Shopping Trends Dashboard - Summary Sales

Filter Pane

Month ID
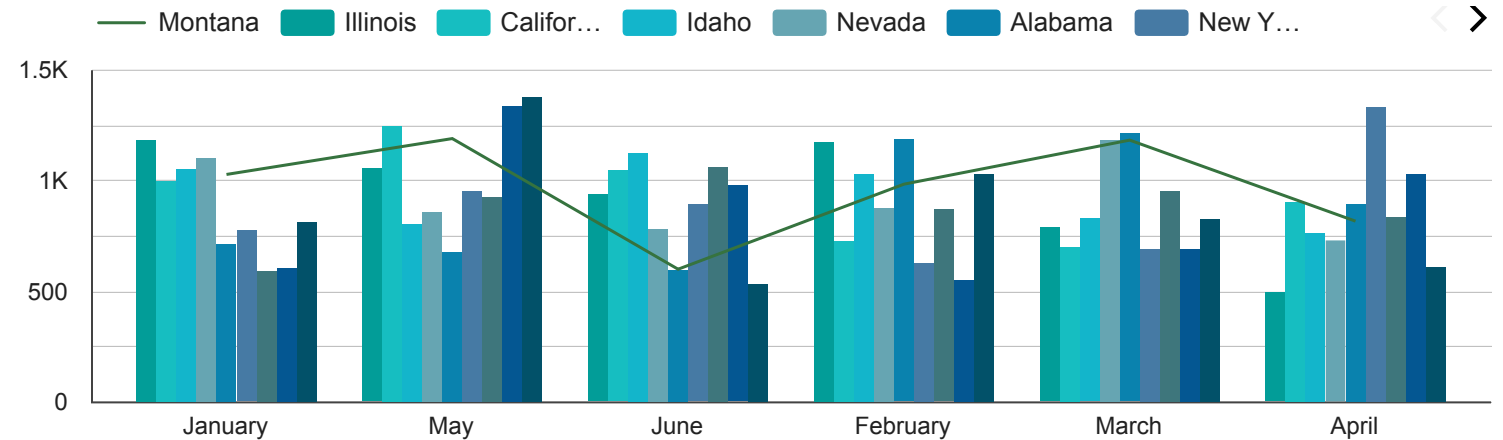
202501 — 202506
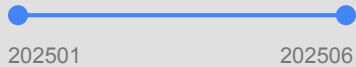
Location ▾

Rating group ▾

Discount Applied ▾

Total Revenue
233.1K

Number of Customers
3.9K

Revenue by Month and Location

Legend: — Montana | Illinois | Califor… | Idaho | Nevada | Alabama | New Y…

Y-axis: 0, 500, 1K, 1.5K

X-axis: January, May, June, February, March, April

Payment Method by Revenue

- 17.3%
- 17.2%
- 17.2%
- 16.6%
- 16%
- 15.7%

Legend:
- Credit Card
- PayPal
- Cash
- Debit Card
- Venmo
- Bank Transfer
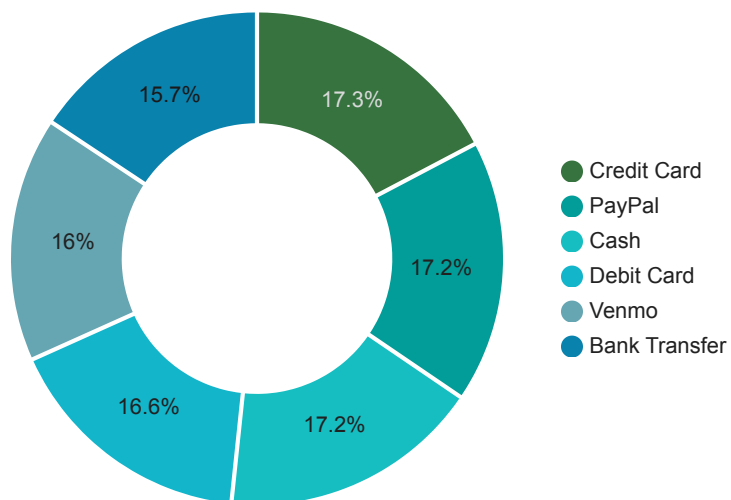
Number of Customers by Shipping Type and Spend Bucket

Legend:
- 04. 70+ Very High Spend
- 02. 31-50: Medium Spend
- 03. 51-70: High Spend
- 01. 20-30: Low Spend

