

Revenue

\$233K

No. of Transactions

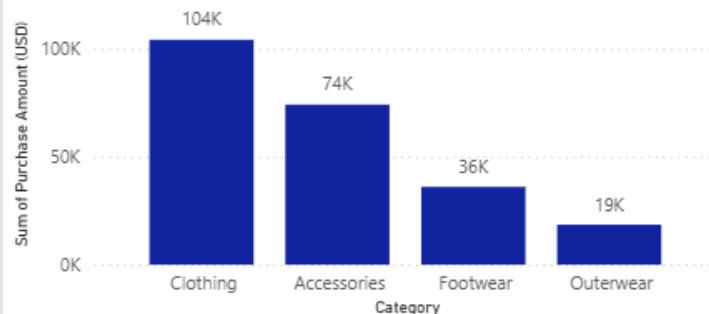
3.9K

Location

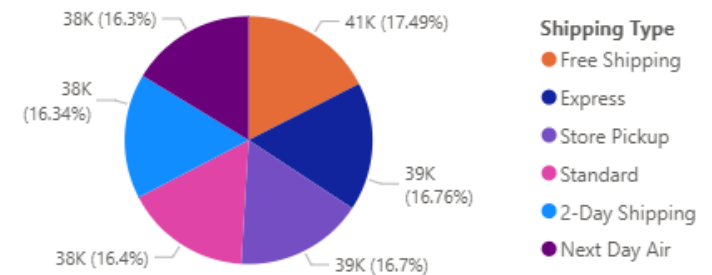
- ☐ Alabama
- ☐ Alaska
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ Florida
- ☐ Georgia
- ☐ Hawaii
- ☐ Idaho

