



# EXECUTIVE SUMMARY REPORT

Avg. Review Rating

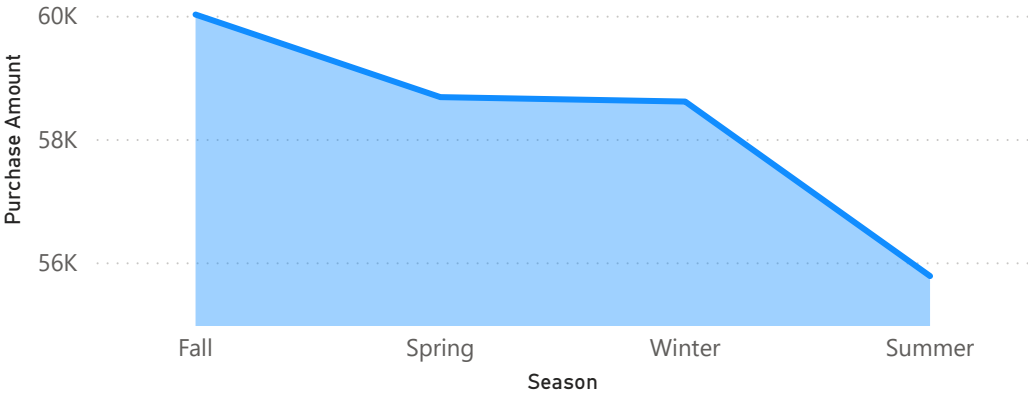


233K  
Total Revenue

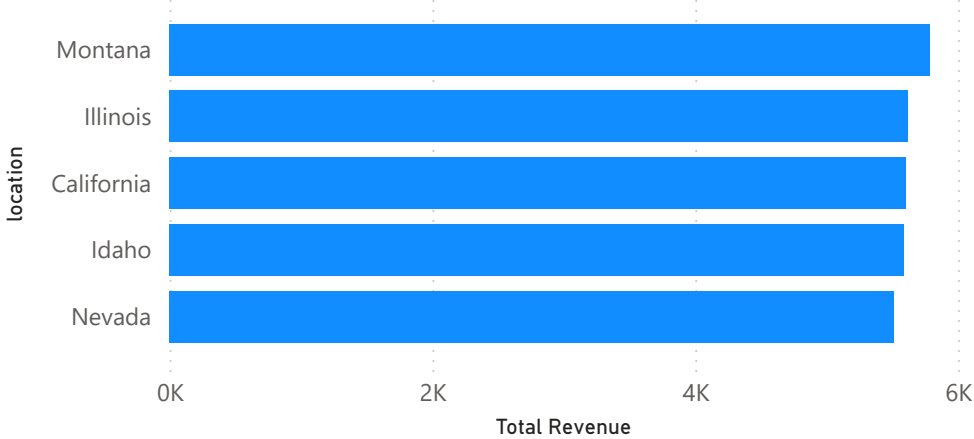
3.9K  
Total Customers

\$59.76  
Avg. Order Value

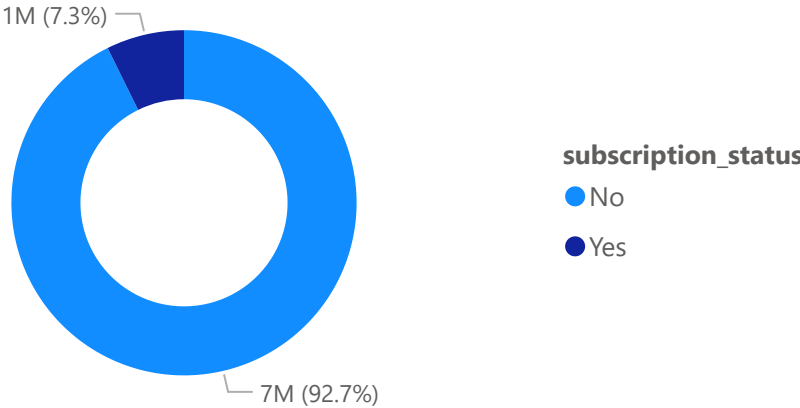
Seasonality of Sales



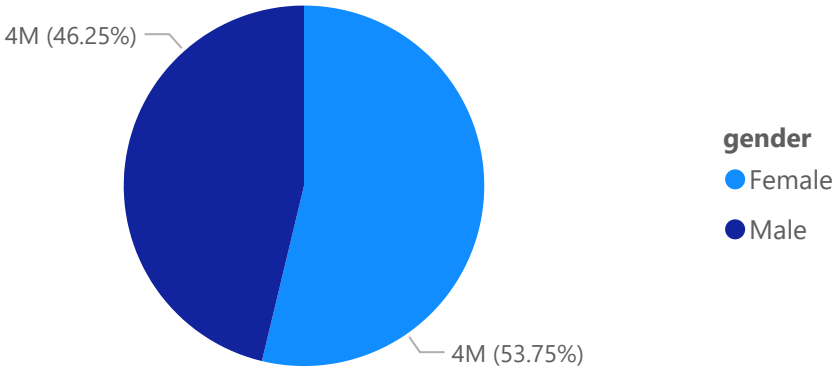
Top 5 Locations by Revenue



Share of Subscribed vs. Non-Subscribed Users



Customer Count by gender





# PRODUCT ANALYSIS REPORT

## Category

- ☐ Accessories
- ☐ Clothing
- ☐ Footwear
- ☐ Outerwear

233K

Total Revenue