Y-axis: 0, 100, 200, 300

X-axis: Free Shipping, Standard, Store Pickup, Next Day Air, Express, 2-Day Shipping
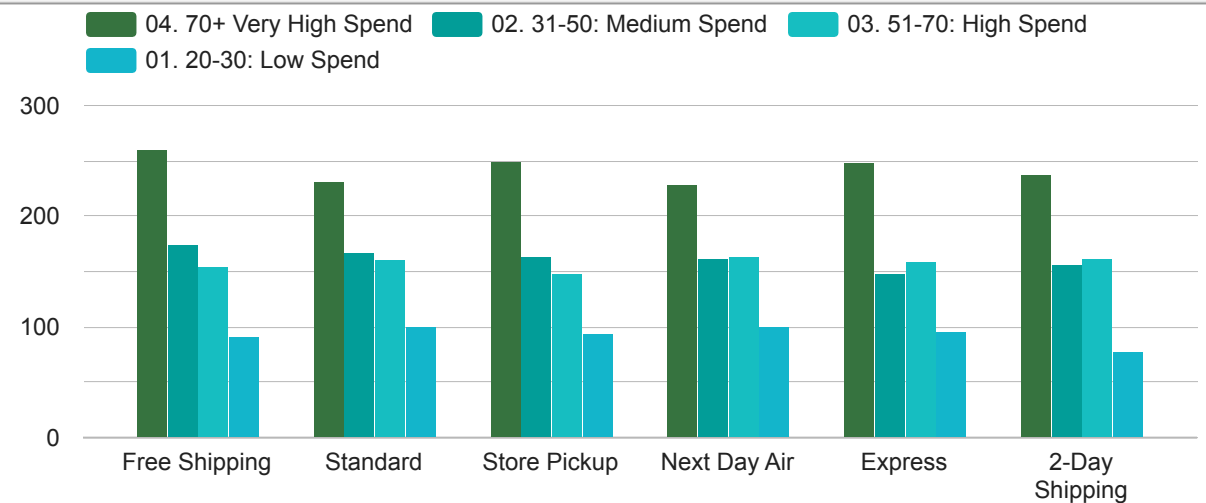
Shopping Trends Dashboard - Demographic Analysis

Location ▾

Age Group ▾

Gender ▾

Month ID
202501 ——————— 202506

Age Group by Revenue

- 38%
- 24.6%
- 18.9%
- 18.5%

- ● Elder
- ● Youth
- ● Senoir
- ● Adult
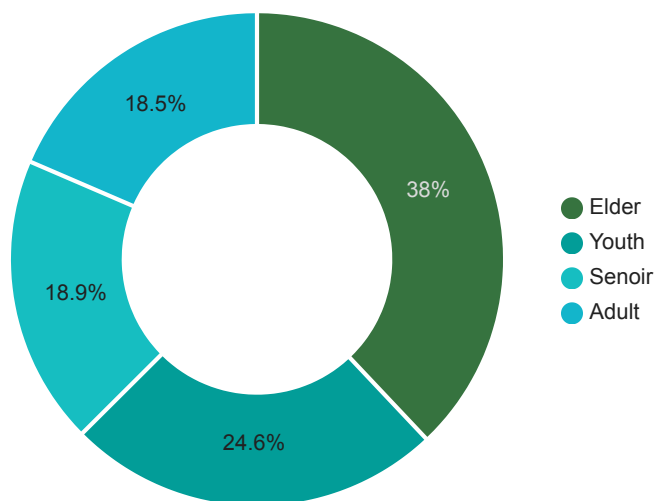
Revenue by Age Group and Frequency of Purchases

- ■ Every 3 …
- ■ Annually
- ■ Quarterly
- ■ Bi-Weekly
- ■ Monthly
- ■ Fortnightly
- ■ Weekly

