

Customer Insights Overview

3.75

Average of Review Rating

3.9K

Number of Customers

\$59.76

Average of Purchase Amount

Category

Accessories

Clothing

Footwear

Outerwear

Gender

Female

Male

Subscription Status

No

Yes

Shipping Type

2-Day Shipping

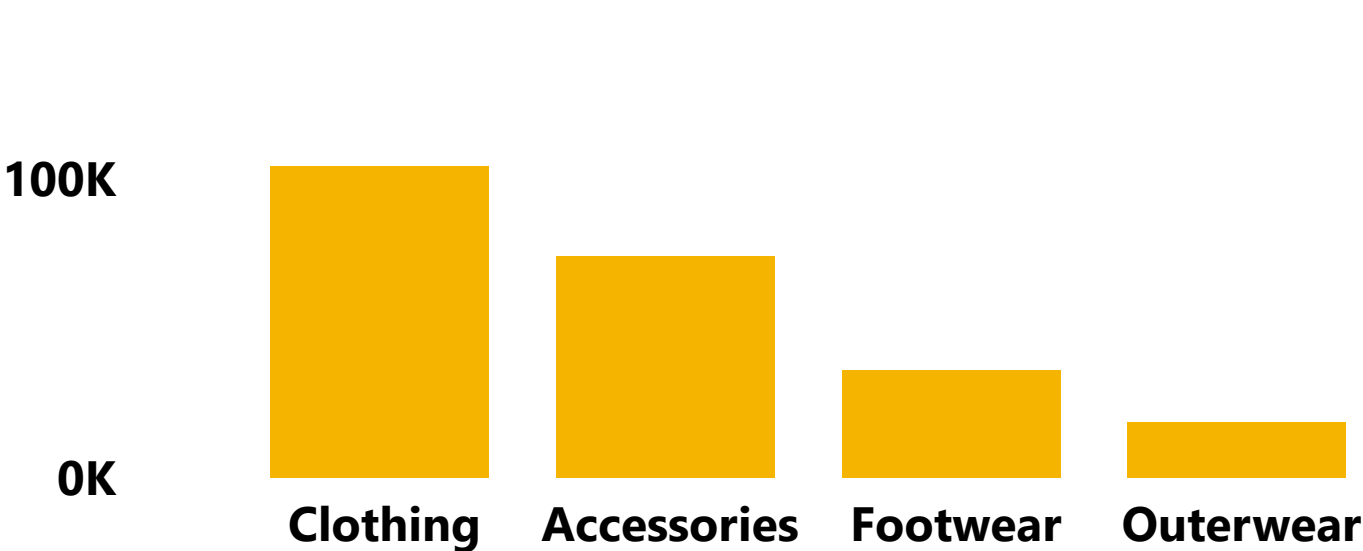
Express

Free Shipping

