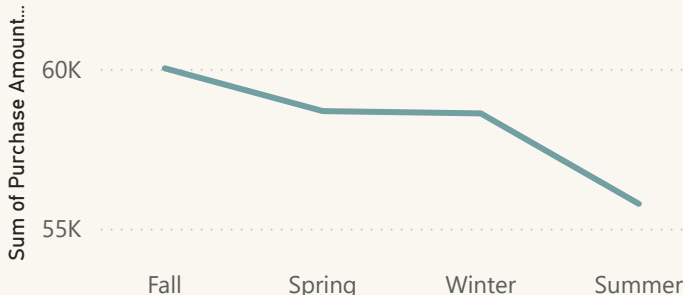
Products

Locations

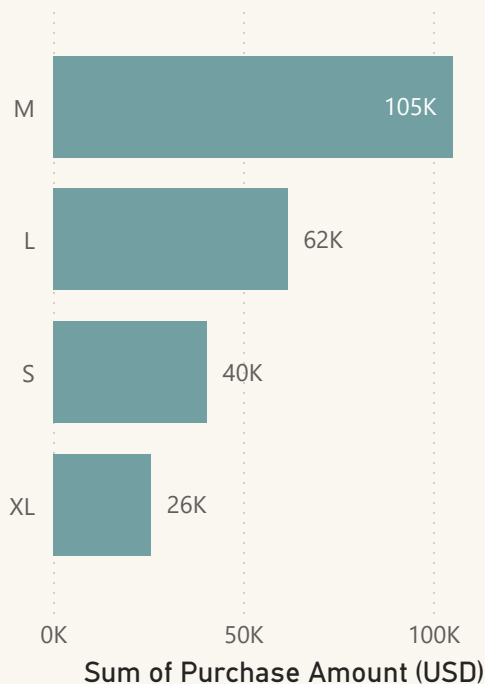
Total Sales by Category



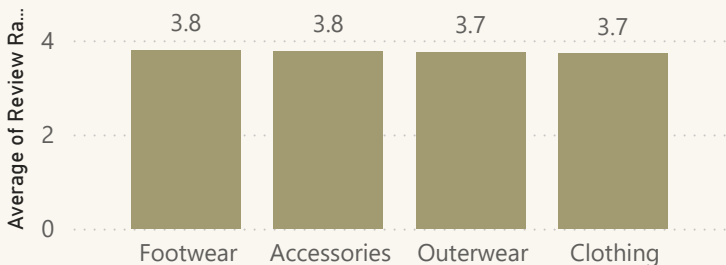
Seasonal Sales Trend



Customer Color Preferences



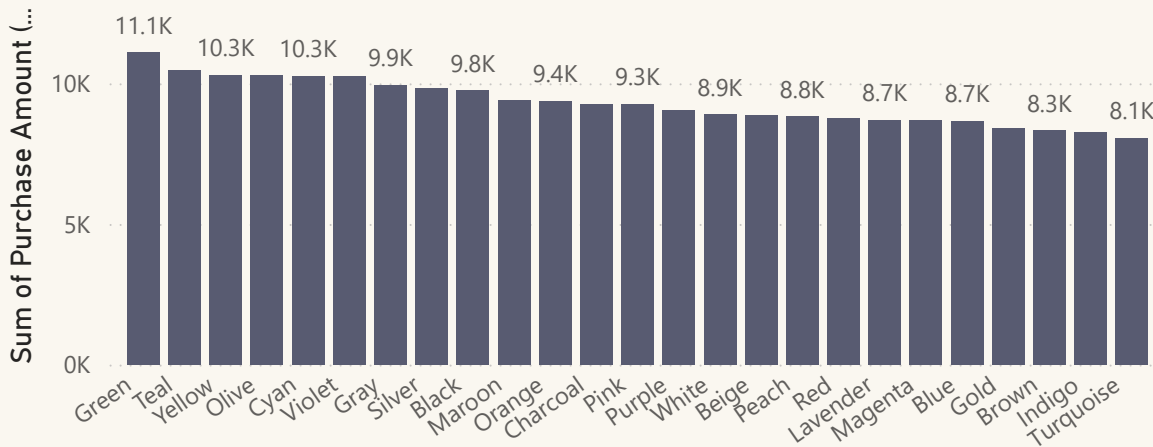
Average Customer Ratings by Category



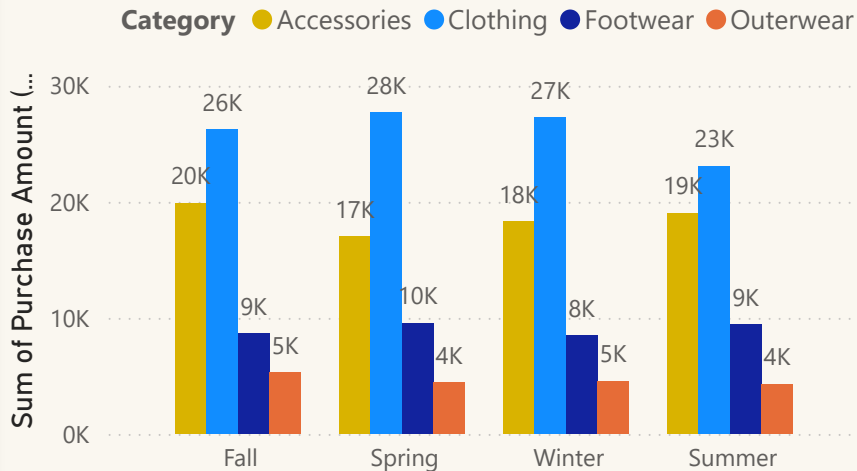
Seasonal Category Sales Matrix

Category	Fall	Spring	Summer	Winter	Total
Accessories	19874	17007	19028	18291	74200
Clothing	26220	27692	23078	27274	104264
Footwear	8665	9555	9393	8480	36093
Outerwear	5259	4425	4278	4562	18524
Total	60018	58679	55777	58607	233081

