

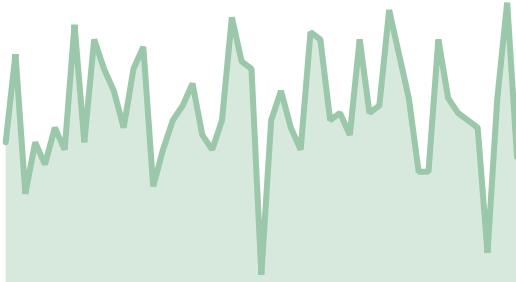
Customer Shopping Trends

[Clear all slicers](#)

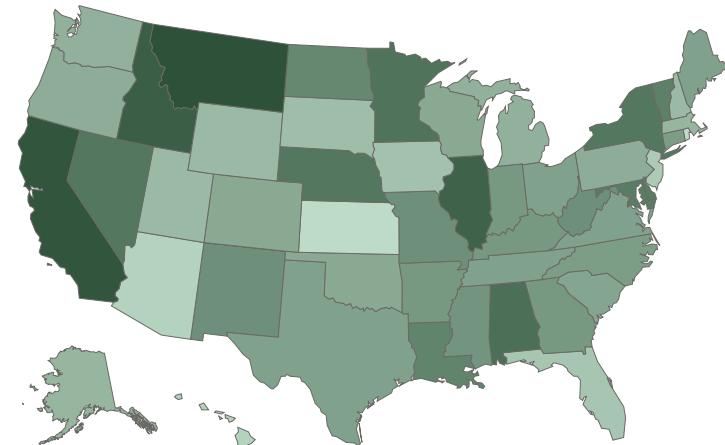
At 88, 69 had the highest Count of Customer ID and was 72.55% higher than 44, which had the lowest Count of Customer ID at 51.



Count of Customer ID by Age



Customer Distribution by Location



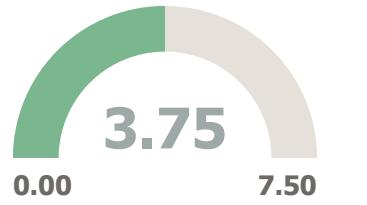
Purcha
se
Category
Gender
Season
Payment
Amou
nt

20	Accessories	Female	Fall	Cash
20	Accessories	Female	Spring	Credit Card
20	Accessories	Female	Summer	Cash
20	Accessories	Male	Fall	PayPal
20	Accessories	Male	Spring	Bank Tran
20	Accessories	Male	Spring	Cash

Average Purchase by Category

Footwear	60.26
Clothing	60.03
Accessories	59.84
Outerwear	57.17

Average of Reviews



3.75

Average of Rating

Venmo

Top Payment Mode

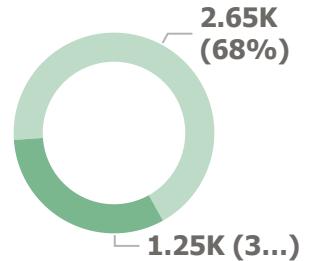
15M

Total customer

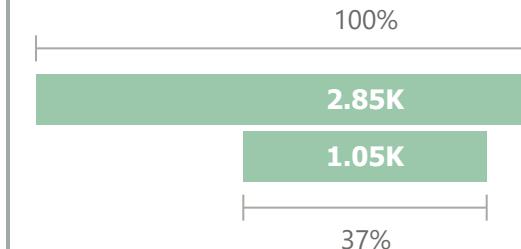
233K

Total Purchases

Gender Distribution



Customer Conversion Funnel



Promo Code Usage vs Subscription



Location

All

Category

All

Season

All

Gender

All

Discount Impact on Purchase Amt

