Sales Performance

CustomerCount by Item_Purchased

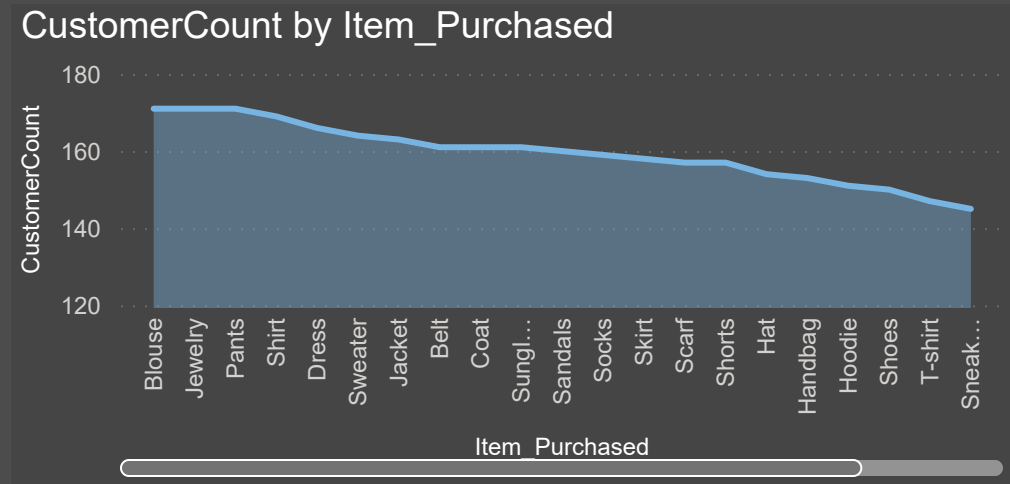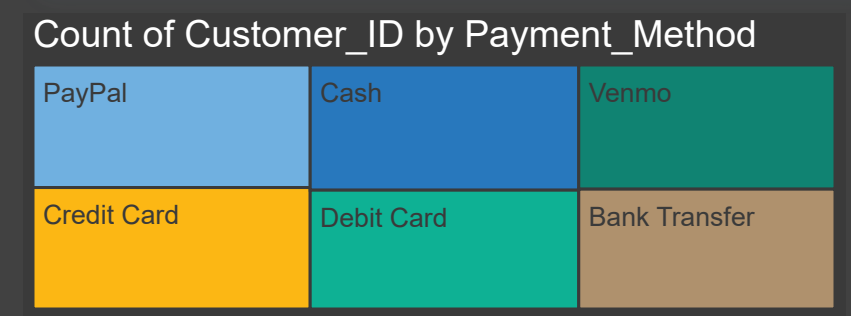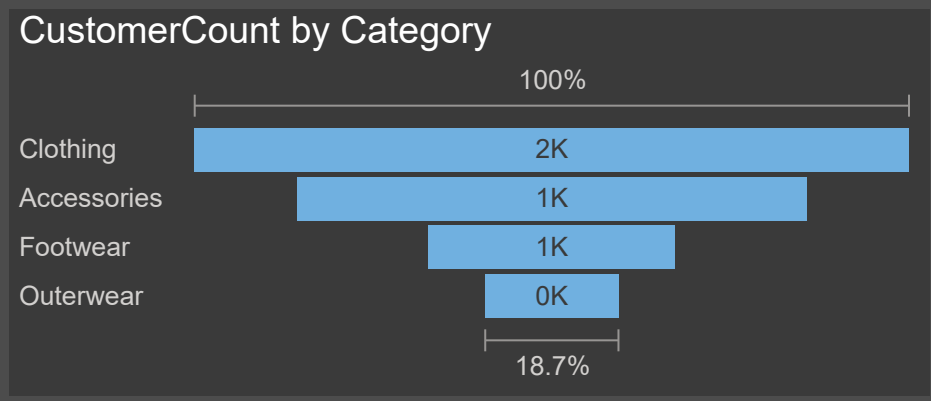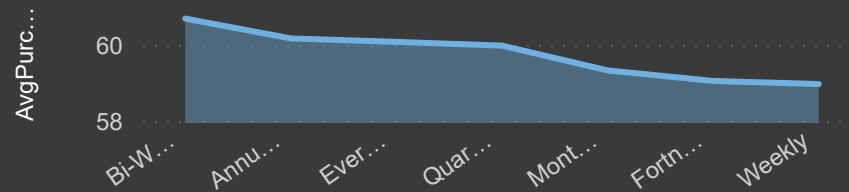The top 3 Item_Purchased all had CustomerCount of 171.

Across all 25 Item_Purchased, CustomerCount ranged from 124 to 171.