15K
10K
5K
0

Elder Youth Senoir Adult
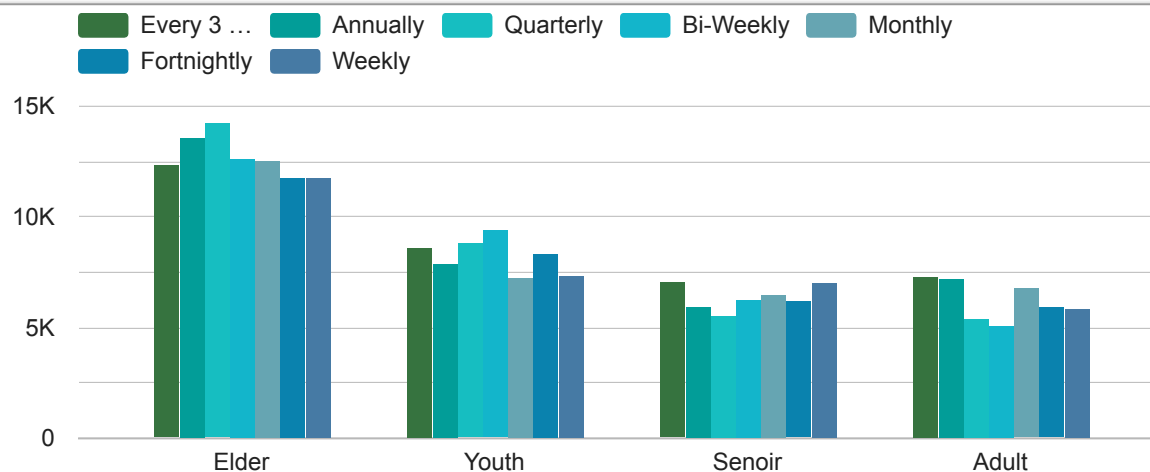
Number of Customers by Gender

- 32%
- 68%

- ● Male
- ● Female
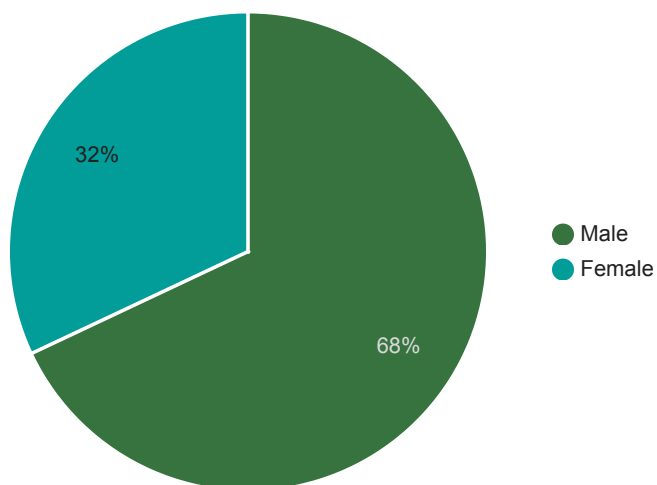
Revenue over time by Age group

- —— Elder
- —— Youth
- —— Senoir
- —— Adult

20K
10K
0

January March May July September November
February April June August October Dece…
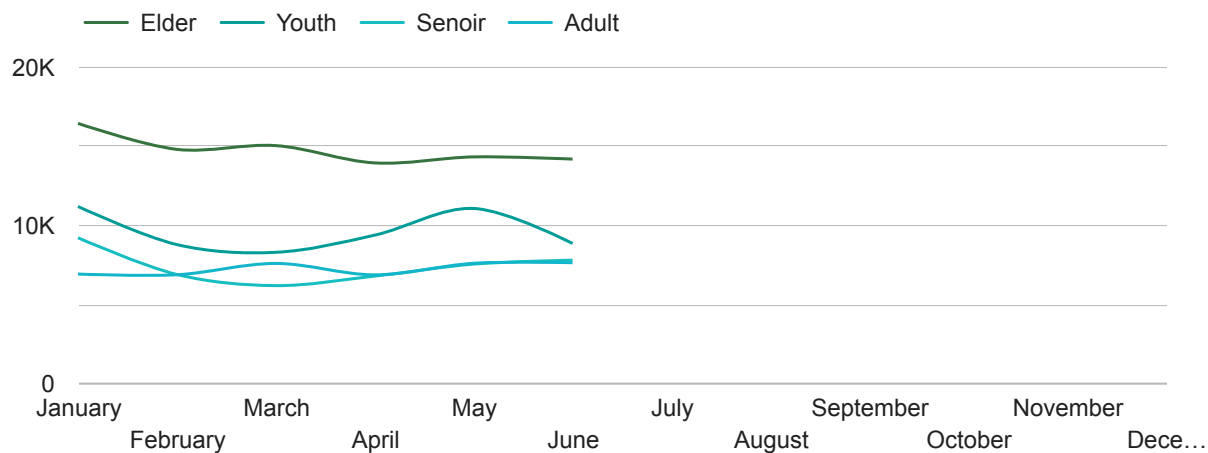
Shopping Trends Dashboard - Promotional Analysis

Number of Customers by Month and Promo Code Used

Legend: false (line), true (bar)

