

Customer SHOPPING Trends

Customer Demographics Dashboard

Jan 1, 2025 - Jun 29, 2025

Total Revenue
R233,081

of Customers
3,900

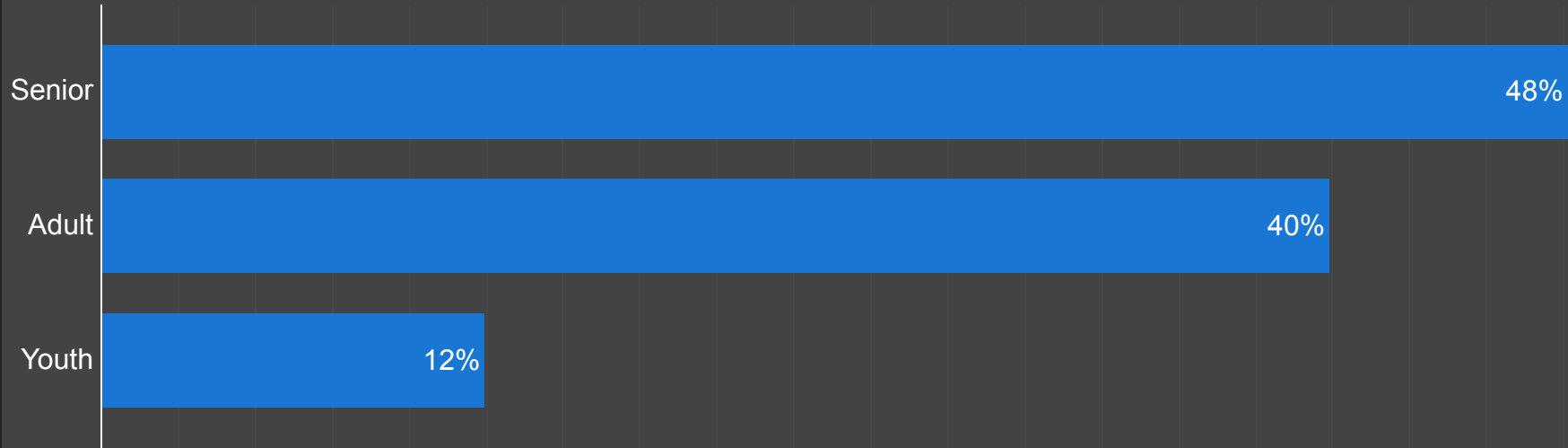
Of Transaction
98,871

Avg Age
44

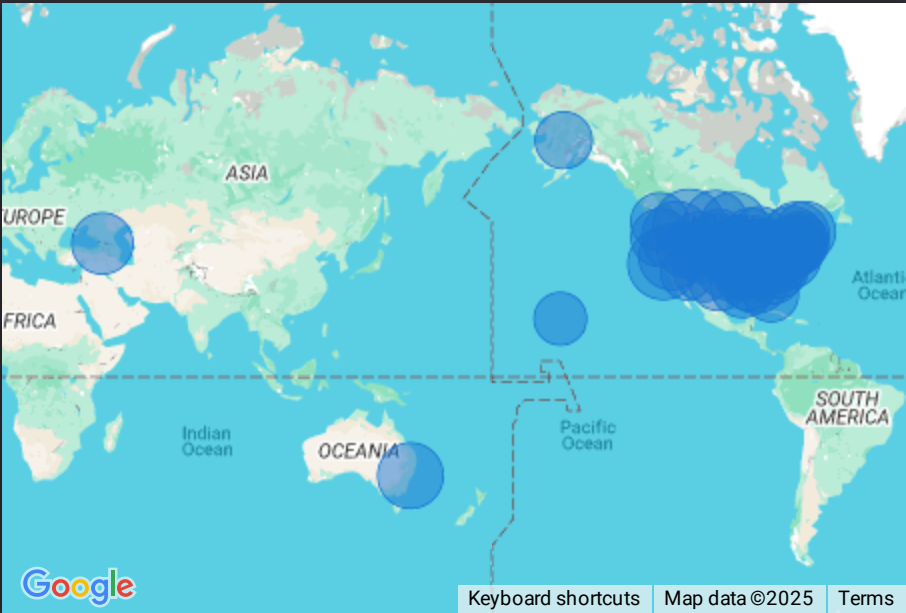
Avg Revenue
R60

Customers By Age Bucket

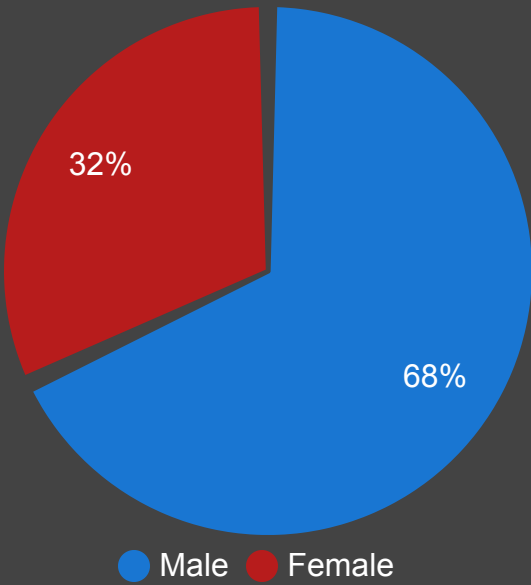
- ☒ Location
- ☒ Wyoming
- ☒ Wisconsin
- ☒ West Virginia
- ☒ Washington
- ☒ Virginia
- ☒ Vermont
- ☒ Utah



