



# EXECUTIVE SUMMARY REPORT

Avg. Review Rating



**233K**

Total Revenue

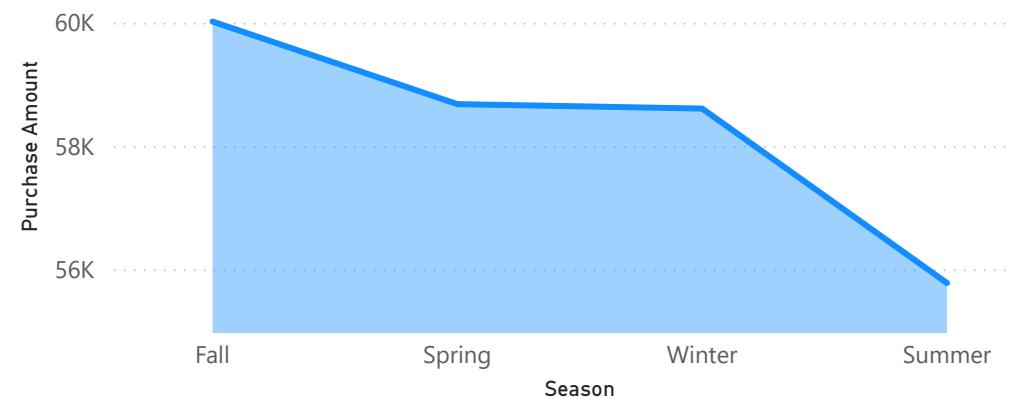
**3.9K**

Total Customers

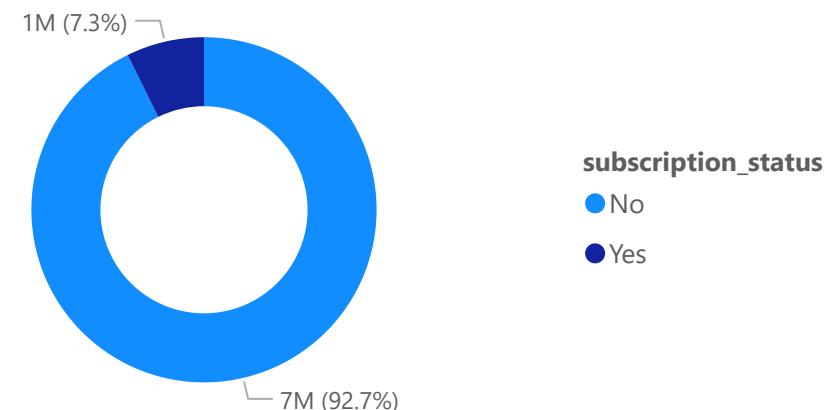
**\$59.76**

Avg. Order Value

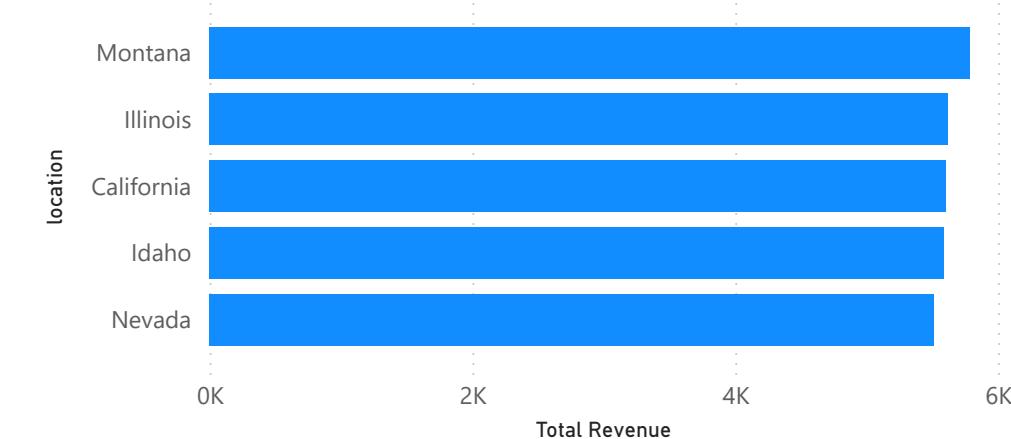
## Seasonality of Sales



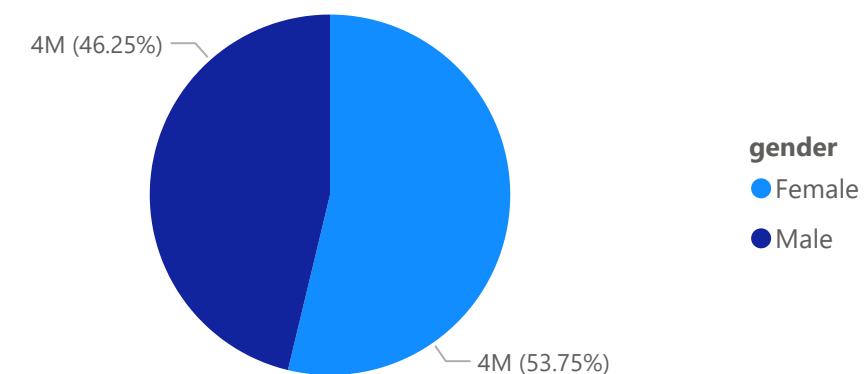
## Share of Subscribed vs. Non-Subscribed Users



## Top 5 Locations by Revenue



## Customer Count by gender





# PRODUCT ANALYSIS REPORT

## Category

- Accessories
