Customer Behavior Dashboard

Subscription Status

No	Yes

Gender

Female	Male

Category

- Accessories
- Clothing
- Footwear
- Outerwear

shipping_type
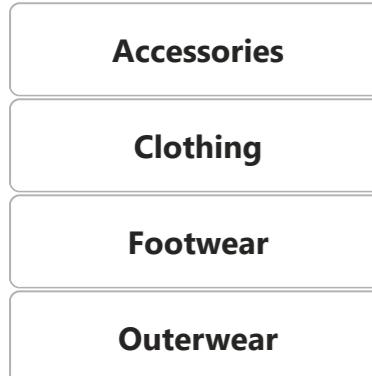
- ○ 2-Day Shipping
- ○ Express
- ○ Free Shipping
- ○ Next Day Air
- ○ Standard
- ○ Store Pickup
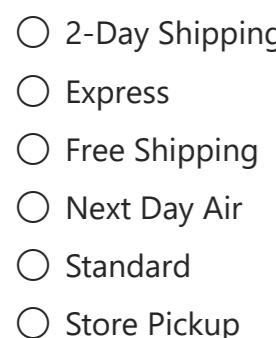
3.9K
Number of Customers
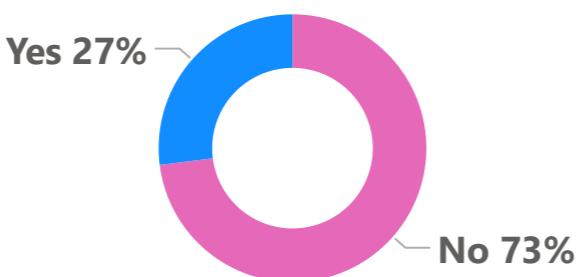
$59.76
Average Purchase Amount
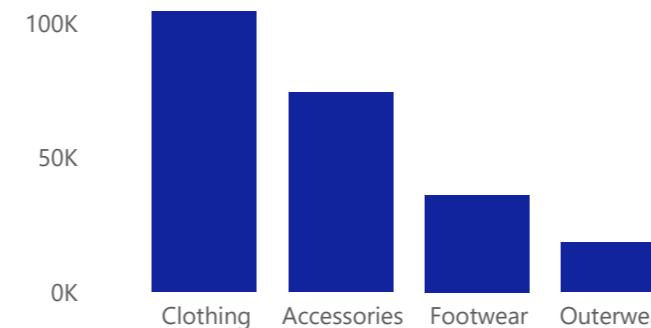
3.75
Average Review Rating

### Percentage of Customers by Subscription Status

Yes 27%

No 73%

Revenue by Category

Clothing	Accessories	Footwear	Outerwear

Sales by Category

Clothing	Accessories	Footwear	Outerwear

Revenue by Age Group

Young Adult
Middle-aged
Adult
Senior

0K   20K   40K   60K
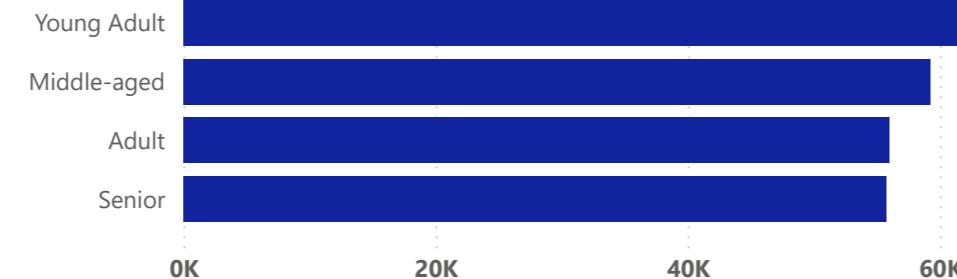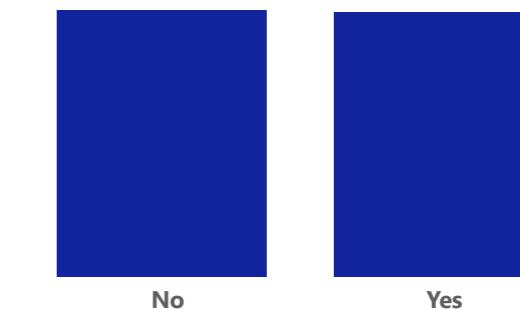
Average Purchase by Subscription

No   Yes

Key Insight
Customers in the *Young Adult and Adult* age segment contribute the highest share of total revenue, making this group the most valuable customer segment.

Key Insight
Although subscribers represent only 27% of customers, their average spend per purchase is similar to non-subscribers.