Y-axis: NUMBER_OF_CUSTOMERS (0, 200, 400, 600)

X-axis: Jan, May, Jun, Apr, Mar, Feb

Controls:
- Month ID: 202501 — 202506
- Location
- Discount Applied
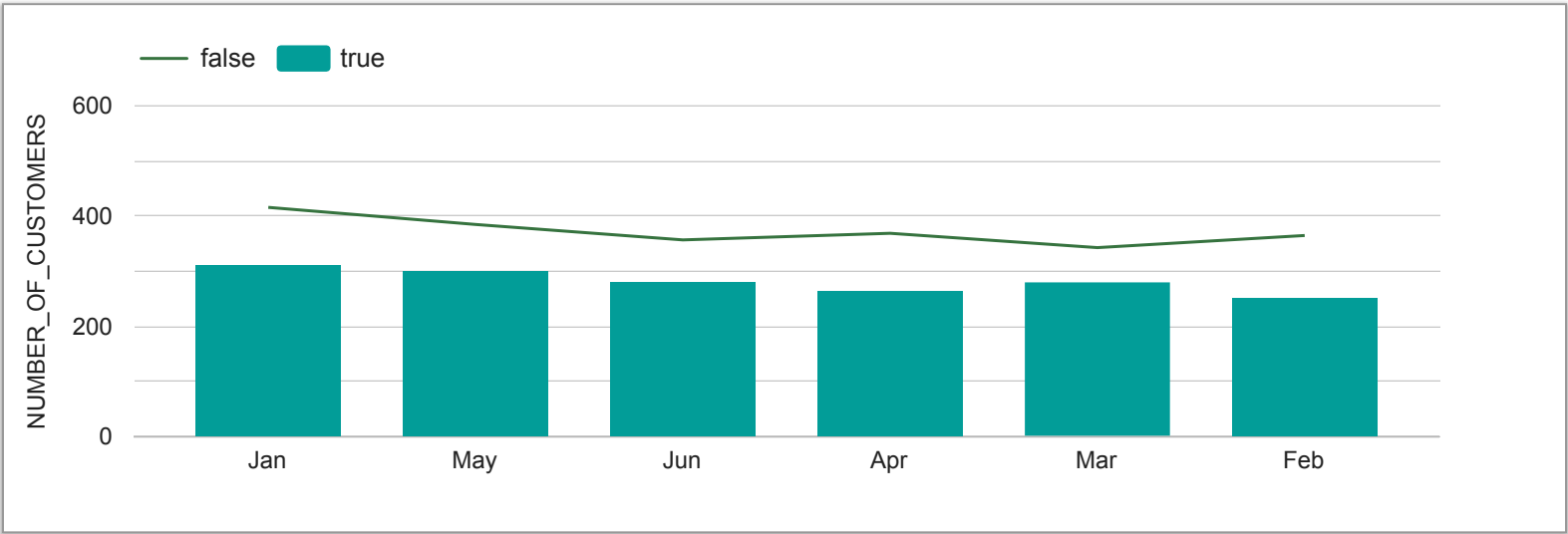
Discount Applied by Number of Customers

43% true, 57% false

Legend: false, true
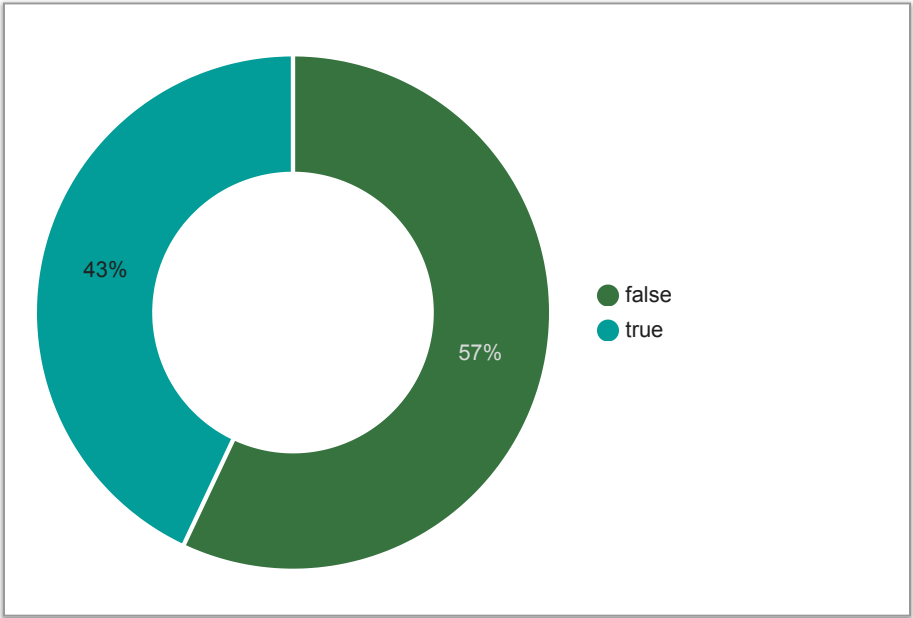
Revenue by Item Purchased and Discount Applied