Customers By Location



Customers By Gender



Gender

Age Bucket

Spender Bucket

Customer SHOPPING Trends

Customer Frequency Dashboard

Jan 1, 2025 - Jun 29, 2025

Total Revenue
R233,081

of Customers
3,900

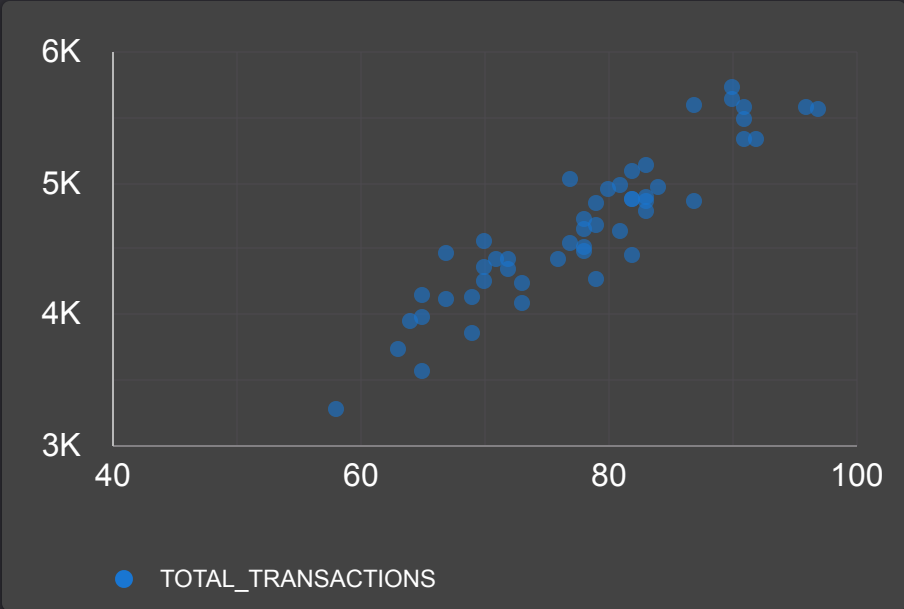
Of Transaction
98,871

Avg Revenue
R60

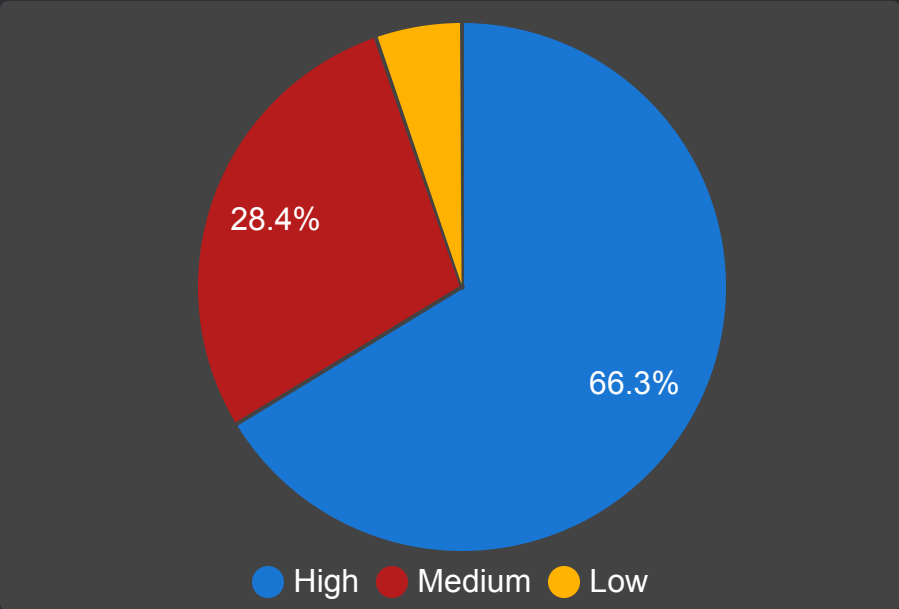
☒ Frequent Purchase

- ☒ Weekly
- ☒ Quarterly
- ☒ Monthly
- ☒ Fortnightly
- ☒ Every 3 Months
- ☒ Bi-Weekly
- ☒ Annually