- Clothing
- Footwear
- Outerwear

**233K**

Total Revenue

**3.9K**

Total Customers

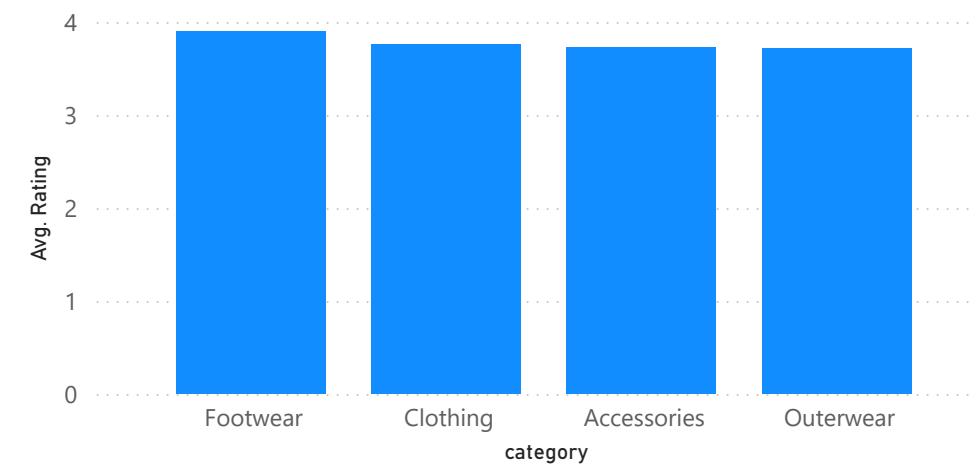
**\$59.76**

Avg. Order Value

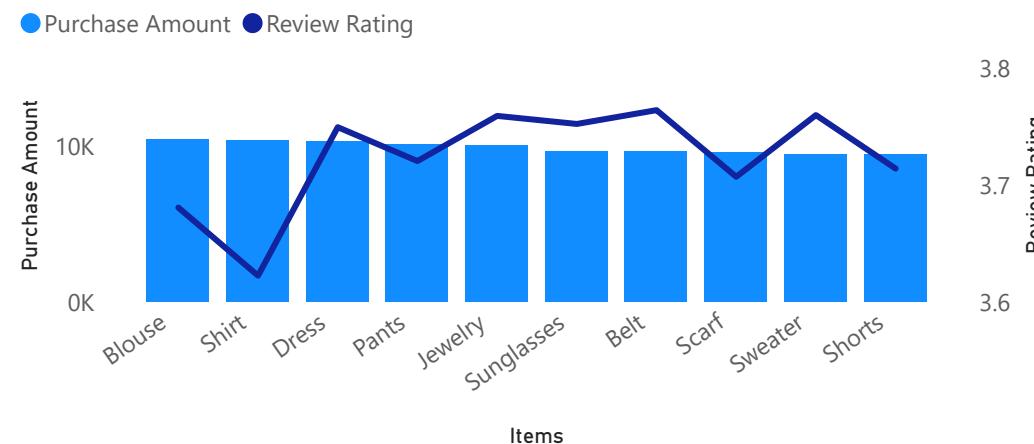
## Revenue by Category Tree Map



## 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
<b>Total</b>	<b>10274</b>	<b>9936</b>	<b>11104</b>	<b>10292</b>	<b>10459</b>	<b>10245</b>	<b>10308</b>



