



PLUME

Customer Behaviour Dashboard

Few times a Month



203

Less than Once a Month



124

Multiple Times a Week



56

Purchase_Categories

Beauty a...

Clothing ...

Groceries...

Home an...

others

Browsing_Frequency

Few times a month

Few times a week

Multiple times a day

Product_Search_Met...

categories

Filter

Purchase by Age group

Millenials

222

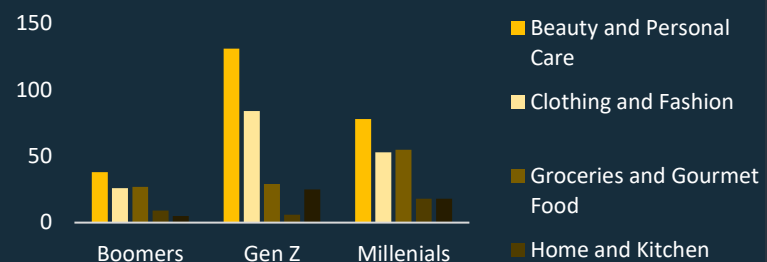
Gen Z

275

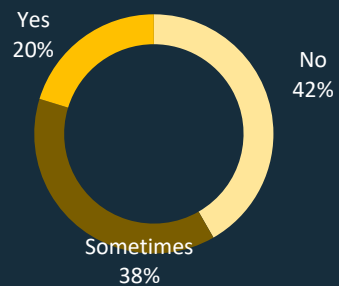
Boomers

105

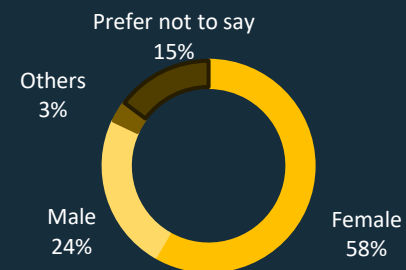
Product Category by Age Group



Browsing Frequency



Gender Distribution



Once a Month



107

Once a Week



112

Product Category



Search Method

