

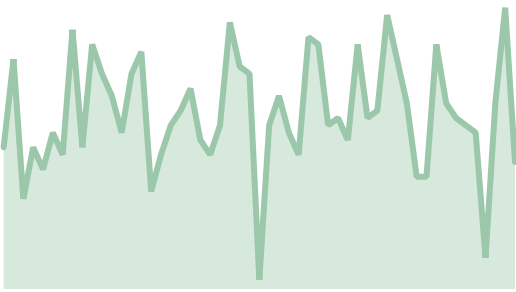
Customer Shopping Trends

Clear all slicers

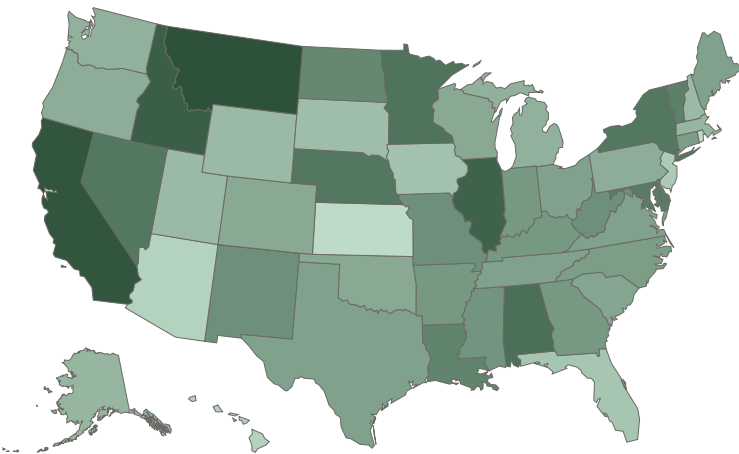
At 88, 69 had the highest Count of Customer ID and was 72.55% higher than 44, which had the lowest Count of Customer ID at 51.



Count of Customer ID by Age



Customer Distribution by Location



3.75

Average of Rating

Venmo

Top Payment Mode

15M

Total customer

233K

Total Purchases

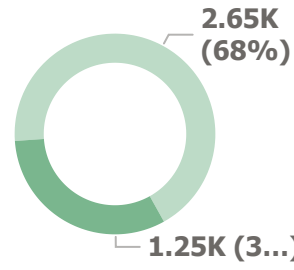
Purchase Amount	Category	Gender	Season	Payment
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20	Accessories	Female	Fall	Cash
20	Accessories	Female	Spring	Credit Card
20	Accessories	Female	Summer	Cash
20	Accessories	Male	Fall	PayPal
20	Accessories	Male	Spring	Bank Transfer
20	Accessories	Male	Spring	Cash

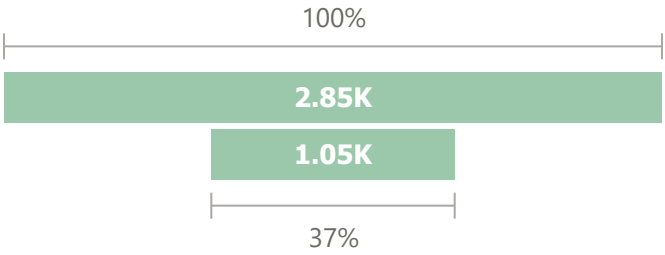
Average Purchase by Category



Gender Distribution



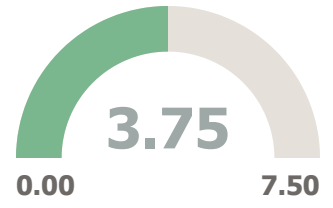
Customer Conversion Funnel



Promo Code Usage vs Subscription



Average of Reviews



Location

All

Season

All

Category

All

Gender

All

Discount Impact on Purchase Amt

