E-Commerce Analysis

240	**275**	**230**	**255**
High Income Above 35	High Income Below 36	Middle Income Above 35	Middle Income Below 36

Sum of Purchase_Amount by Age (groups)

Categories: 18 & 19 & 20 & 21 & 22 & 23 ..., Other
Values range $0K to $200K

Sum of Frequency_of_Purchase by Age (groups)

- 18 & 19 & 20 & 21 & 22 & 23 & 2...
- Other

3K (46.58%)
4K (53.42%)

Average of Return_Rate by Gender

Categories: Agender, Genderfluid, Polygender, Male, Non-binary, Female, Bigender, Genderqueer
Range 0.8 to 1.1

Average of Brand_Loyalty by Customer_Satisfaction (groups)

Categories: 1 & 2 & 3 & 4 & 5, Other
Range 0 to 3

Sum of Purchase_Amount by Discount_Sensitivity

100%

Very Sen...	$96.53K
Somewh...	$90K
Not Sens...	$88.54K

91.7%

Average of Return_Rate by Discount_Used

| False | |
| True | |

0.0 to 1.0

Count of Discount_Used(True) by Income_Level

Categories: Middle, High
Range 0 to 300

Sum of Shipping_Preference_No_Preference, Sum of Shipping_Preference_Expres...

- Sum of Ship...
- Sum of Shi...
- Sum of S...

Categories: Gardening..., Mobile Accesso..., Arts & Crafts, Baby Products, Travel & Leisure (Flights, Animal Feed, Clothing, Office Supplies, Books, Health Supplements
Range 0 to 40

Peak Shipping Day

Categories: Tuesday, Sunday, Thursday, Monday, Friday, Saturday
Range 0 to 200

Sum of Purchase_Amount by Social_Media_Influence

Socia... ● High ● Low ● Medium ▶

$64.9... (23....), $76.1... (27....)
$66.11K (24.03%)
$67.85K (24.6...)

Average of Product_Rating by Social_Media_Influence

Social_Media... ● None ● Medium ● Low ● High

2.96 (24.34%)   3.06 (25.25%)
3.06 (25.18%)   3.06 (25.24%)

Average of Return_Rate by Customer_Satisfaction (groups)

Categories: Other, 1 & 2 & 3 & 4 & 5
Range 0.0 to 1.0

Average of Return_Rate by Purchase_Category

Categories: Travel & L..., Gardening..., Office Sup..., Jewelry &..., Hotels, Books, Baby Prod..., Groceries
Range 1.0 to 1.4

Average of Return_Rate by Product_Rating (groups)

100%

| Other | 0.99 |
| 1 & 2 | 0.90 |

90.7%