# CUSTOMER PURCHASE ANALYSIS REPORT

## Age Group

- Adult
- Middle-aged
- Senior
- Young Adult

**59.76**

ARPU

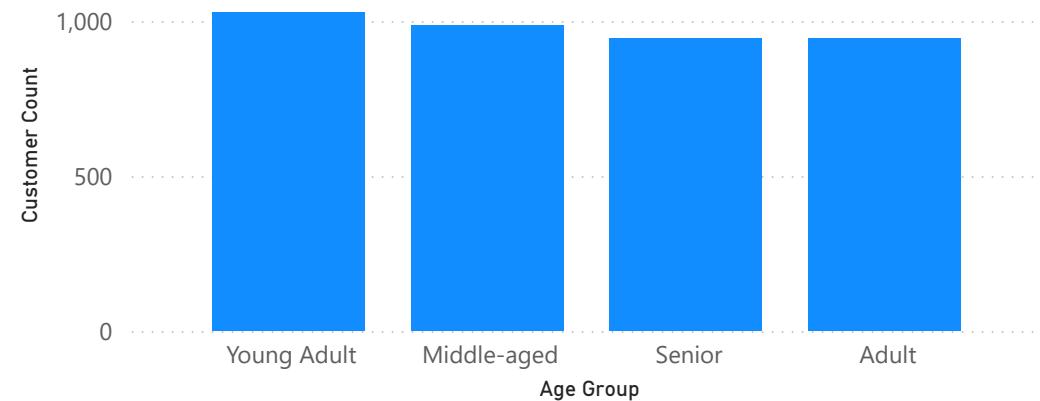
**25**

Avg. Purch. Freq.

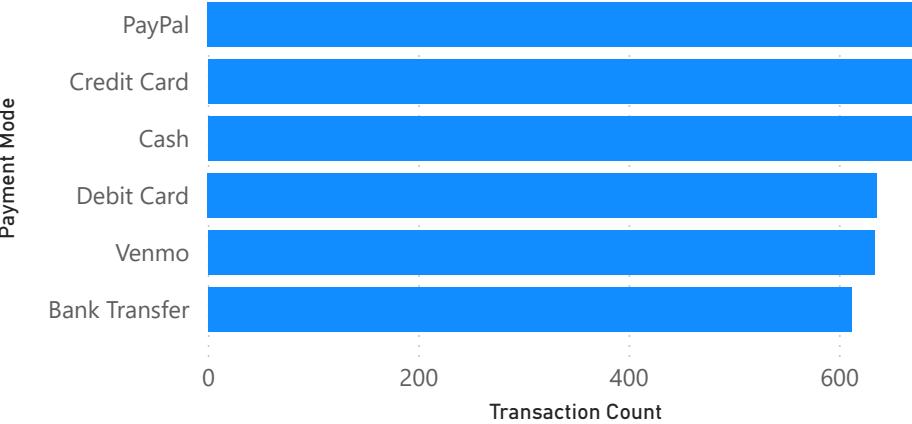
**26.3%**

Elite Customers%

## Age Group Distribution

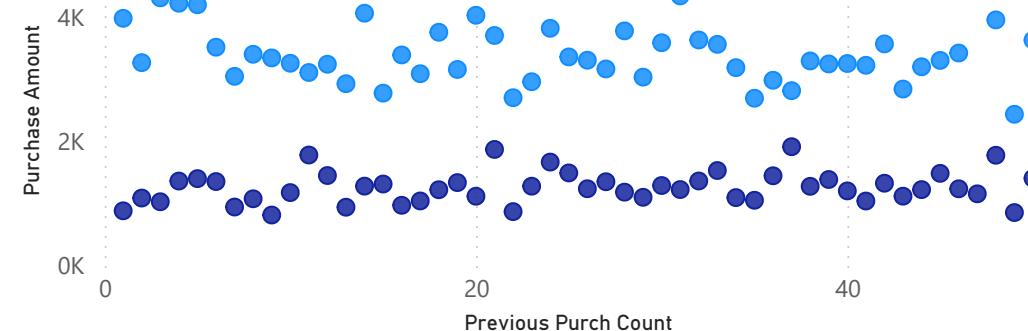


## Payment Method Preferences



## Purchase Frequency vs. Spend

Subscription Status ● No ● Yes



## Shipping Preference by Subscription

subscription\_status ● No ● Yes