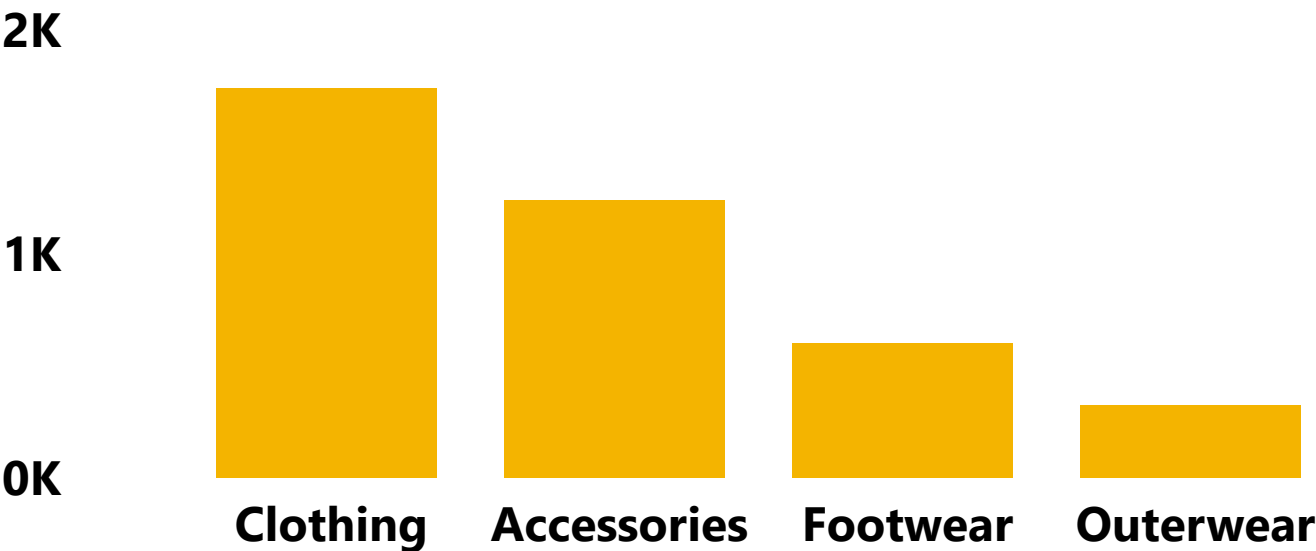
Next Day Air

Standard

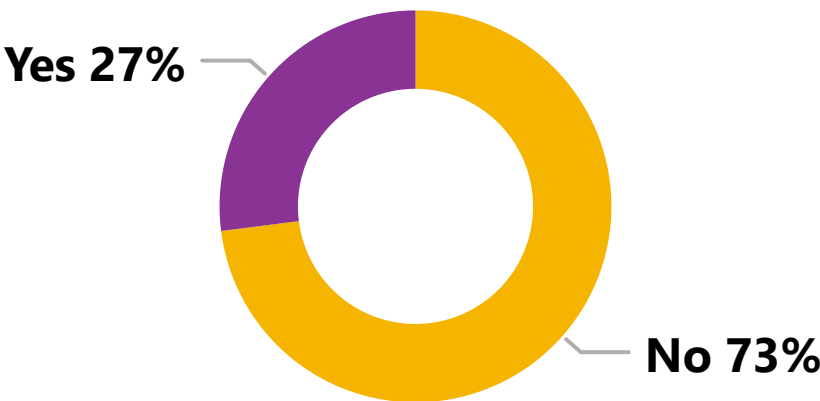
Revenue By Category



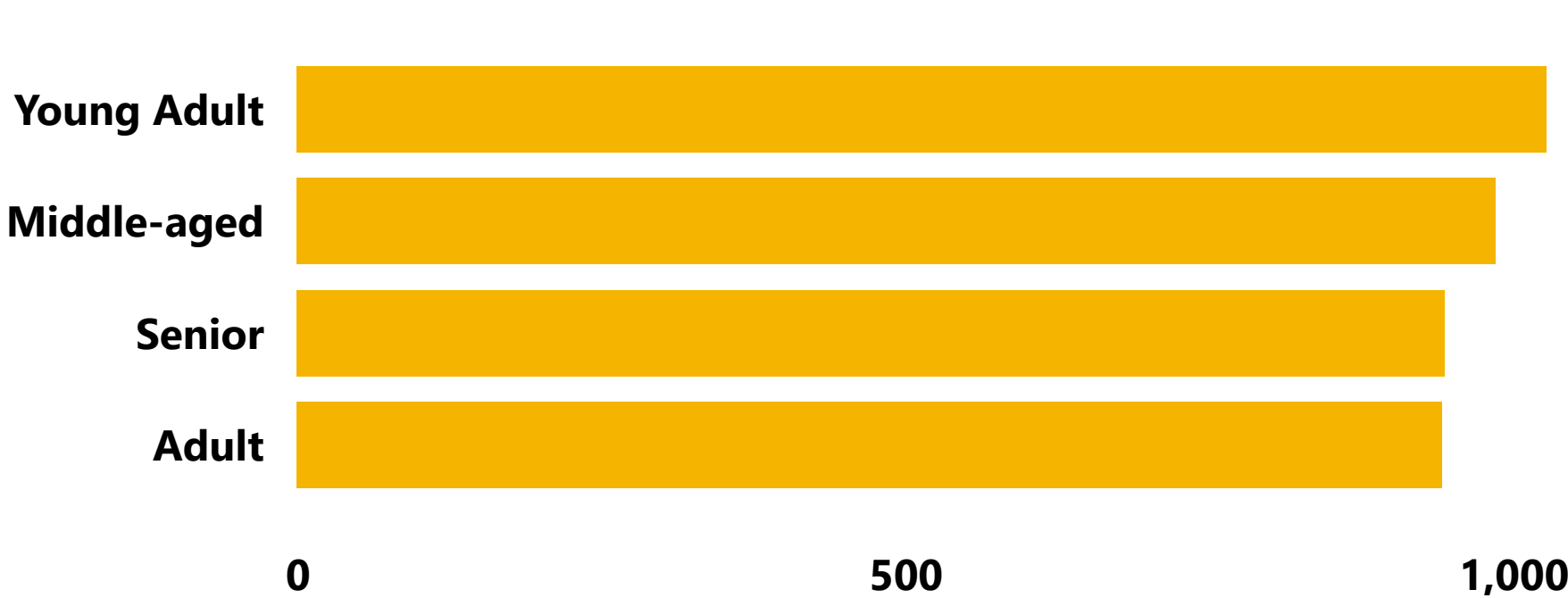
