

Customer Behaviour Dashboard

Average Review Rating

3.750

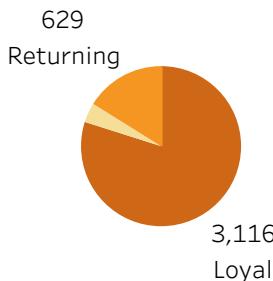
Average Purchase Amount

59.76

Number of Customers

3,900

Customer Categories



Avg Purchase

Shipping Type

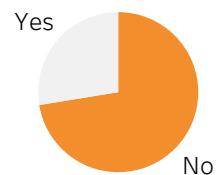
Express	60.480
Standard	58.460

Revenue

Gender

Female	75,191
Male	157,890

Subs vs. Nonsubs Repeat Purchases



Highest Avg Rating

Item Purchased

Gloves	3.86000
Sandals	3.84000
Boots	3.82000
Hat	3.80000
Skirt	3.78000

Sales Per Category

Category

Accessories	1240
Clothing	1737
Footwear	599
Outerwear	324

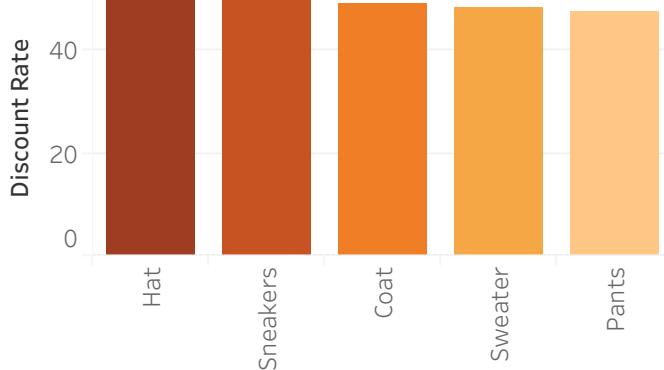
Rev. Per Category

Category

Accessories	74,200
Clothing	104,264
Footwear	36,093
Outerwear	18,524

Discounted Item Sales

Item Purchased



Revenue Per Age-group

Age Group

