## Myntra Online Store 34.30 3.03 3.03 1K \$275.06388K 1000 **Total Customer** Avg Age Avg Product Rating Avg Brand Loyalty **Total Customer** Total Amount Total Amount by Purchase Channel Location Discount Sensitivity Payment Method Marital Status Gender In-Store 32.1% Mixed 34.6% Total Amount by Month Total Amount by Purchase Category \$27.4K \$27.5K Sports & O... \$15K \$28.6K \$25.3K \$25.3K Online 33.3% \$24.1K Software & ... \$14K Total Amount by Education Level \$21.6K Toys & Ga... \$14K \$20.3K Master's 31.82% Packages) \$13K \$19.5K \$19.1K Bachelor's \$18.7K \$17.9K Mobile Acc... \$12K 35.19% October November December \$11K Office Supp... Travel & Lei... \$10K High School 33% Gender Married Single Widowed Divorced **Total** TotalAmount by Discount Sensitivity \$3,354.21 Total Amount by Payment Method \$1.132.41 \$928.57 \$4,603.69 \$1,425.56 \$1,032.03 \$97K \$90K \$89K \$4,621.62 \$998.11 \$1,687.69 \$461.16 \$1,474.66 Cash 18.2% PayPal 22.16% \$4,631.77 \$523.19 \$1,333.50 \$1,357.97 \$5,018.80 Genderfluid \$822.56 \$946.13 \$5,169.39 Bigender \$1,148.16 Credit Card \$120,160.69 Male \$28,106.10 28,122.31 \$30,806.53 19.15% \$127,503.71 Female

Very Sensitive

Somewhat

Sensitive

**Not Sensitive** 

Debit Card 19.47%

\$275,063.88

\$69,899.88

\$67,261.21

**Total** 

\$70,981.16

\$66,921.63

Other 21.01%