Shop Trend Analysis KPI

1. Most of the customers’ age is 69.
2. Most of the customers are male.
3. Number of Male Customer is 2652.
4. Number of Female Customer is 1248
5. 32% of total customers is female .
6. 68% customers is male.
7. Most of the shopping is done in clothing category.
8. Whereas the least shopping is done for outwears.
9. Most of the users do shopping every 3 months.
10. Very few customers do shopping weekly.
11. Out of about 4000 customers, only 1053 customers have subscription.
12. Most of the customers are from Montana(96).
13. Most of the shopping is also done from Montana.
14. Least of the customers are from Rhode Island.
15. Most of the shopping is done in fall season.
16. Least of the shopping is done in Summer.
17. Most of the customers prefer free shipping.
18. Most of the shopping is done for M size.
19. Whereas the least of shopping is done for xl size.
20. Most of the Users prefer paying via ‘PayPal’.
21. Most of the Purchased items worth 61 USD.