Most Popular Colors by Sales



Seasonal Sales Distribution by Category



Shopping Trends Analytics



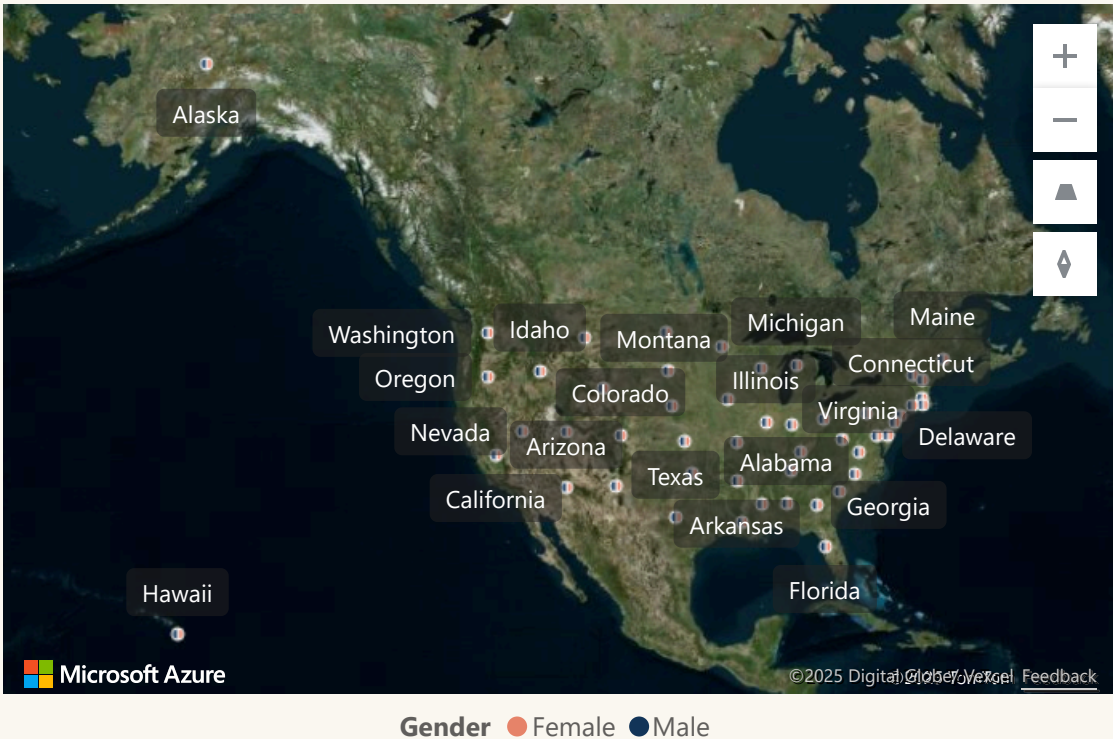
Overview

Customers

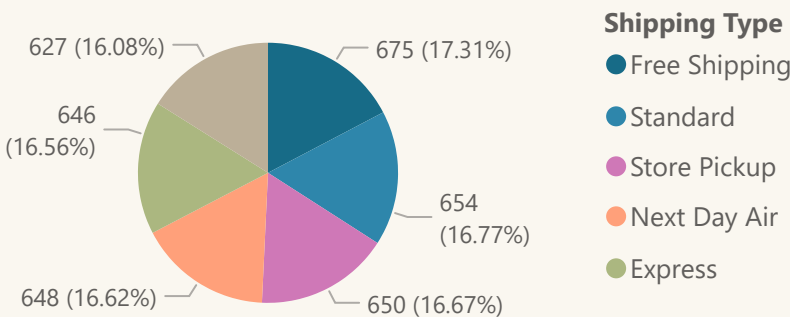
Products

Locations

