

Countries Analysis

Female

Male

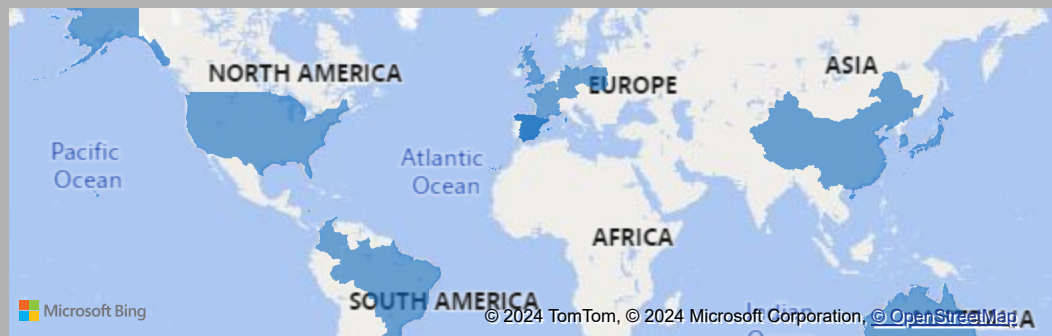
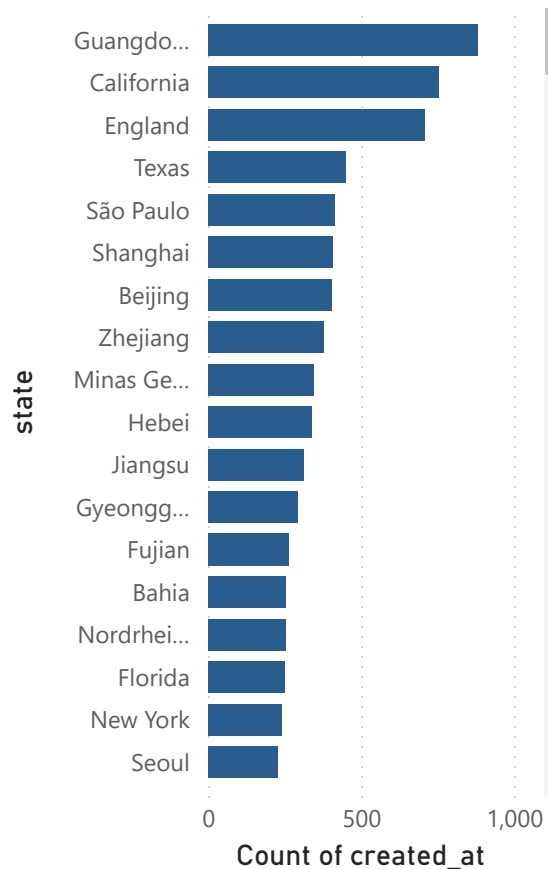
3/1/2019