CustomerCount by Category

Clothing	2K
Accessories	1K
Footwear	1K
Outerwear	0K

100%

18.7%

CustomerCount by Age

CustomerCount and CustomerCount by Gender

Gender
● Male

1K (32%)
3K (68%)

Count of Customer_ID by Payment_Method

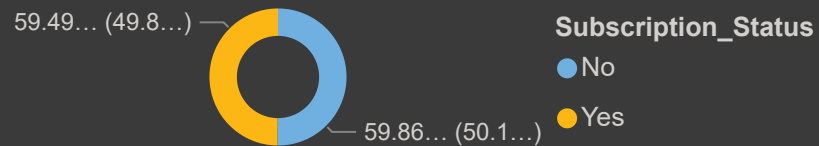| PayPal	Cash	Venmo
Credit Card	Debit Card	Bank Transfer

Purchasing Amounts Effects

AvgPurchaseAmount by Frequency_of_Purchases

AvgPurchaseAmount by Subscription_Status

Subscription_Status
- No
- Yes

59.49… (49.8…)
59.86… (50.1…)

AvgPurchaseAmount by Subscription_Status

	100%	
No	59.87	
Yes	59.49	
	99.4%	

AvgPurchaseAmount by Category
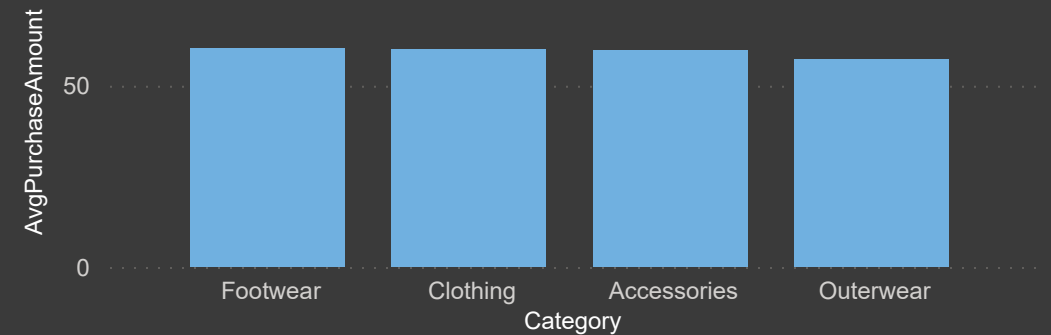

AvgPurchaseAmount by Review_Rating
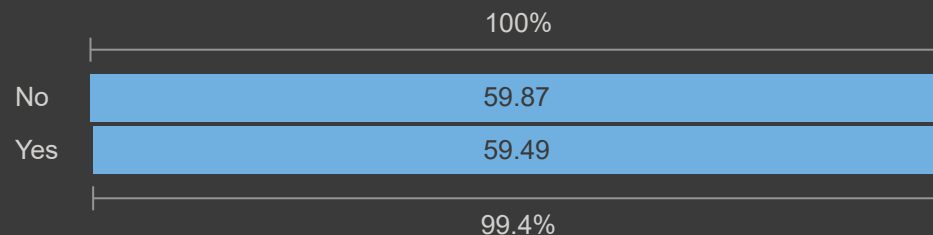
At 60.26, Footwear had the highest AvgPurchaseAmount and was 5.39% higher than Outerwear, which had the lowest AvgPurchaseAmount at 57.17.
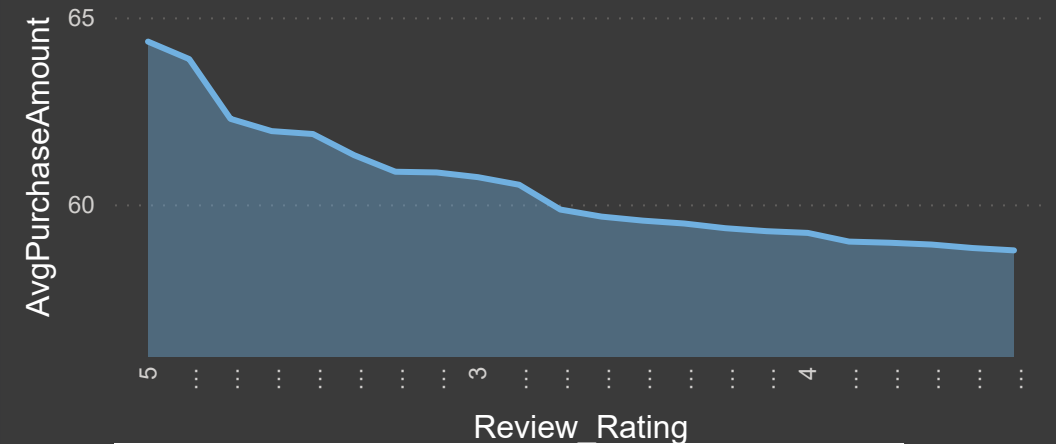
Footwear had the highest AvgPurchaseAmount at 60.26, followed by Clothing, Accessories, and Outerwear.

Across all 4 Category, AvgPurchaseAmount ranged from 57.17 to 60.26.

59.76

AvgPurchaseAmount

3900

CustomerCount