Sales By Category



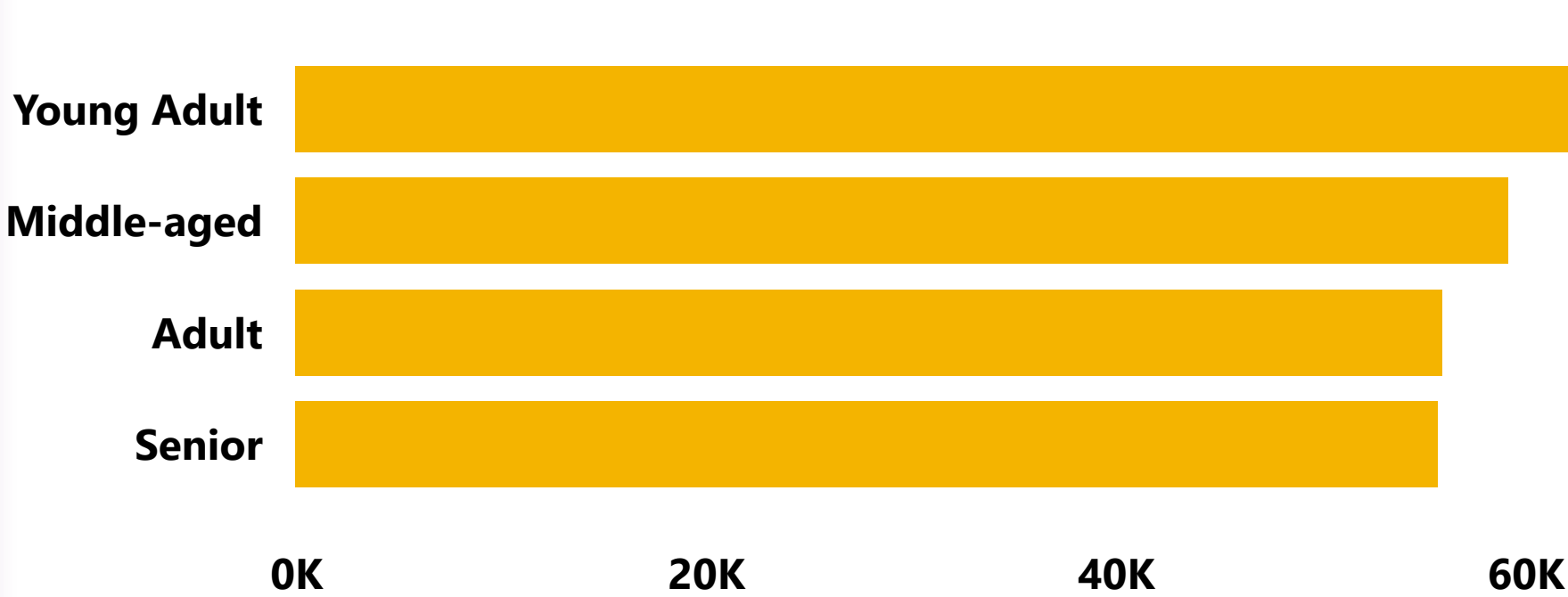
% of Customers by Subscription Status



Sales By Age Group

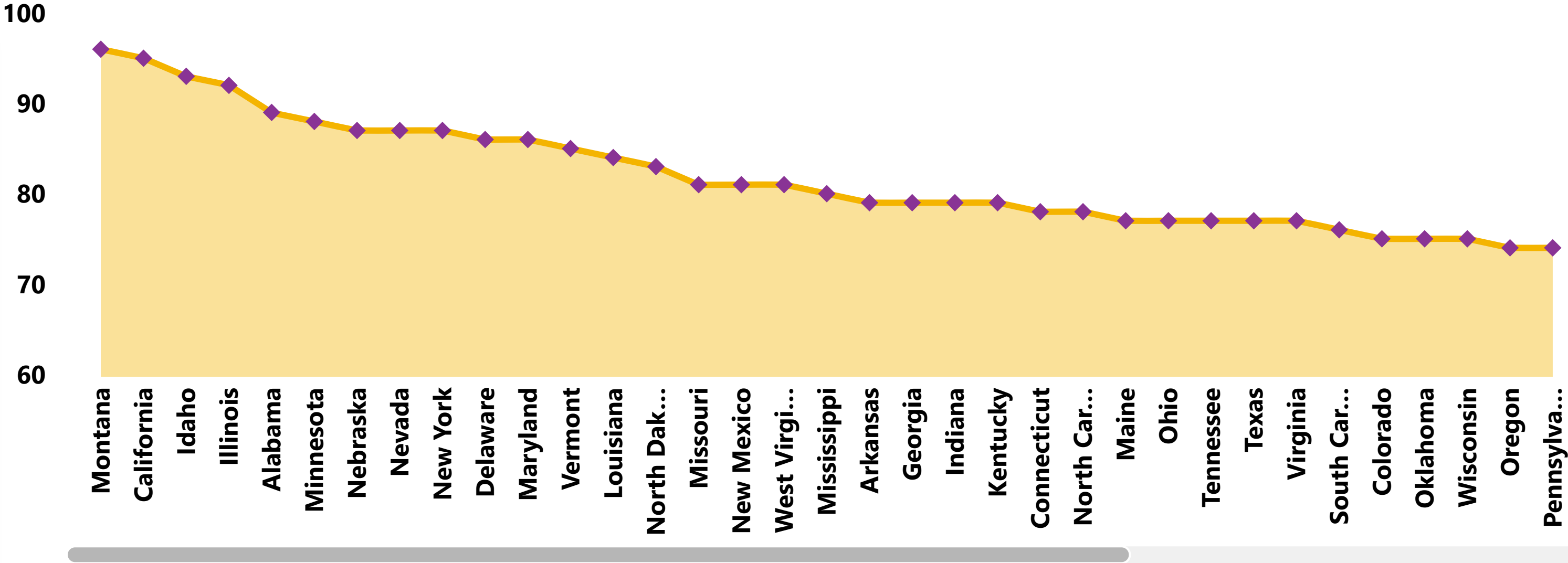


