

Customer Insights Overview

3.75

Average of Review Rating

4K

Number of Customers

59.76

Average of Purchase Amount

Gender

Female

Male

Subscription Status

No

Yes

Category

Accessories

Clothing

Footwear

Outerwear

Shipping Type

2-Day Shipping

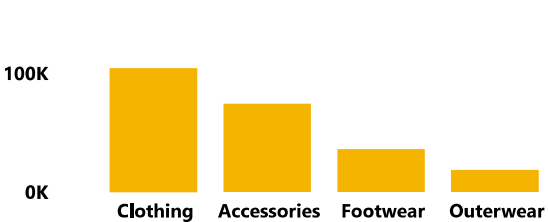
Express

Free Shipping

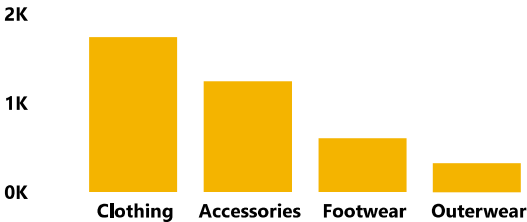
Next Day Air

Standard

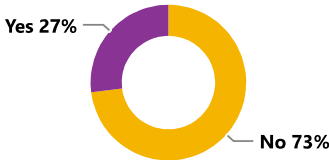
Revenue By Category



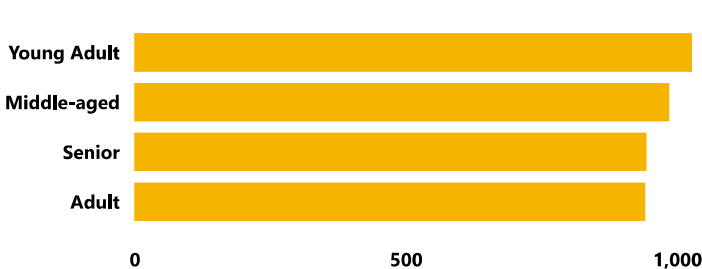
Sales By Category



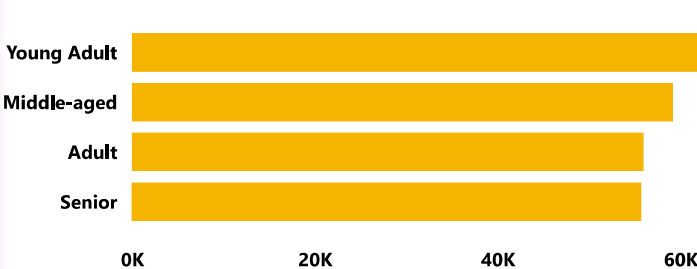
% of Customers by Subscription Status



Sales By Age Group



Revenue By Age Group

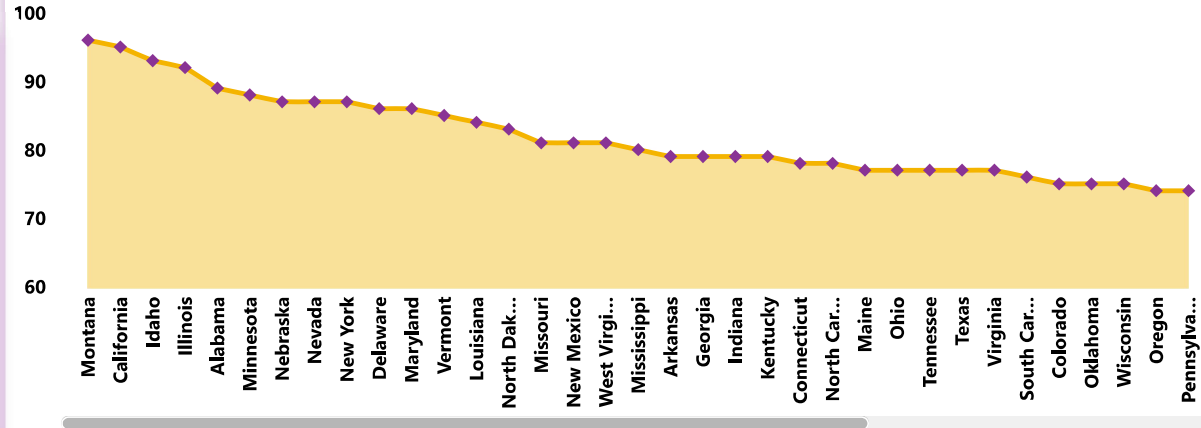




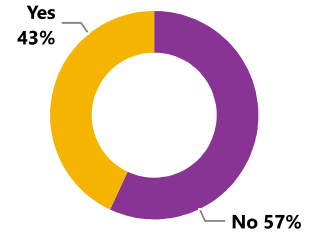
Frequency of Purchases

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

Customer By Location



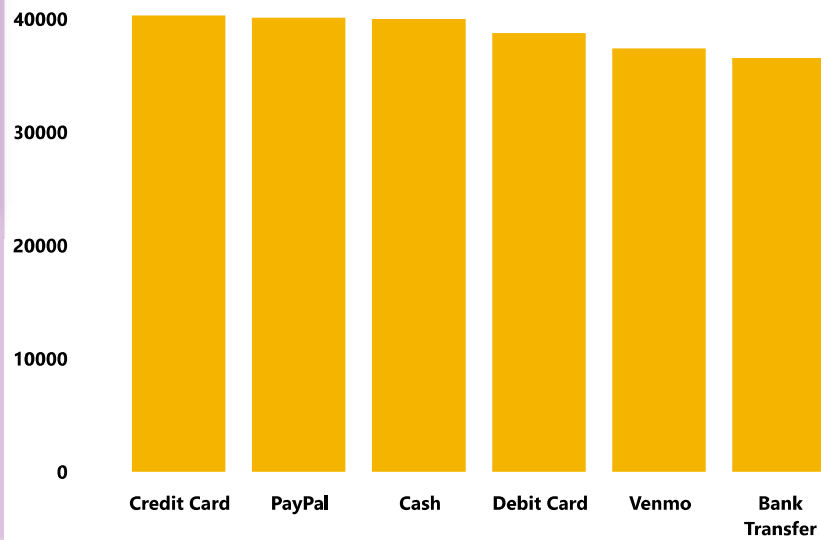
Promo Code Used During Purchase



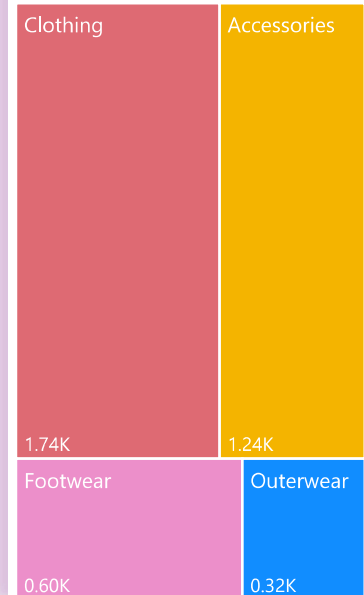
Purchase During Season



Payment Method During Purchase



Size Preference Analysis



Repeat Purchase Potential