Total Revenue By Customer Count & Tranasactions



Total Revenue By Spender Bucket



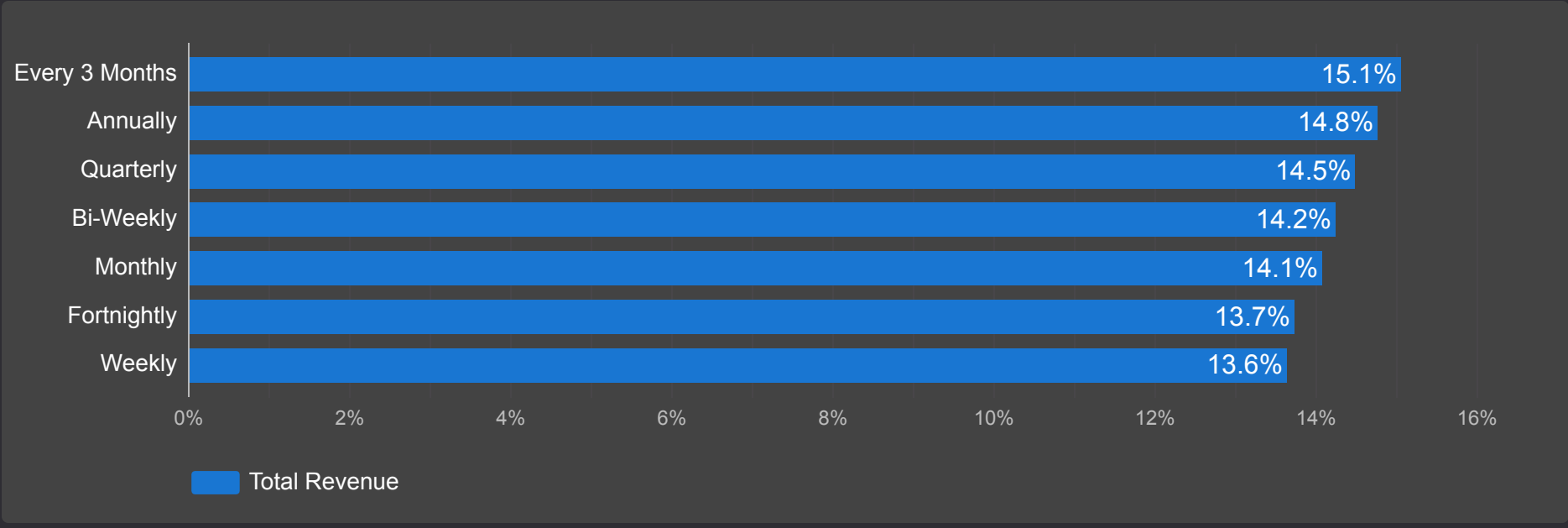
☒ Time Bucket

- ☒ Night
- ☒ Morning
- ☒ Evening

☒ Spender Bucket

- ☒ Medium
- ☒ Low
- ☒ High

Total Revenue By Frequent Customers



Customer SHOPPING Trends

Time-Based Dashboard

Jan 1, 2025 - Jun 29, 2025

Total Revenue
R233,081
↑ 53.0% From March

of Customers
3,900
