

Consumer Behavior Analysis Dashboard

Age



Select date ▾

Customer Satisfaction



Gender ▾

Order Category ▾

High-Value customers ▾

Avg Purchase Amount

\$275

Total Sales in USD

\$275,064

Median Monthly orders per customer

7

Average Brand loyalty score (1-5 scale)

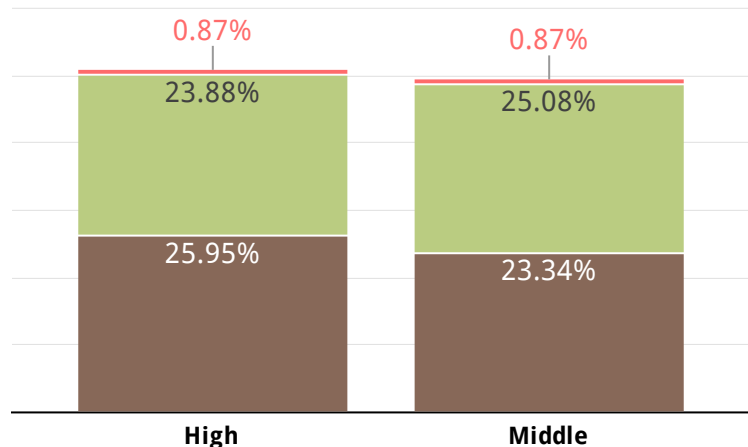
3.03

Total Number of customers

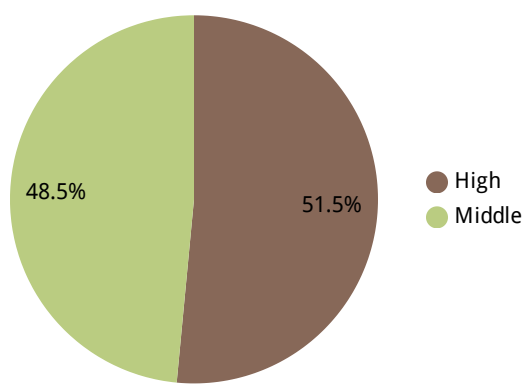
1,000