Revenue By Age Group

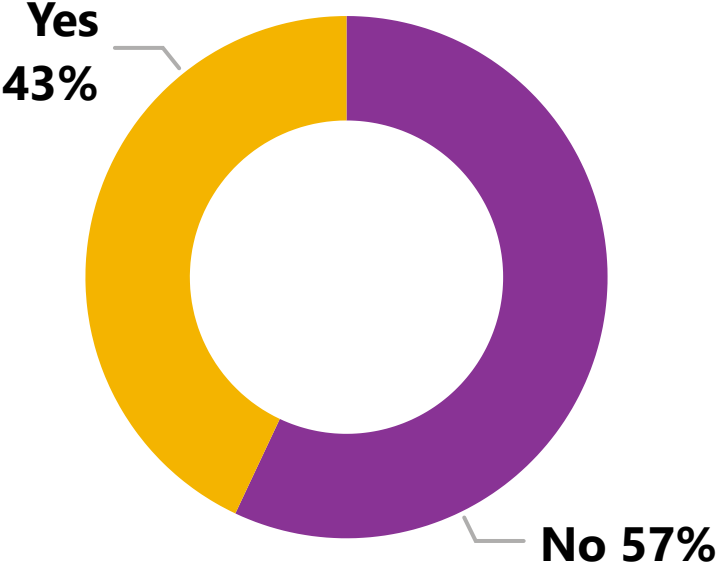




Customer By Location



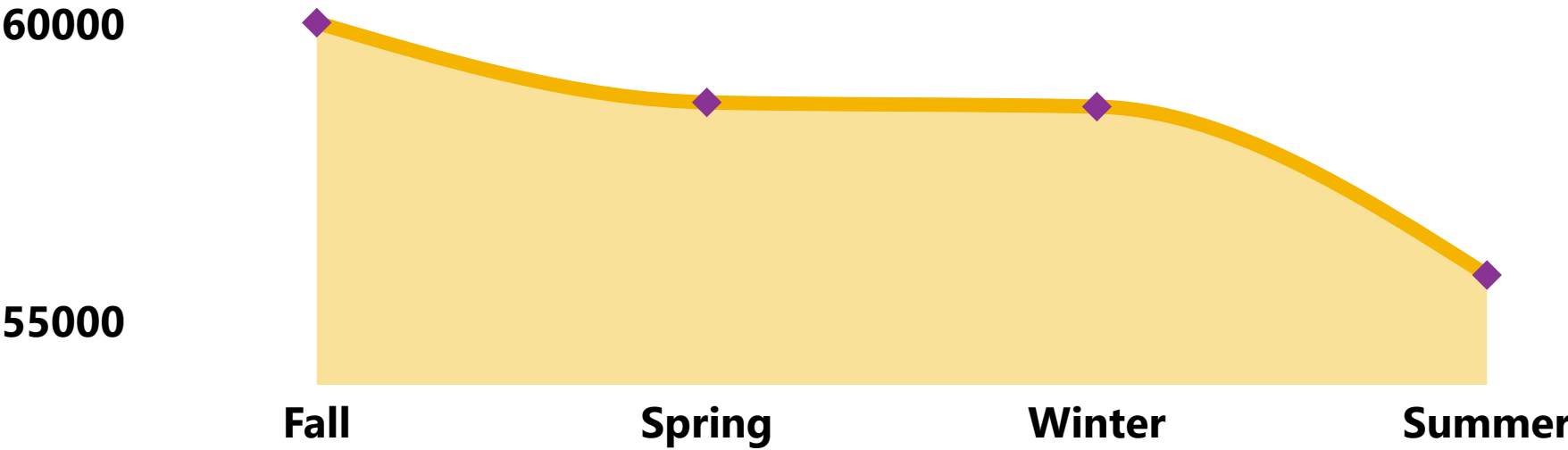
Promo Code Used During Purchase