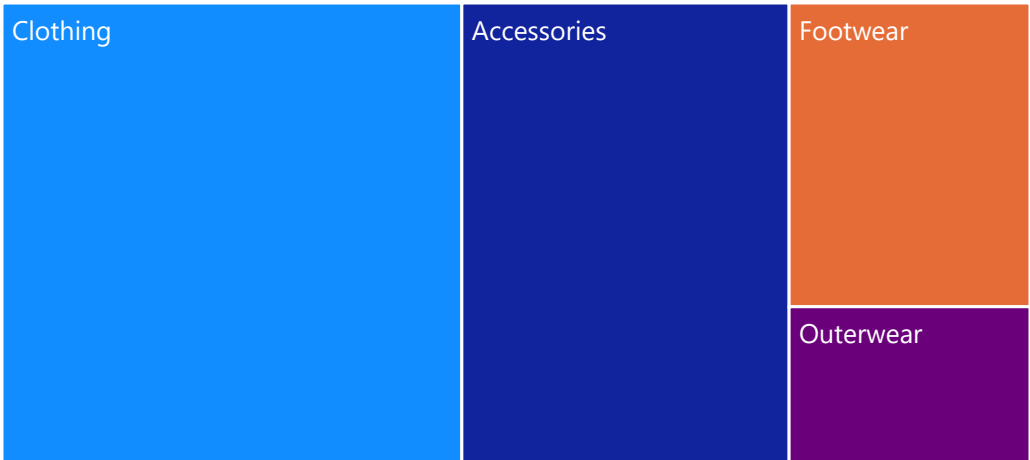
3.9K

Total Customers

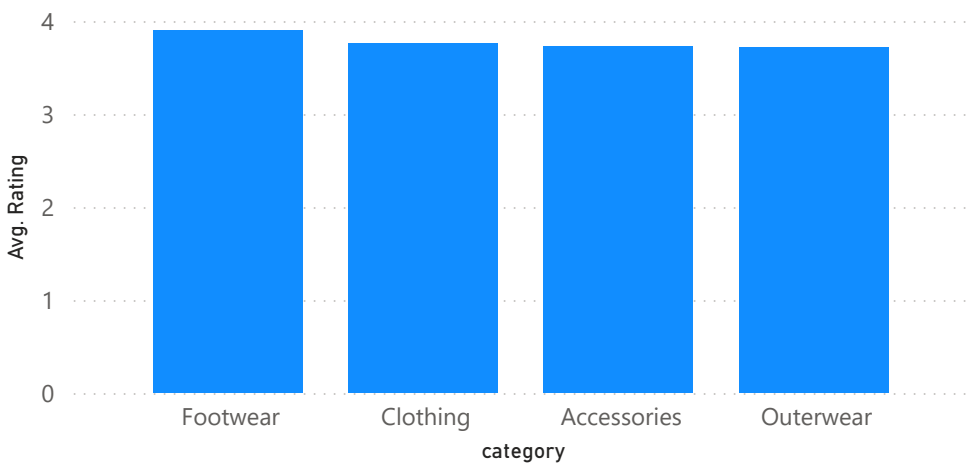
\$59.76

Avg. Order Value

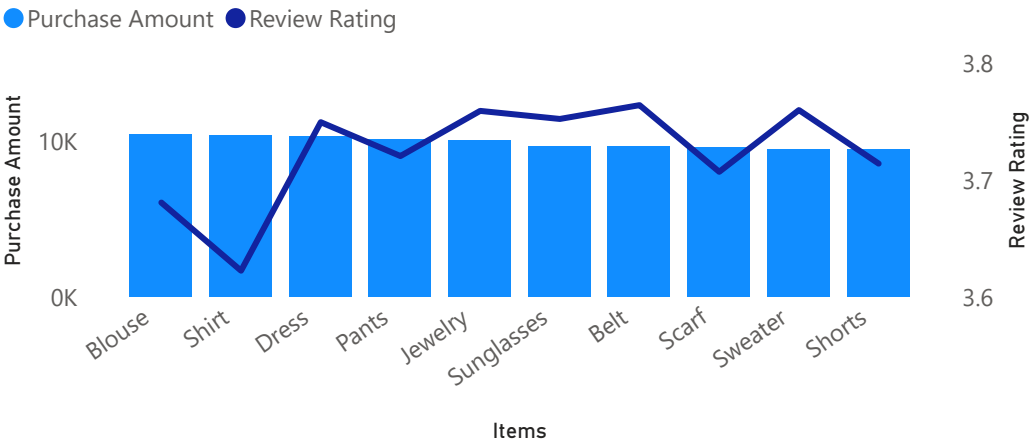
## Revenue by Category Tree Map



## Avg. Rating by Category



## Item Popularity (Top 10 Items)



## Size & Color Matrix by Revenue

size	Cyan	Gray	Green	Olive	Teal	Violet	Yellow
L	2784	2461	3648	2090	3156	2559	3479
M	3866	5090	4466	5121	4213	5449	3656
S	2190	1616	1571	2050	1923	1346	1737
XL	1434	769	1419	1031	1167	891	1436
Total	10274	9936	11104	10292	10459	10245	10308