Income Level Distribution by Gender

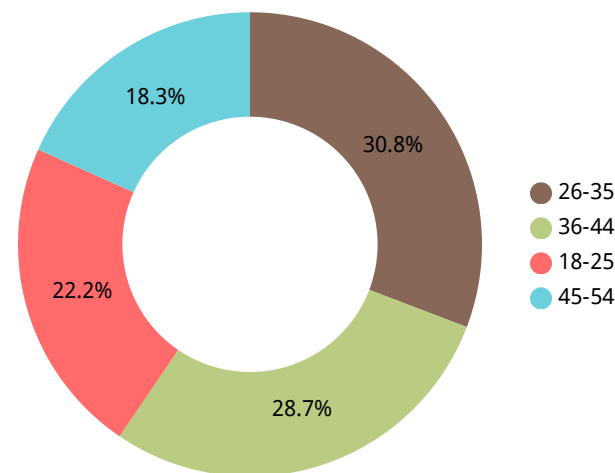
Female Male Non-binary



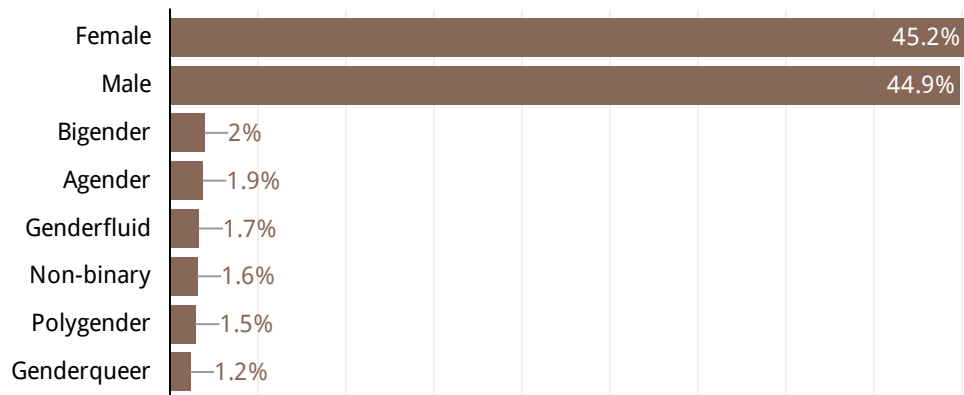
Income Level Distribution of Customers



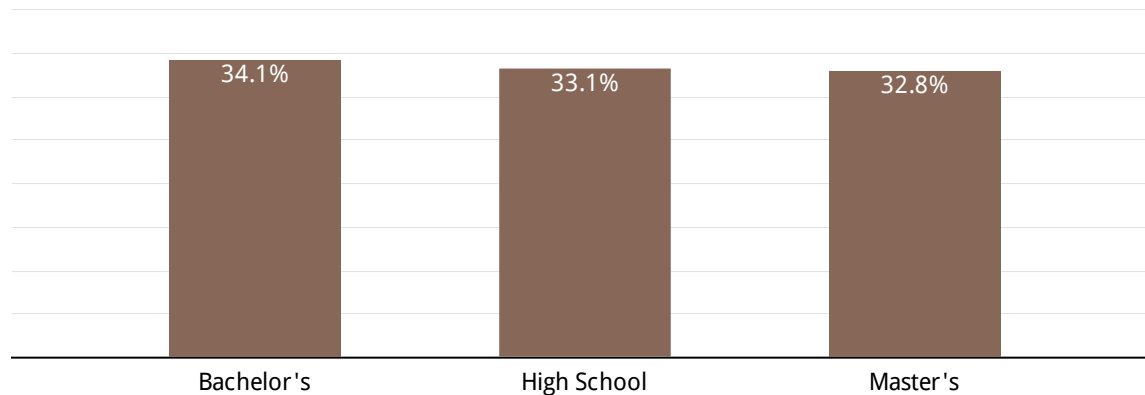
Age Distribution of Customers

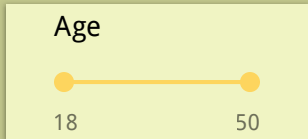


Gender Distribution of Customers

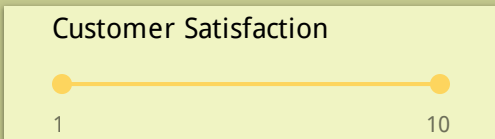


Education Level Distribution of Customers





