Shopping Trend Analysis

Date

2025/01/01 📅   2025/06/29 📅

Num of Customers

3900

Total Sales

233K

Location

All ∨

Discount

All ∨

Total Sales By Date

44K	
42K	
40K	
38K	
36K	

January   February   March   April   May   June

Discount Usage Across Shipping Preferences

Shipping Type ● 2-Day Ship... ● Express ● Free Shippi... ● Next Day Air ● Standard ● Store Pick...

	No	Yes
400		
300		
200		
100		
0		

Discount Applied
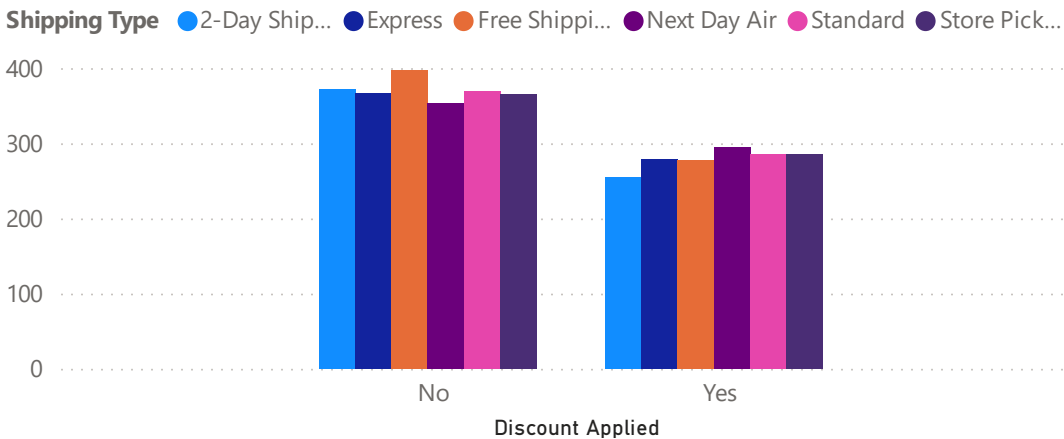
Total Sales by Payment Method

37K (15,68%)   40K (17,29%)
37K (16,...)
37K (16,62%)   40K (17,...)
40K (17,16%)

Payment Method
● Credit Card
● PayPal
● Cash
● Debit Card
● Venmo
● Bank Transfer

Age Group

All ∨

Category

All ∨
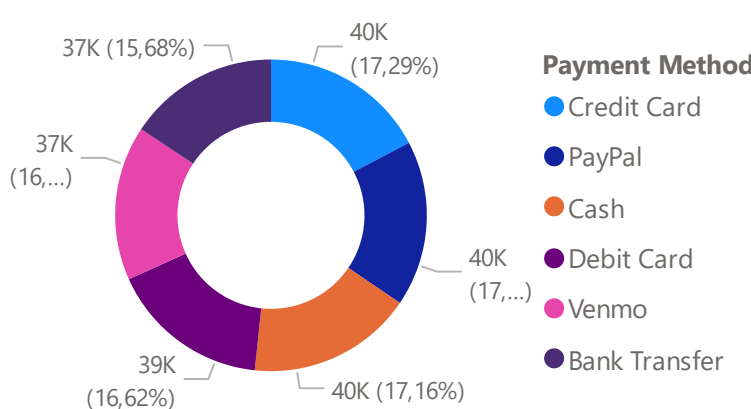
Customer Profile and Demographic

Age
All ▾

Subscription Status
All ▾

Gender
All ▾

Location

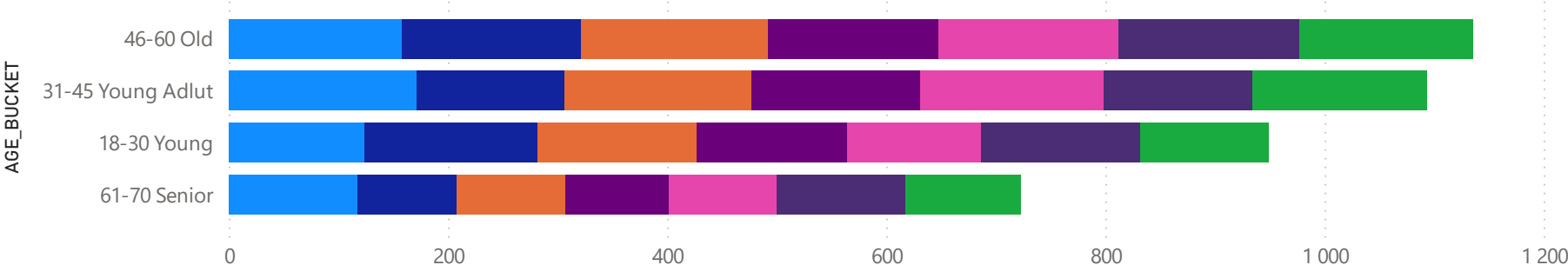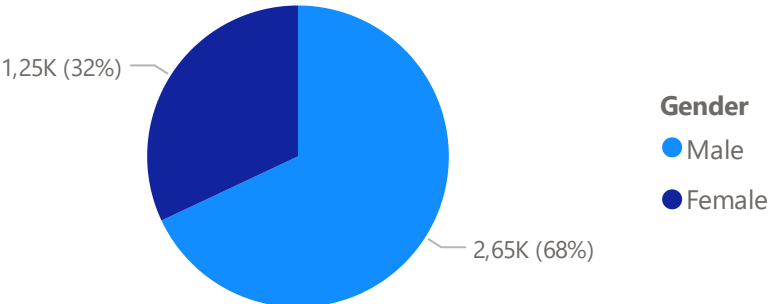|	
Backpack	Jewelry
Belt	Pants
Blouse	Sandals
Boots	Scarf
Coat	Shirt
Dress	Shoes
Gloves	Shorts
Handbag	Skirt
Hat	Sneakers
Hoodie	Socks
Jacket	Sunglasses
Jeans	Sweater

