

Consumer Behavior Analysis

275.06

Avg Purchase Amount

5.40

Avg Customer Satisfaction

52

Discount Usage Rate %

49.10

Loyalty Membership Rat...

6.95

Avg Purchase Frequency

Total Purchase Amount by Category

Jewelry & Accessories

Sports & Outdoors

Electronics

Software & Apps

Toys & Games

Home Appliances

Food & Beverages

Packages)

Health Care

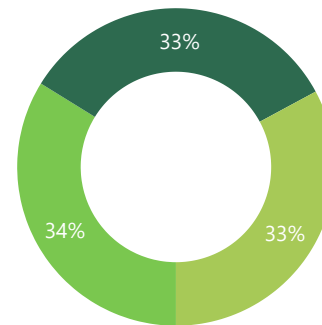
Gardening & Outdoors

0K

10K

20K

Total Purchase by Channel



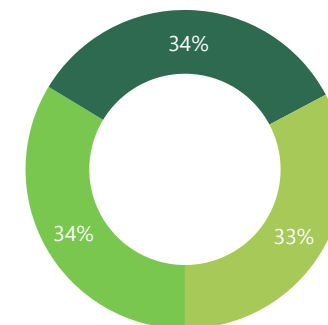
Purchase_Channel

Online

Mixed

In-Store

Total Purchase by Education



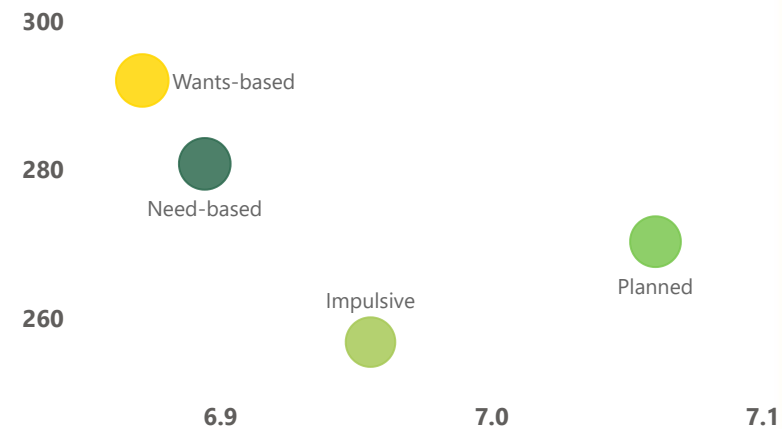
Education_Level

Bachelor

High School

Master

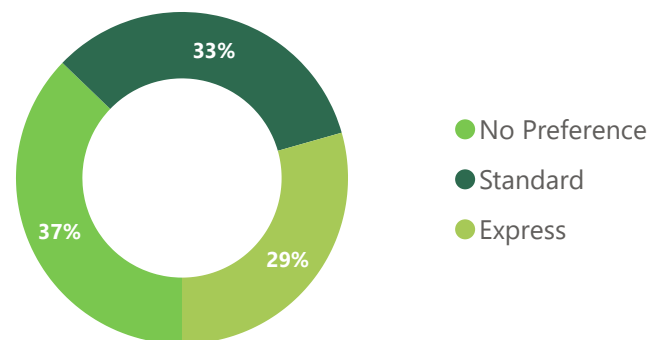
Avg Purchase Amount vs Avg Purchase Frequency



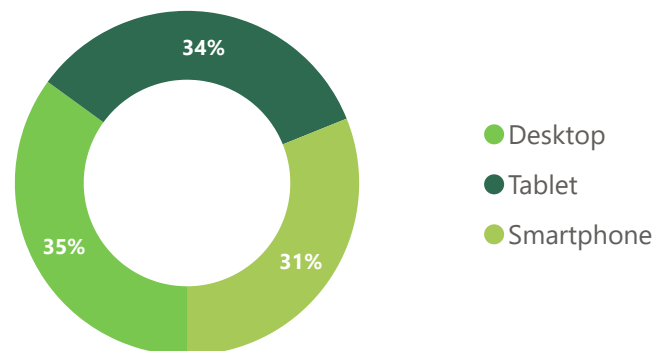
Avg CSAT by Channel



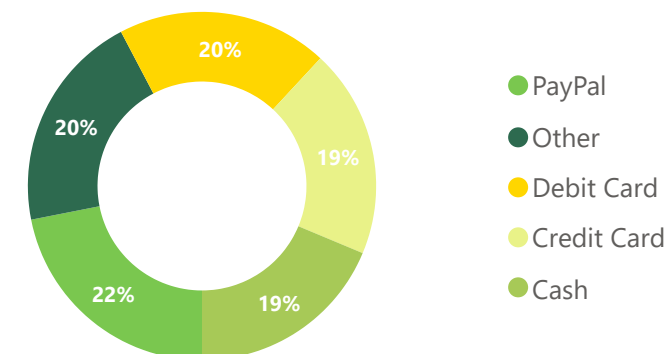
Customers by Shipping Preference



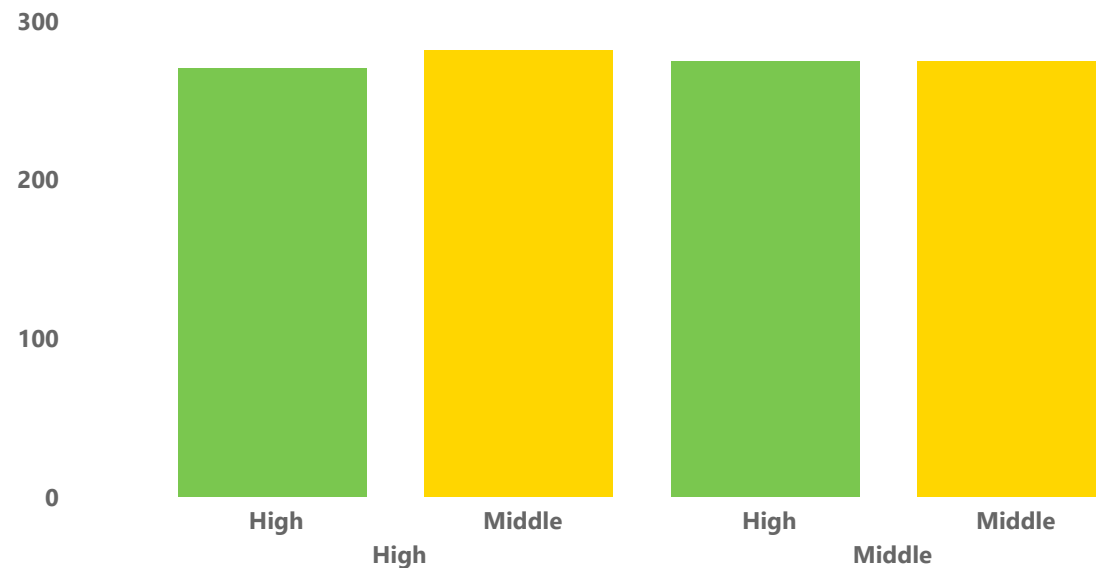
Customers by Device Used



Customers by Payment Method



Avg Purchase Amount by Income Level / Occupation



Age Distribution