# CUSTOMER PURCHASE ANALYSIS REPORT

## Age Group

- ☐ Adult
- ☐ Middle-aged
- ☐ Senior
- ☐ Young Adult

59.76

ARPU

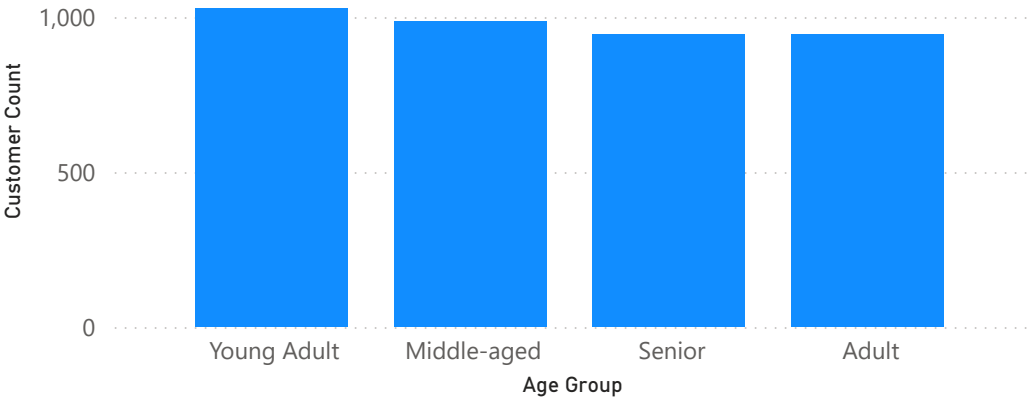
25

Avg. Purch. Freq.

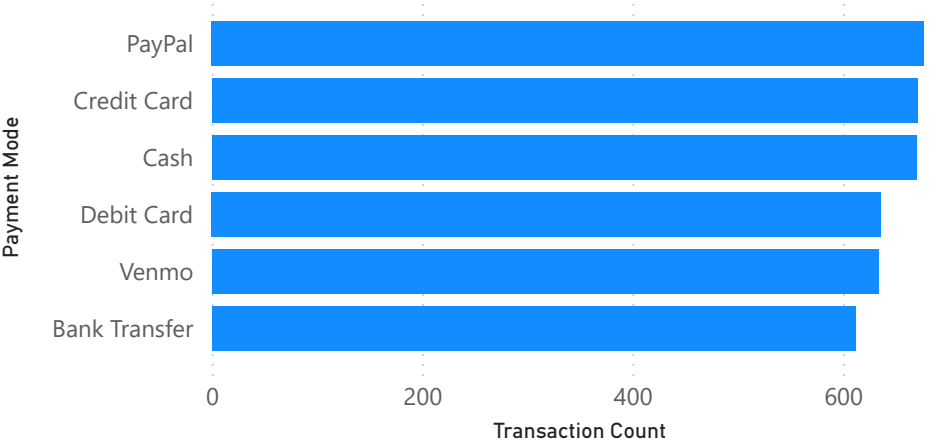
26.3%

Elite Customers%

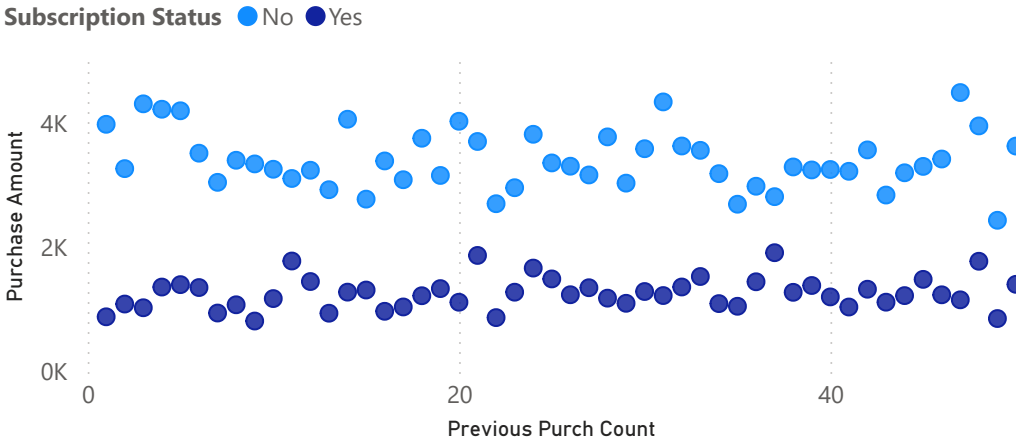
## Age Group Distribution



## Payment Method Preferences



## Purchase Frequency vs. Spend



## Shipping Preference by Subscription