Shopping Trends Analysis

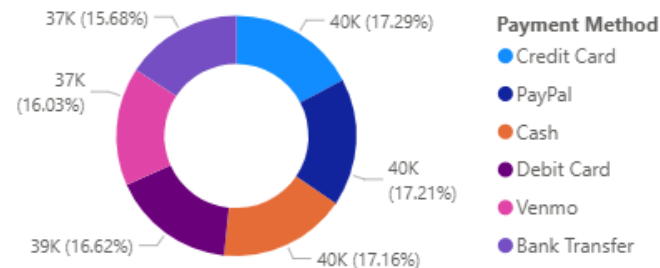
Revenue by Product Category



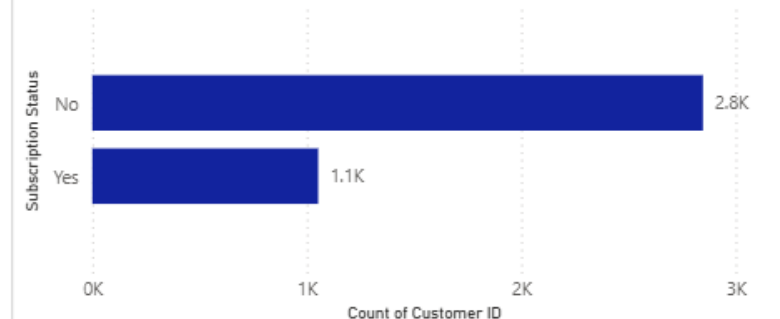
Revenue Shipping Type



Payment Method Split



No. of Transactions by Subscription



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Month Name

April

February

January

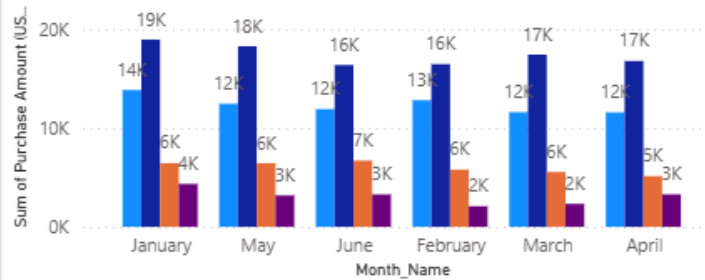
June

March

May

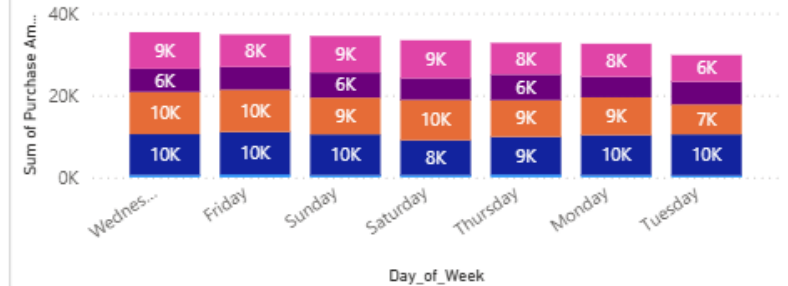
Revenue by Product Category

Category ● Accessories ● Clothing ● Footwear ● Outerwear

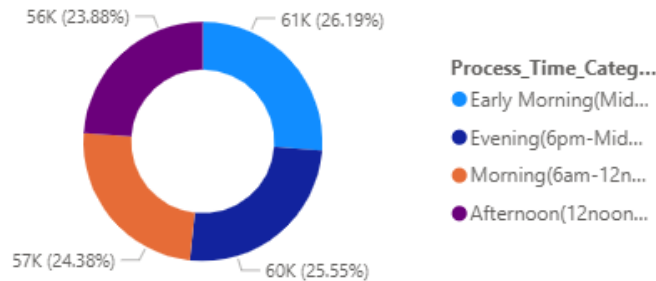


Revenue by Week Days & Age Buckets

Age_Category ● 0 ● Matured (46-60) ● Middle Age (30-45) ● Pensioner (60+) ● Young Adult (18-25)

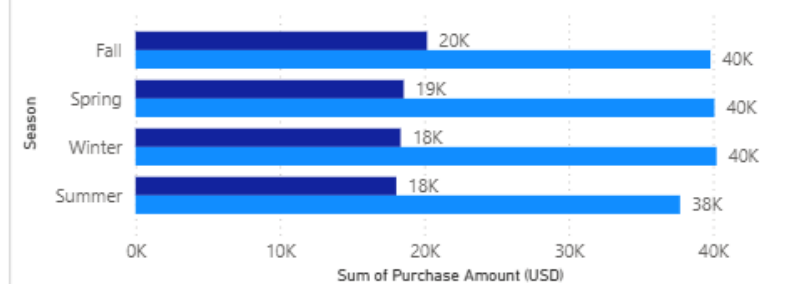


Revenue by Time Buckets



Total Revenue by Season & Gender

Gender ● Female ● Male



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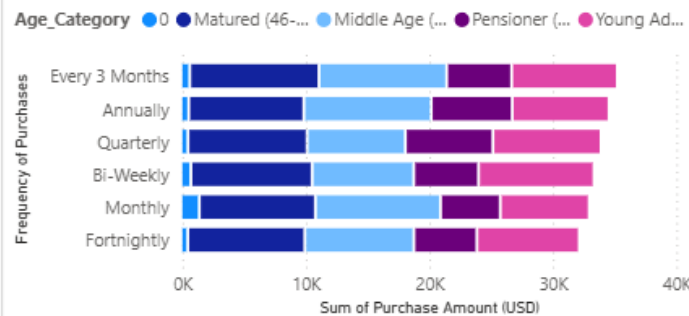
January

June

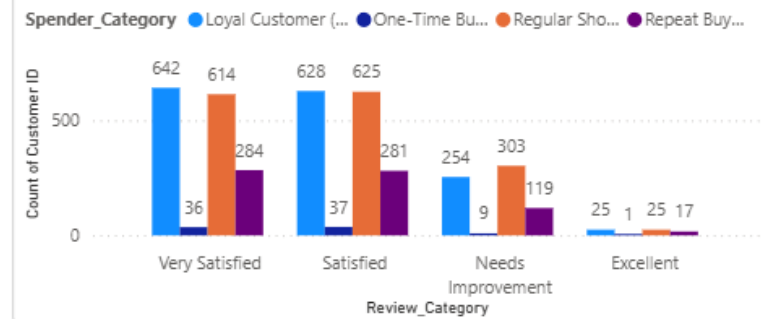
March

May

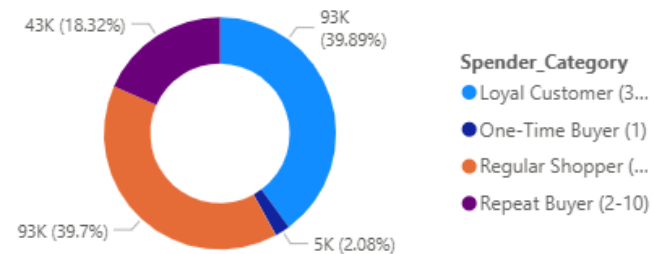
Frequency of Purchases



Customer Experience Survey



Customer Type



Spender Category vs Customer Type