↑ 52.1% From March

Of Transaction
98,871
↑ 53.6% From March

Overall MoM Growth
-11%

Avg Revenue
R60
↑ 0.6% From March

Days

Months

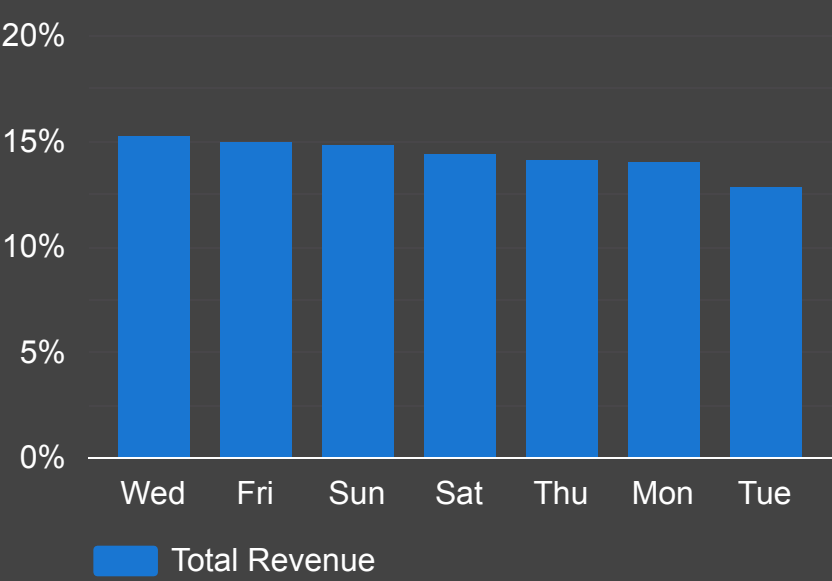
✓ Season

- ✓ Winter
- ✓ Summer
- ✓ Spring
- ✓ Fall

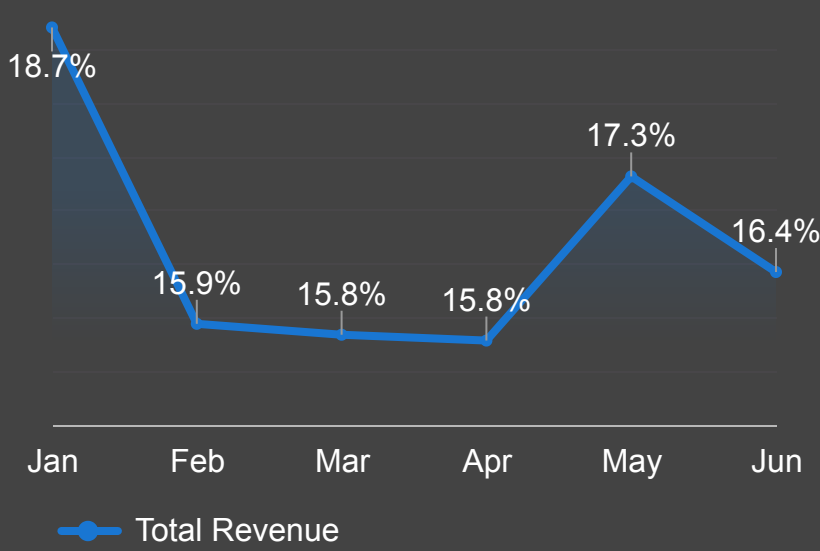
✓ Time Bucket

- ✓ Night
- ✓ Morning
- ✓ Evening
- ✓ Afternoon

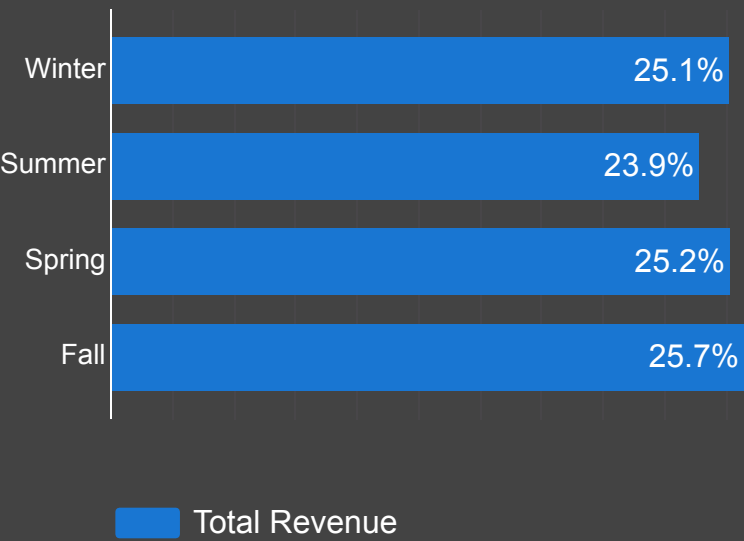
Total Revenue By Days