Select date ▾



Gender ▾

Order Category ▾

High-Value customers ▾

Avg Purchase Amount
\$275

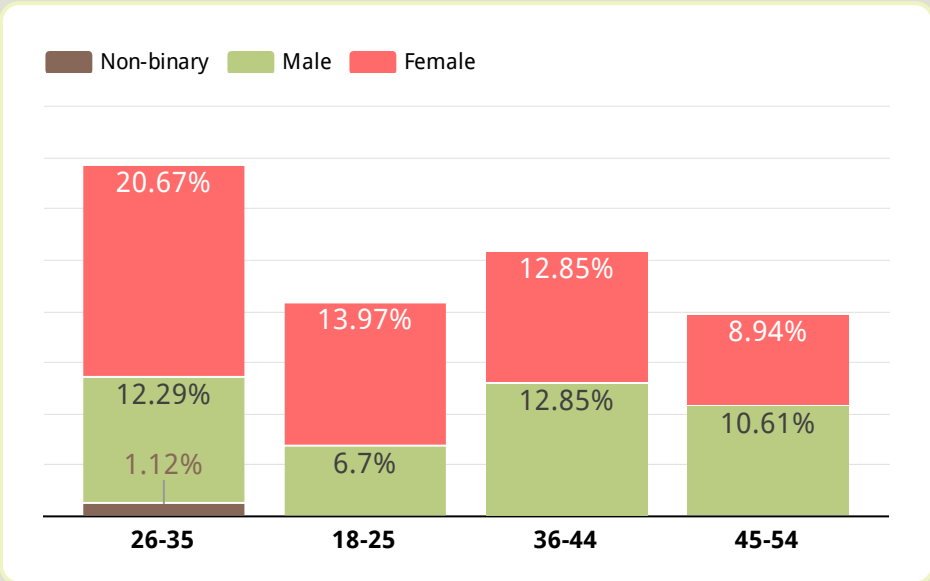
Total Sales in USD
\$275,064

Median Monthly orders per customer
7

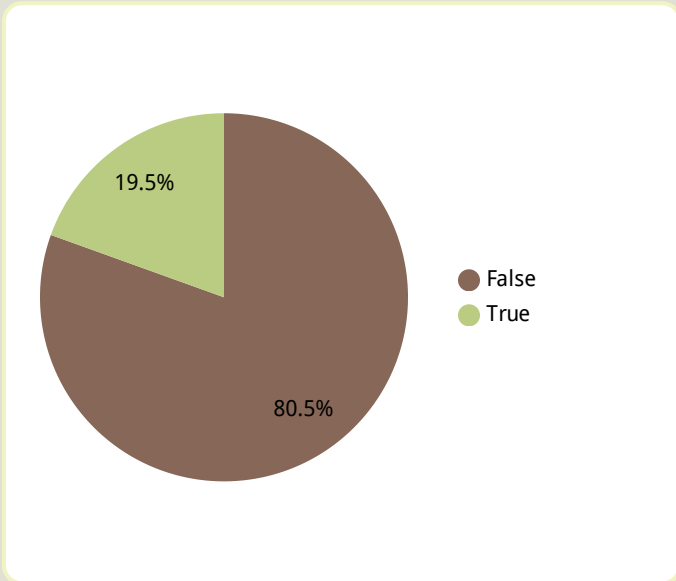
Avg Customer Satisfaction Score (1 - 10)
5.40

Total Number of customers
1,000

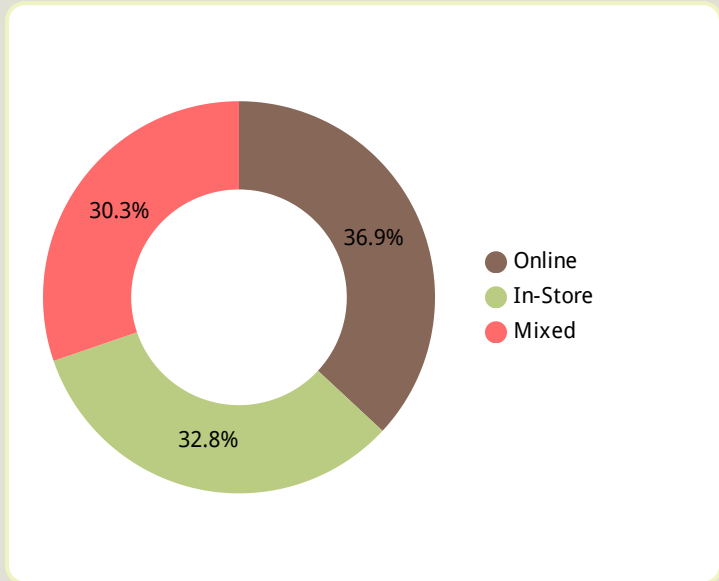
Distribution of High-Value Customers by Age and Gen...