Legend: false, true

Y-axis: 0, 2K, 4K, 6K, 8K

X-axis: Blouse, Shirt, Dress, Pants, Jewelry, Sunglasses, Belt, Scarf, Sweater, Shorts
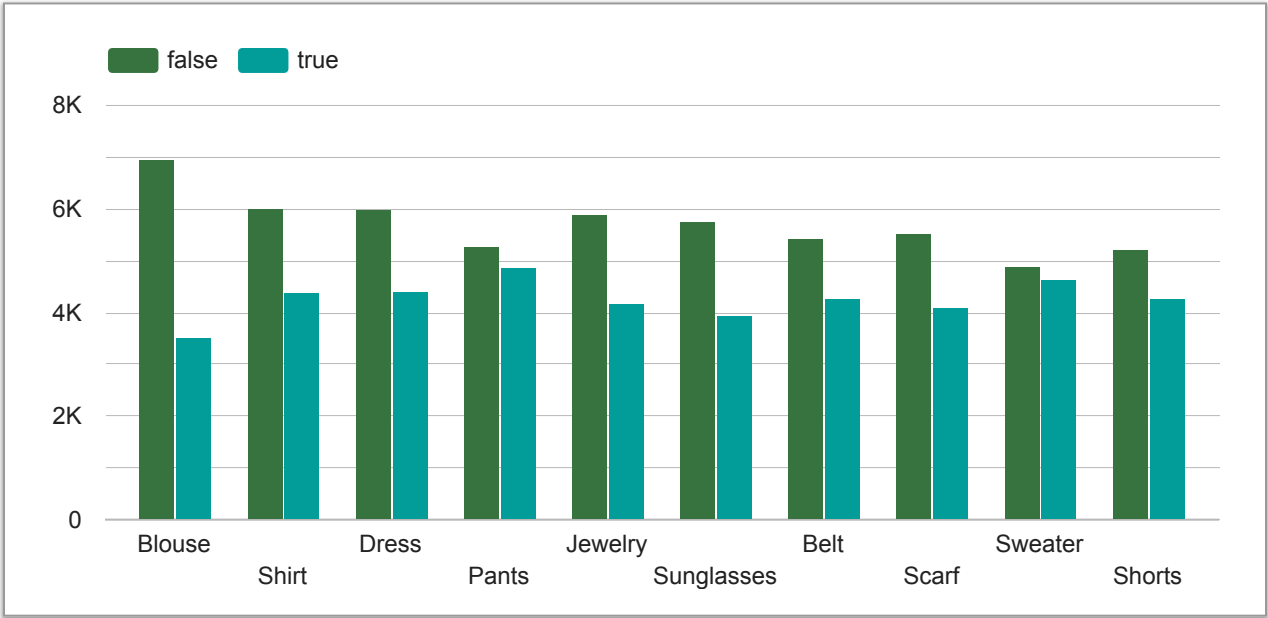
Shopping Trends Dashboard - Product Analysis