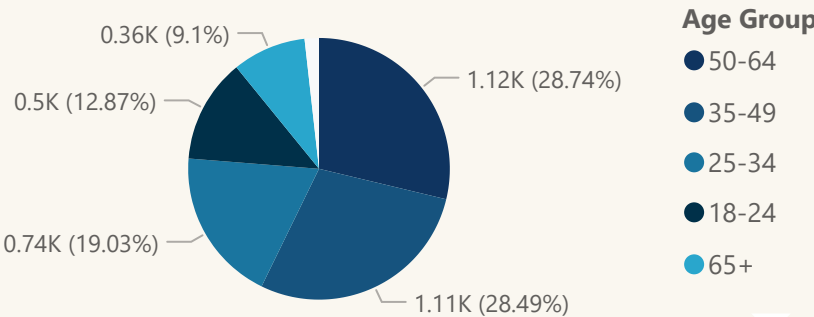
Location and Gender



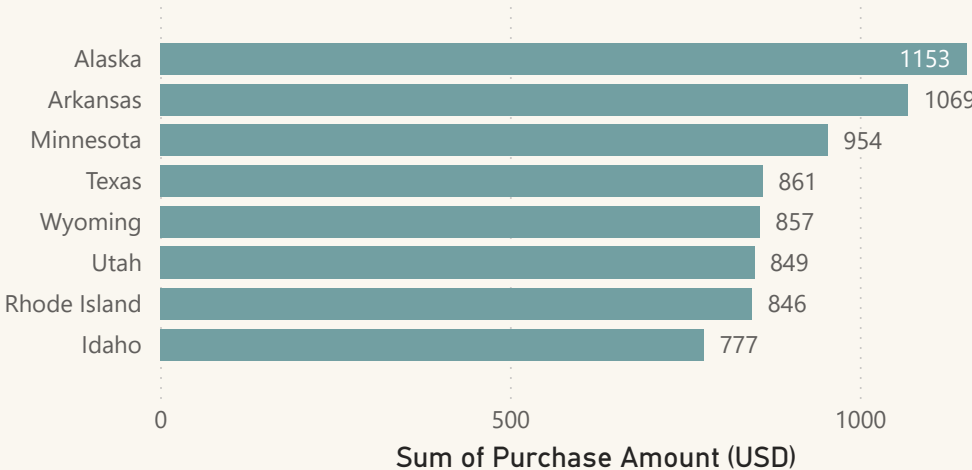
Shipping Type Preferences



Customer Age Group Distribution



Top 10 States by Sales



Sales Distribution by Product Category