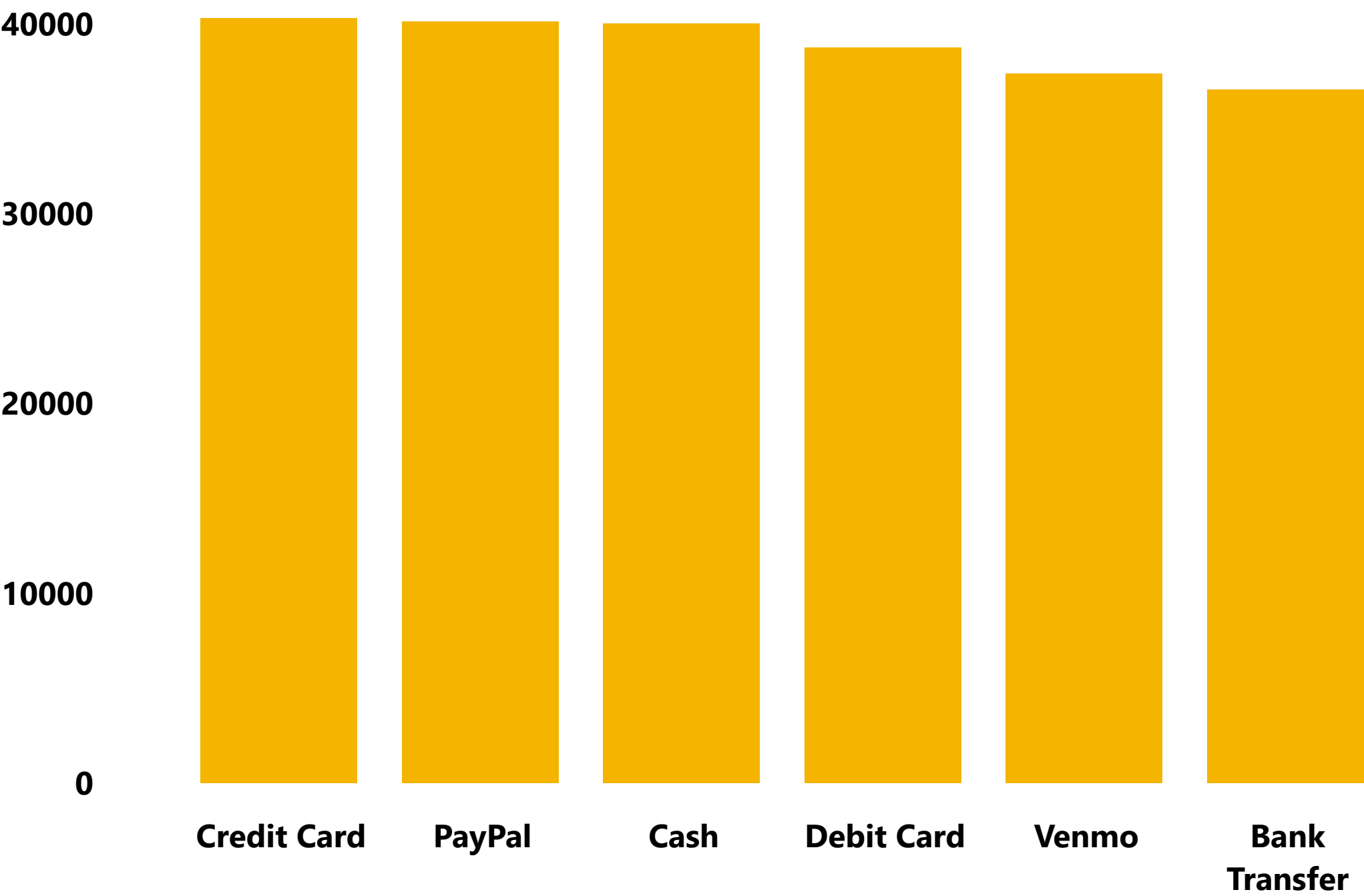
Frequency of Purchases

- ☐ Select all
- ☐ Annually
- ☐ Bi-Weekly
- ☐ Every 3 Months
- ☐ Fortnightly
- ☐ Monthly
- ☐ Quarterly
- ☐ Weekly