Purchase Amount (USD) by Item Purchased and Color

Legend: Green, Teal, Yellow, Olive, Cyan, Violet, Gray, Silver, Black, Maroon

Items: Backpack, Belt, Blouse, Boots, Coat, Dress, Gloves, Handbag, Hat, Hoodie
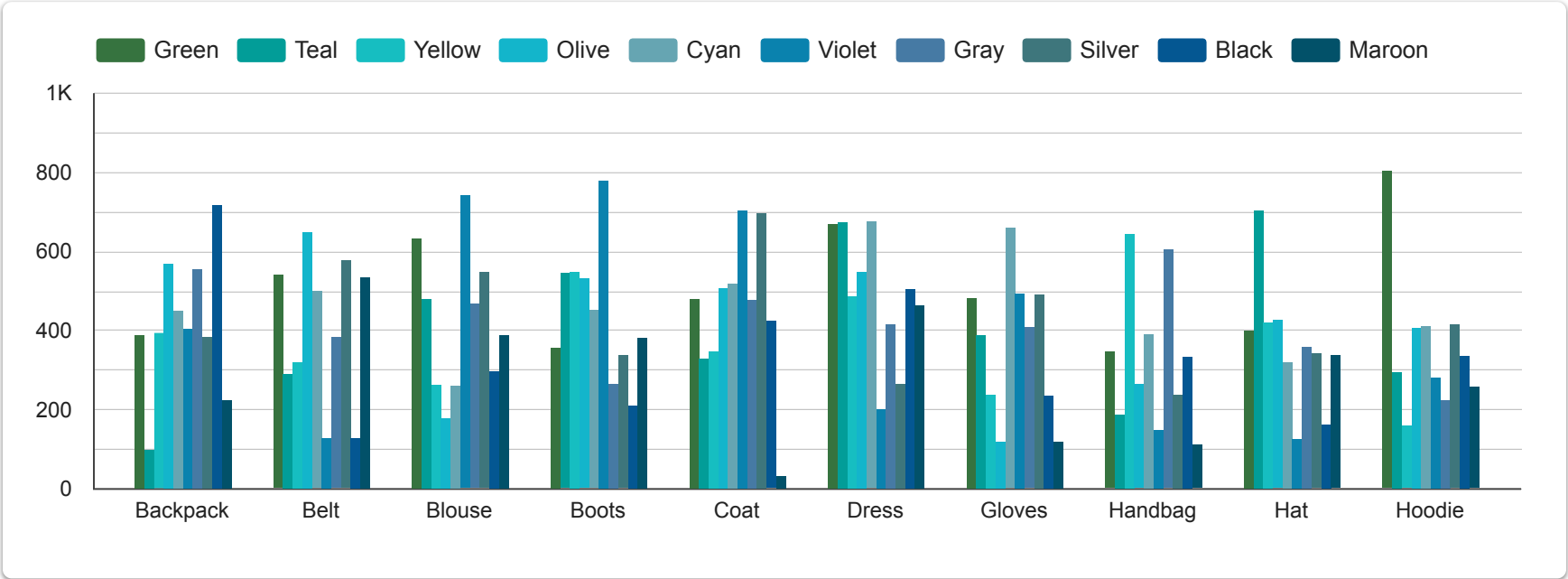
Filters:
- Item Purchased
- Category
- Location

Size by Purchase Amount (USD)

- M — 45.1%
- L — 26.5%
- S — 17.4%
- XL — 11.1%
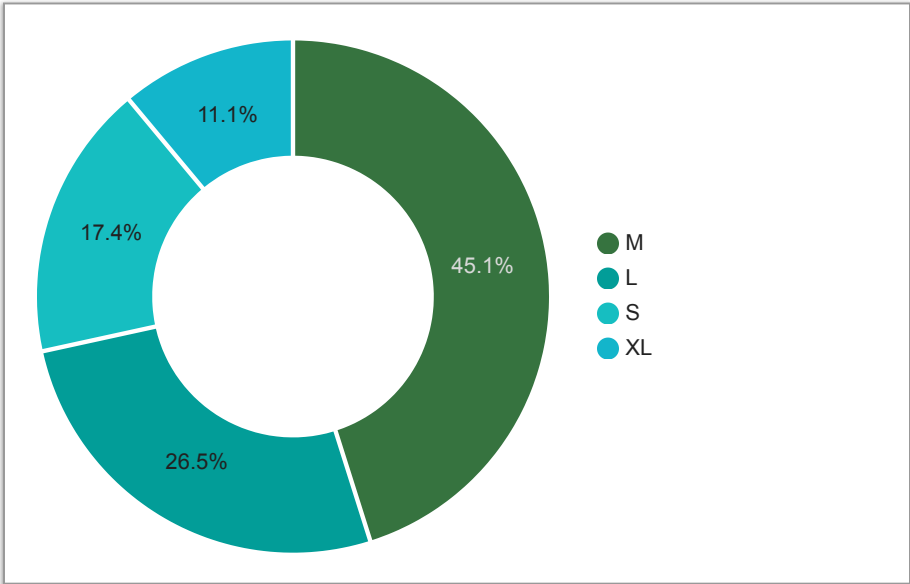
Purchase Amount (USD) over time by Category

Legend: Clothing, Accessories, Footwear, Outerwear

Months: January, February, March, April, May, June, July, August, September, October, November, December