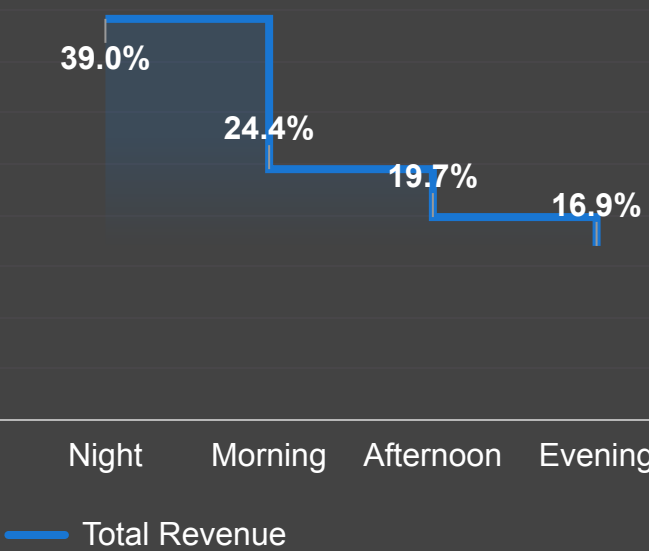
Total Revenue By Months



Total Revenue By Seasons



Total Revenue By Time Bucket



Customer SHOPPING Trends

Product Performance Dashboard

Jan 1, 2025 - Jun 29, 2025

Total Revenue
R233,081

of Customers
3,900

Of Transaction
98,871

CATEGORY
4

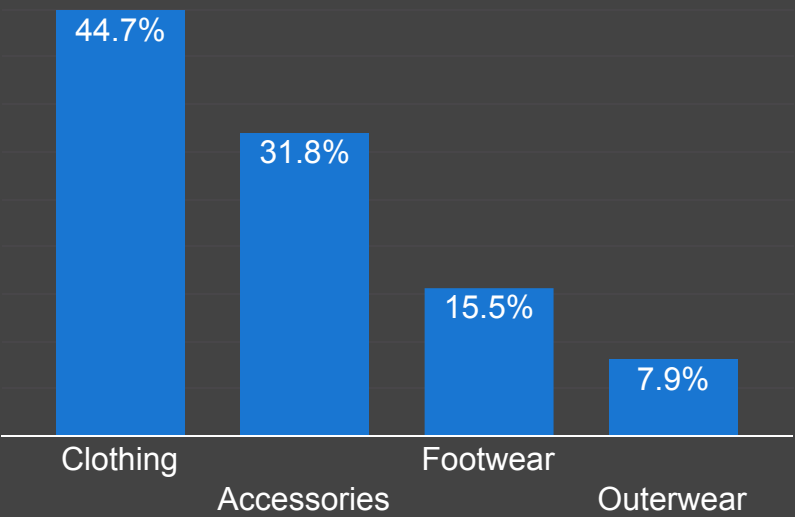
Avg Revenue
R60

Size

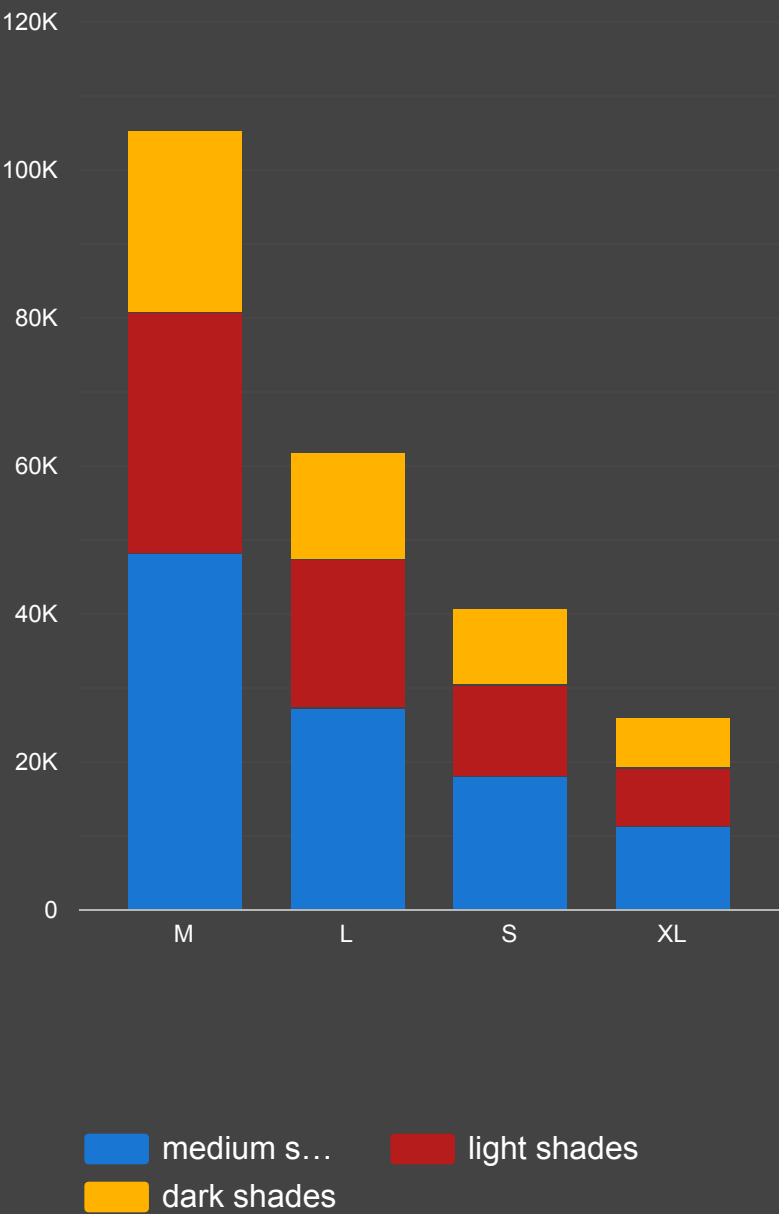
Color Bucket

Category

Total Revenue By Category



Total Revenue By Size & Color Bucket



Total Revenue By Top 10 Item Purchased

	Item Purchased	Total Revenue	% Total Revenue
1.	Blouse	10,410	4.47%
2.	Shirt	10,332	4.43%
3.	Dress	10,320	4.43%
4.	Pants	10,090	4.33%
5.	Jewelry	10,010	4.29%
6.	Sunglasses	9,649	4.14%
7.	Belt	9,635	4.13%
8.	Scarf	9,561	4.1%
9.	Sweater	9,462	4.06%
10.	Shorts	9,433	4.05%