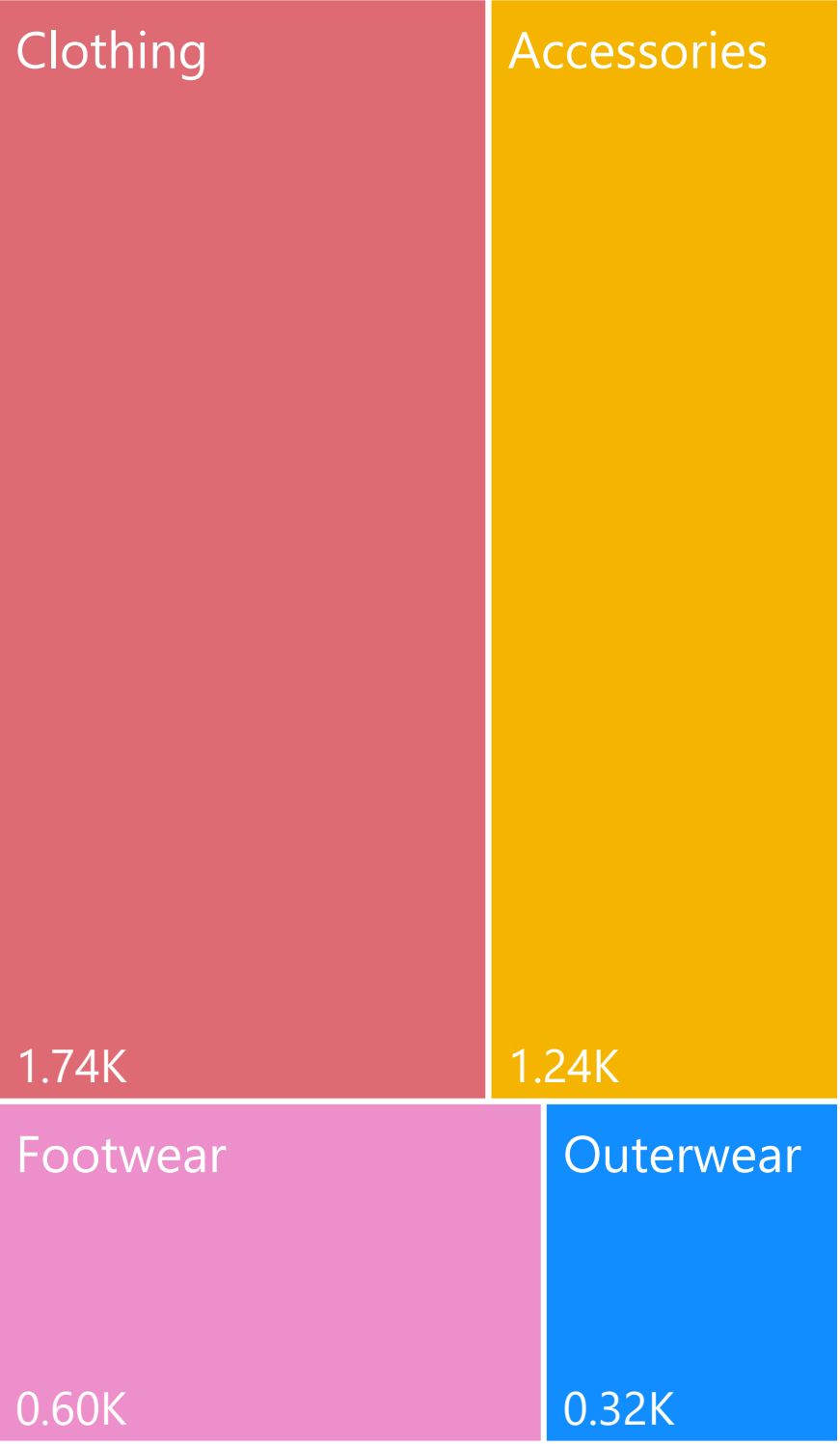
Purchase During Season



Payment Method During Purchase



Size Preference Analysis



Repeat Purchase Potential