4/1/2019



Top States



18K

Total Events

Most Visited Cites

Shanghai

Beijing

Seoul

Shenzhen

null

Chengdu

New York

Wenzhou

Dongguan

Wuhan

Tokyo

Suzhou

Foshan

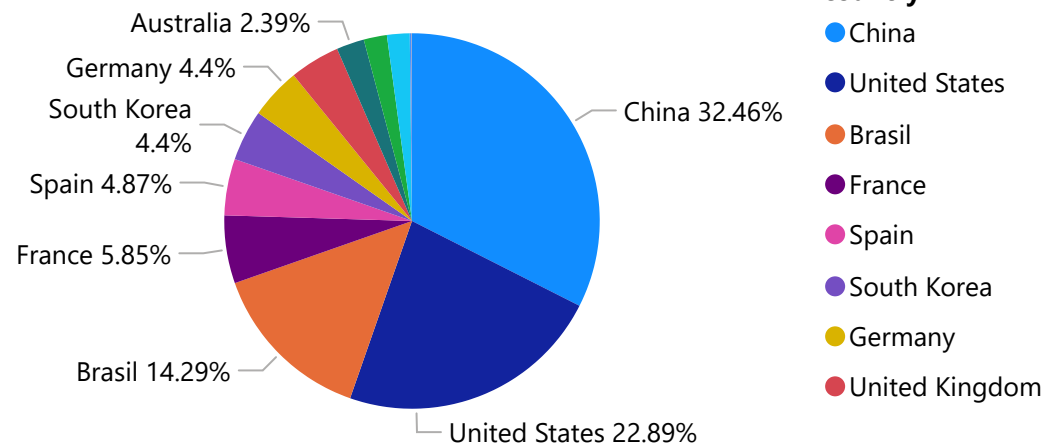
Tianjin

Hangzhou

Salvador

Total

Most Visited countries



Gender

Country

All

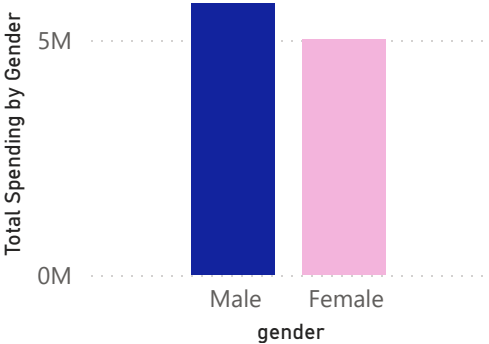
1/2/2019

3/1/2019

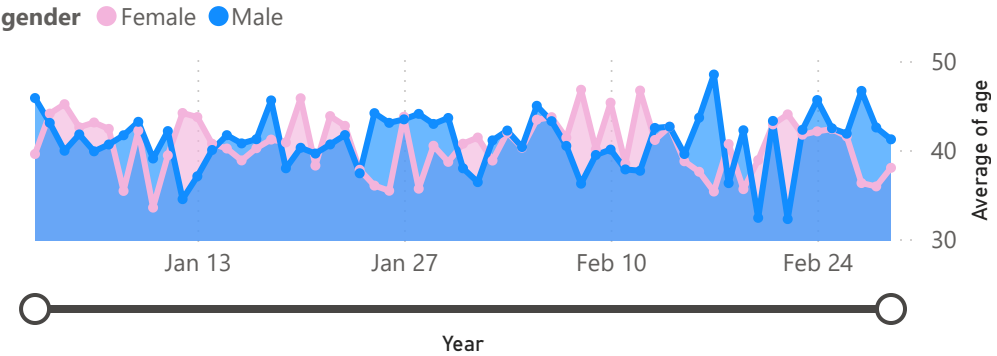
Female

Male

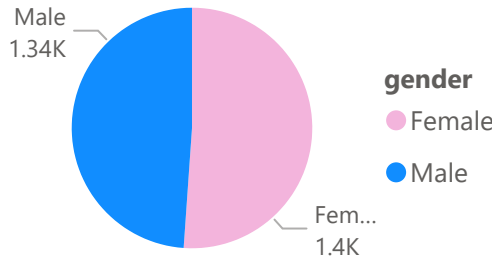
Total Spending by Gender



Average of Age by gender

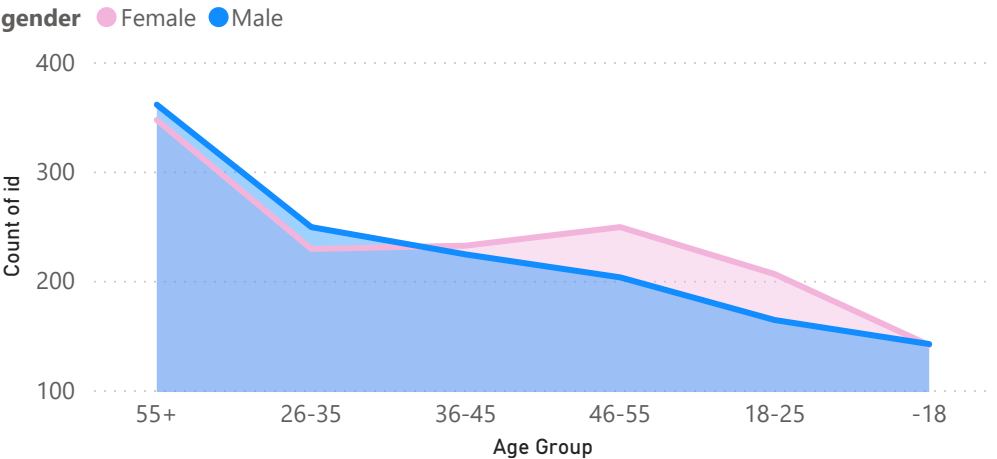


Gender



traffic_source	Female	Male	Total
Display	50	53	103
Email	66	62	128
Facebook	93	76	169
Organic	206	192	398
Search	989	960	1949
Total	1404	1343	2747

Reg User base on gender and Age Group



1404

Female Customers

1343

Male Customers

country	Female	Male	Total
China	480	448	928
United States	324	280	604
Brasil	198	190	388
South Korea	62	76	138
France	70	66	136
Spain	71	60	131
Total	1404	1343	2747