Shopping Frequency Across Age Segments

Frequency of Purchases ●Annually ●Bi-Weekly ●Every 3 Months ●Fortnightly ●Monthly ●Quarterly ●Weekly
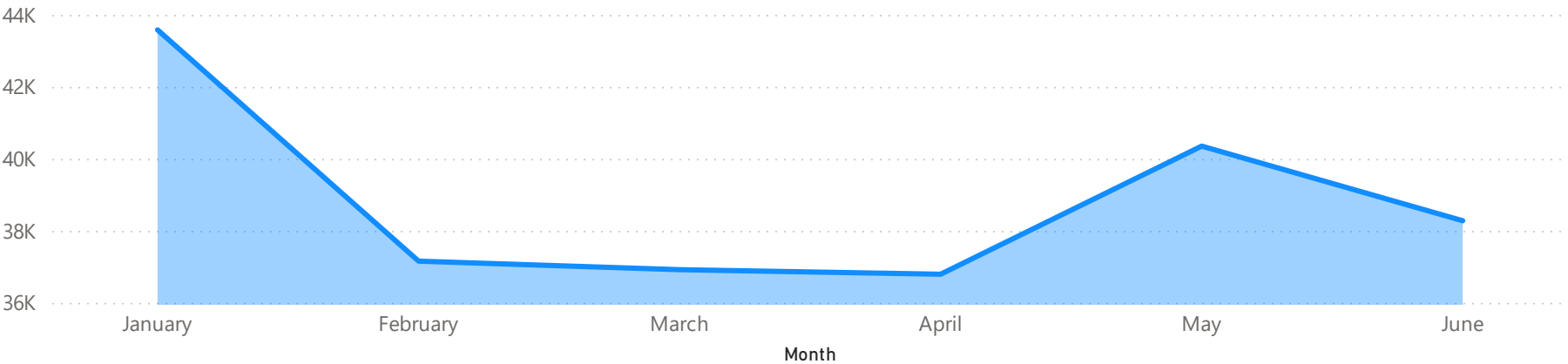

AGE_BUCKET: 46-60 Old, 31-45 Young Adlut, 18-30 Young, 61-70 Senior

Axis: 0, 200, 400, 600, 800, 1 000, 1 200

Gender Distribution

1,25K (32%)
2,65K (68%)

Gender
●Male
●Female

Previous purchase by subscription

Axis: 0K, 20K, 40K, 60K, 80K
No, Yes
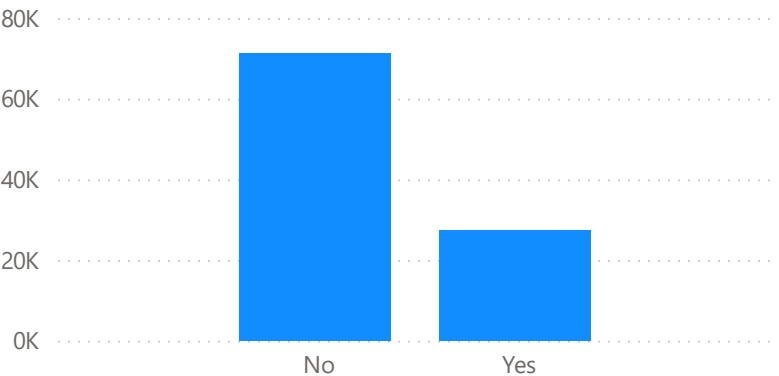
Purchase behaviour and Trends

Total Sales by Date

Month

Total Sales by Days of the week
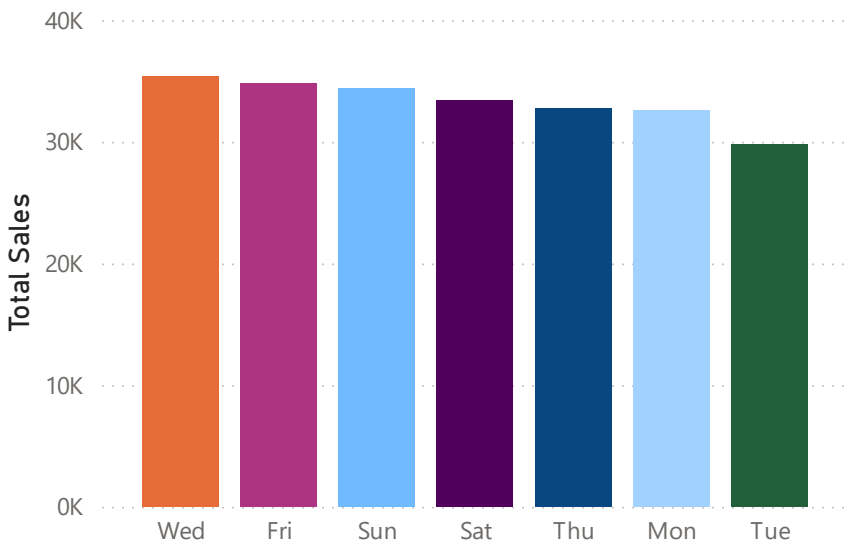
Item Purchased

Backpack	Gloves	Jewelry	Shorts
Belt	Handbag	Pants	Skirt
Blouse	Hat	Sandals	Sneakers
Boots	Hoodie	Scarf	Socks
Coat	Jacket	Shirt	Sunglasses
Dress	Jeans	Shoes	Sweater

Discount

All

Promo Code Used

All

Color

All

Category

All