

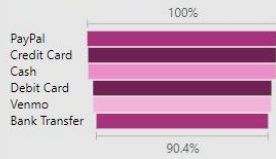
## CUSTOMER AND PAYMENT ANALYSIS

CUSTOMER AND PRODUCT ANALYSIS

Customer Behaviour

Payment and Discount Analysis

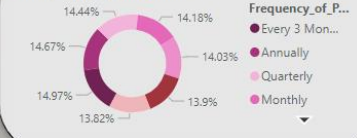
CustomerCount by Payment\_Method



CustomerCount by Season



Count of Customer\_ID by Frequency\_of\_Purchases



-PayPal is mostly used in Spring probably because there are a lot of purchases and it does not require to enter all your financial information.

- Credit card is mostly preferred through out the whole year.

-A high percentage of customers prefer shopping every 3 months and summer being the dominating season

## DISTRIBUTION OF CUSTOMERS BASED ON AGE, GENDER, ITEM PURCHASED AND CATEGORIE

CUSTOMER AND PRODUCT ANALYSIS

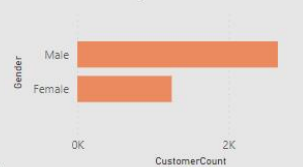
Customer Behaviour

Payment and Discount Analysis

-According to the results male customers are dominating. Although they do not purchase a lot of items because the age group indicates that they are adults.

-Males are still the ones dominating in the jewelry section. Adults are still the one who purchase more than others.

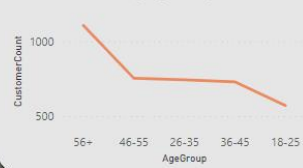
CustomerCount by Gender



CustomerCount by Item\_Purchased



CustomerCount by AgeGroup



CustomerCount by Category