Cancelled

Complete

Processing

Returned

Shipped

Female

Male

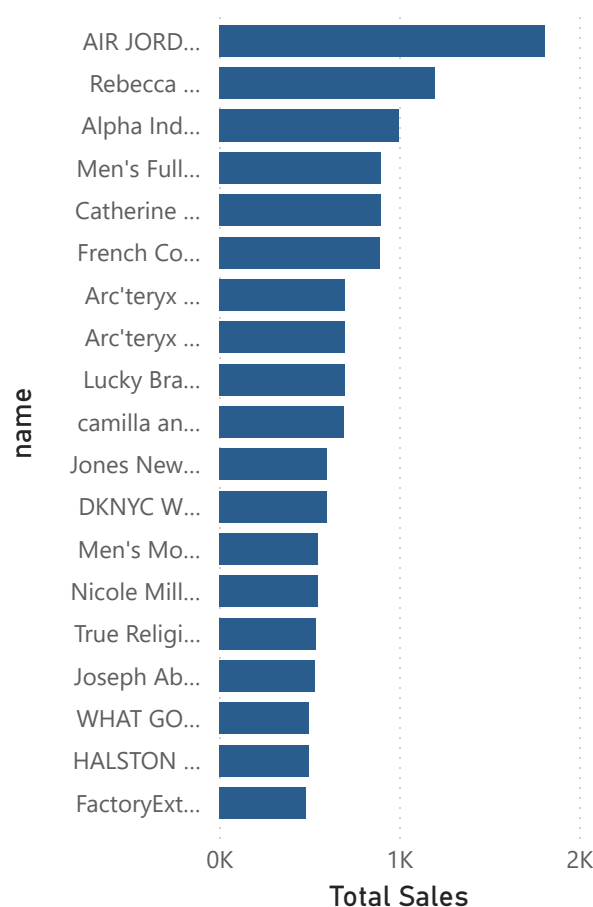
1/2/2019



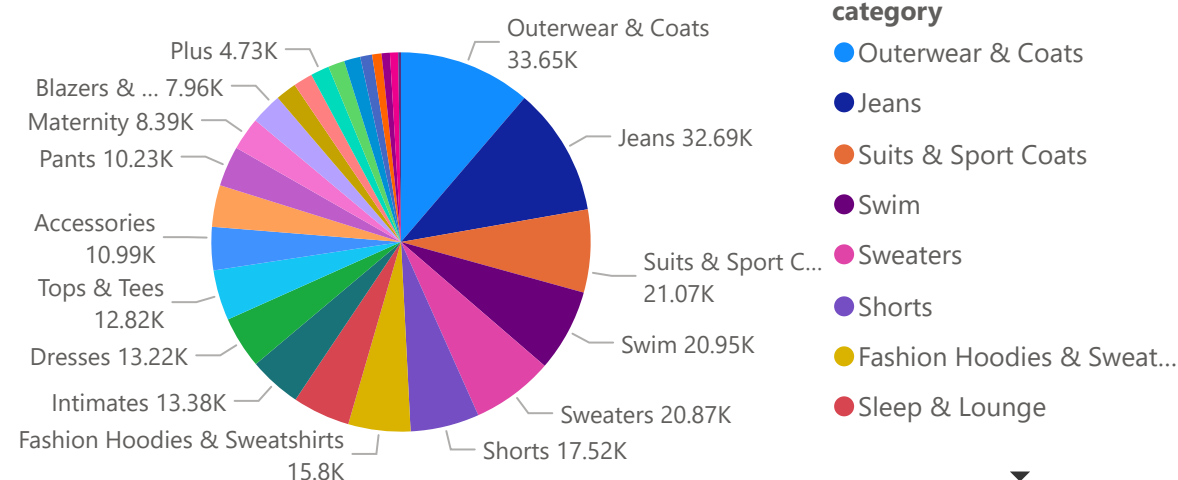
3/1/2019



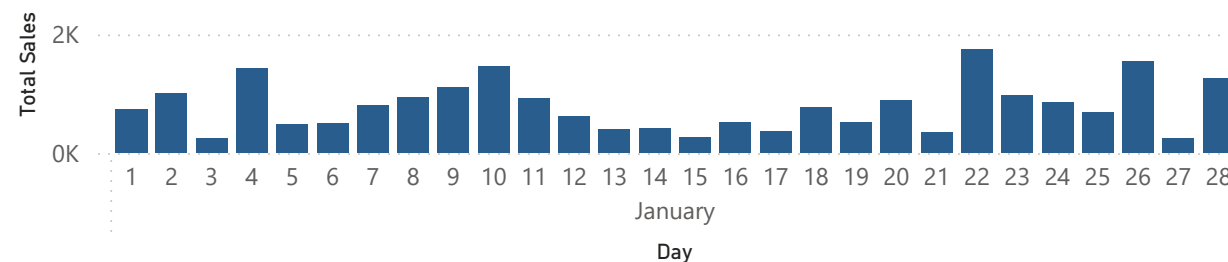
Top Products



Sale base on category



Sales by Day of Week



298.33K

Total Sales

3485

Total Orders

85.60

Average Order V...

