

## ☐ 📁 Customer Demographics

**Problem No-1 Calculate Total Customer Or How Many Customer Purchases From E-commerce Online 📦 Shop**

**Problem No -2 Calculate Average Age Of Each Customer Who Purchases Things**

**Problem No -3 Calculate Average Product Rating Of Each Product This Is Very Important to Growth Sales**

**Problem No -4 Calculate Average Brand Loyalty Score**

## **Location Filters & Additional Filters**

•Filters used (defaulted to “All”):

- Gender
- Marital Status
- Payment Method
- Discount Sensitivity
- Location



# Total Sales & Payment Insights

Problem No -01 Calculate Total Sales

## **Sales Distribution by Payment Method:**

Problem No -01 Calculate How Many Total payment Done by Pay pal

Problem No -02 Calculate How Many Total payment Done by Cash

Problem No -03 Calculate How Many Total payment Done by Other Payment Method

Problem No -04 Calculate How Many Total payment Done by Debit Card

Problem No -05 Calculate How Many Total payment Done by Credit Card

## **Customer Education Level and Sales**

**Problem No -06 Calculates Total Sales On The Bases Of Education Level Of a Customers**

## □ Sales by Purchase Channel

### Problem No -01 Total Sales By Purchase Channels

- Mixed Purchase channels
- Online Purchase channels
- In-Store Purchase channels

### 🦋 Sales by Discount Sensitivity

- Very Sensitive
- Somewhat Sensitive
- Not Sensitive

### Problem No-01 Calculate 📺 Top Purchase Categories

### Problem No-02 Calculate Total 📺 Monthly Sales Trend