Customer SHOPPING Trends

Consumer Preferences & Purchase Dashboard

Jan 1, 2025 - Jun 29, 2025

Discount Applied

Total Revenue

R233,081

of Customers

3,900

Of Transaction

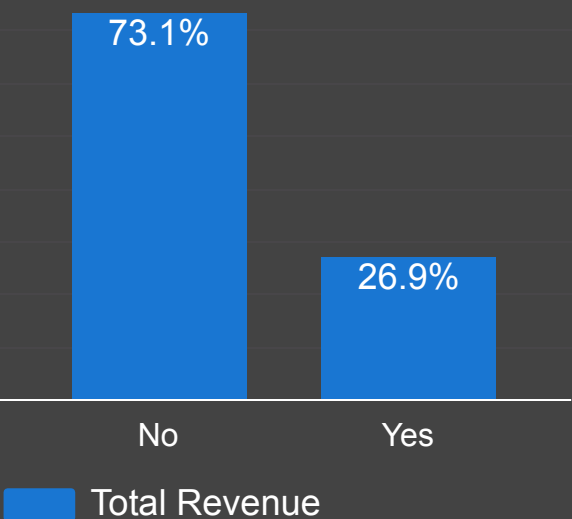
98,871

Avg Revenue

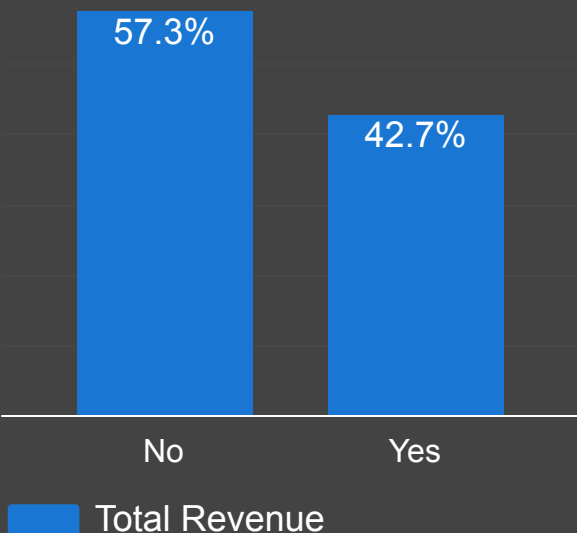
R60

Subscription Status

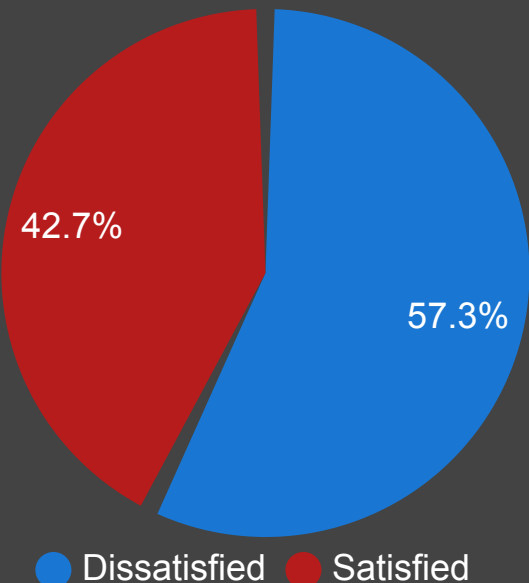
Total Revenue By Subscription Status



Total Revenue By Discount Applied



Total Revenue By Review Performance

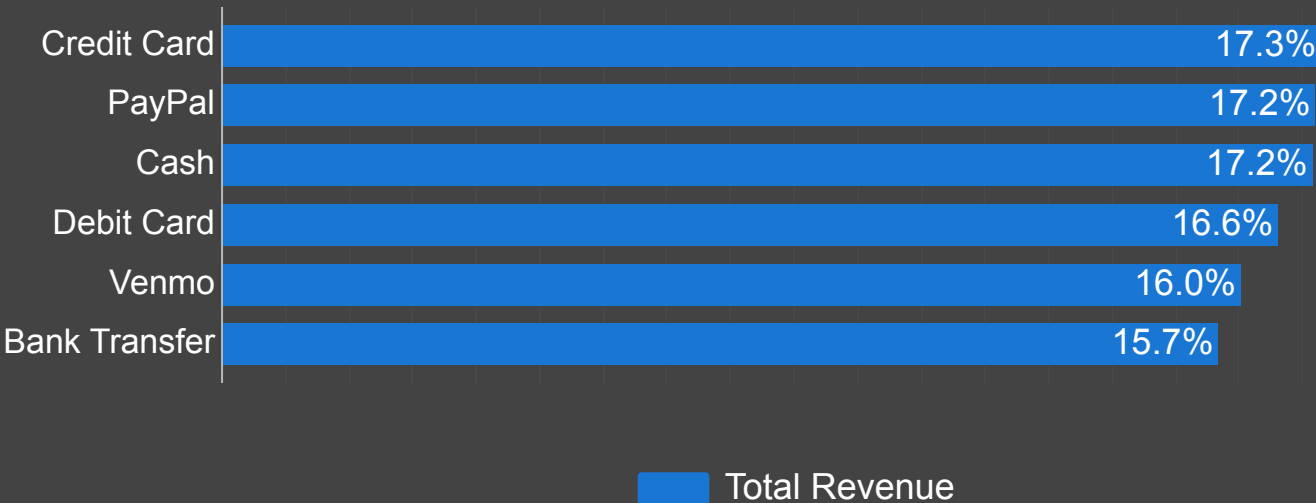


Payment Method

Rating Bucket

Shipping Type

Total Revenue By Payment Method



Total Revenue by Shipping Type