1343

Male Customers

1404

Female Customers

Cancelled

Complete

Processing

Returned

Shipped

Female

Male

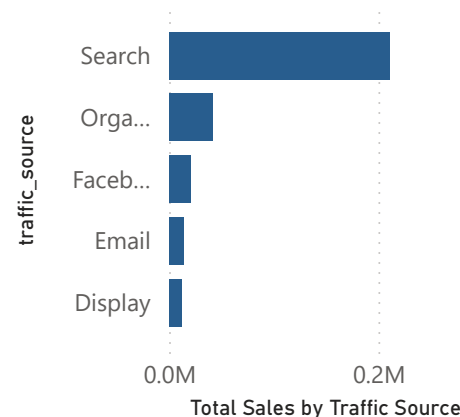
1/2/2019



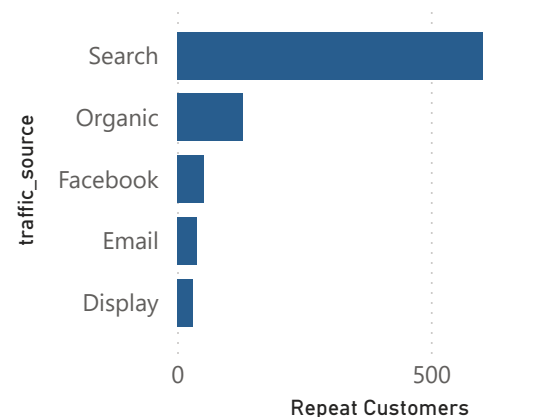
3/1/2019



Total Sales Per Traffic_source

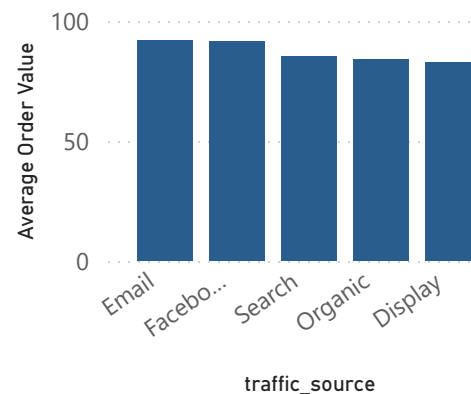


Repeat Customers by Traffic Source

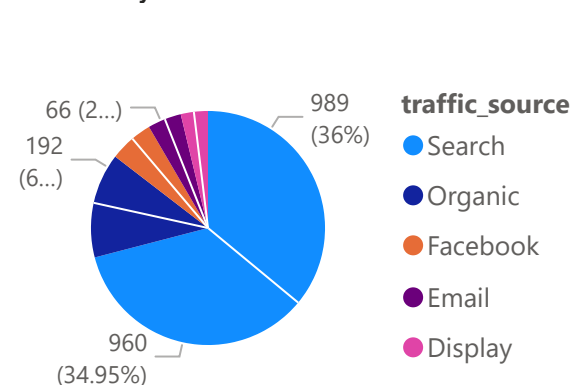


country	Display	Email	Facebook	Organic	Search	Total
Australia	2	3	7	4	54	70
Belgium	2	2	3	4	22	33
Brasil	14	22	26	52	274	388
China	32	36	54	135	671	928
France	7	7	7	16	99	136
Germany	7	5	7	20	89	128
Japan	1	6	6	10	36	59
Total	103	128	169	398	1949	2747

Average Order Value by Traffic Source



Traffic By Gender



traffic_source	Display		Email	
country	Total Sales	Count of order_id	Total Sales	Count of order_id
🇦🇺 Australia	481.18	5	133.99	
🇧🇪 Belgium	99.98	2	162.94	
🇧🇷 Brasil	1,596.55	16	2,456.50	
🇨🇳 China	3,323.13	43	3,221.80	
🇫🇷 France	824.42	7	468.71	
🇩🇪 Germany	656.23	8	988.97	
Total	11,925.19	144	14,169.26	1