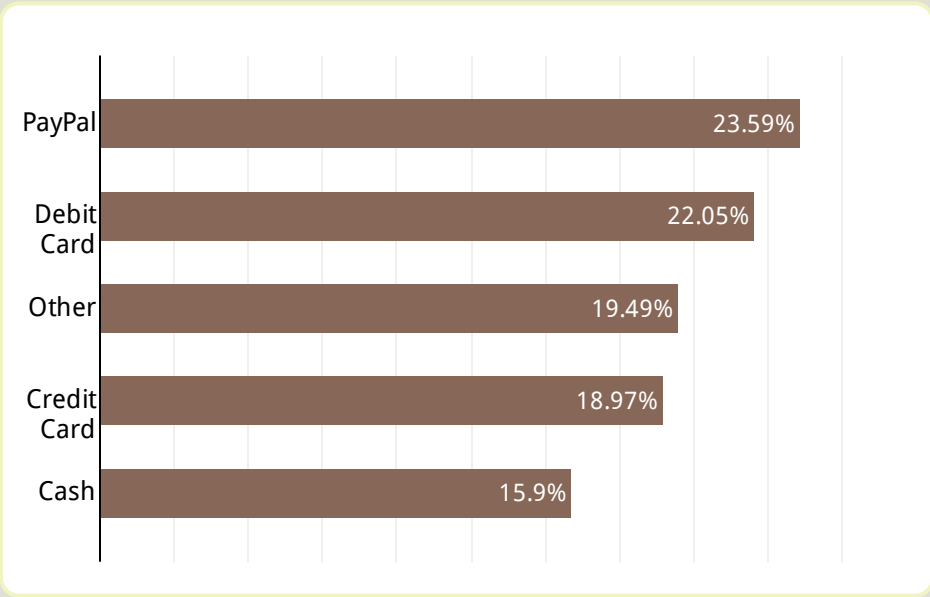
Percentage of High-Value Customers



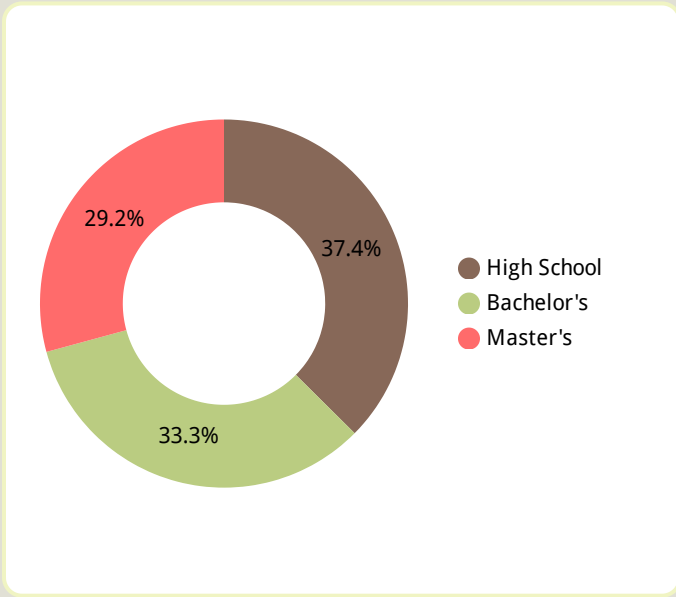
High-Value Customers by Channel



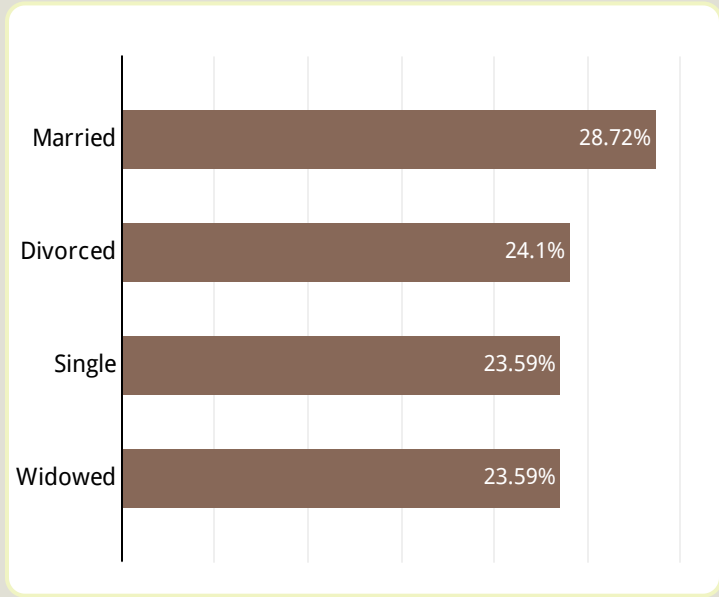
High-Value Customers by Payment Method



High-Value Customers by Education



High-Value Customers by Marital Status



Age



Select date ▾

Customer Satisfaction



Gender ▾

Order Category ▾

High-Value customers ▾

Avg Purchase Amount

\$275

Total Sales in USD

\$275,064

Median Monthly orders per customer

7

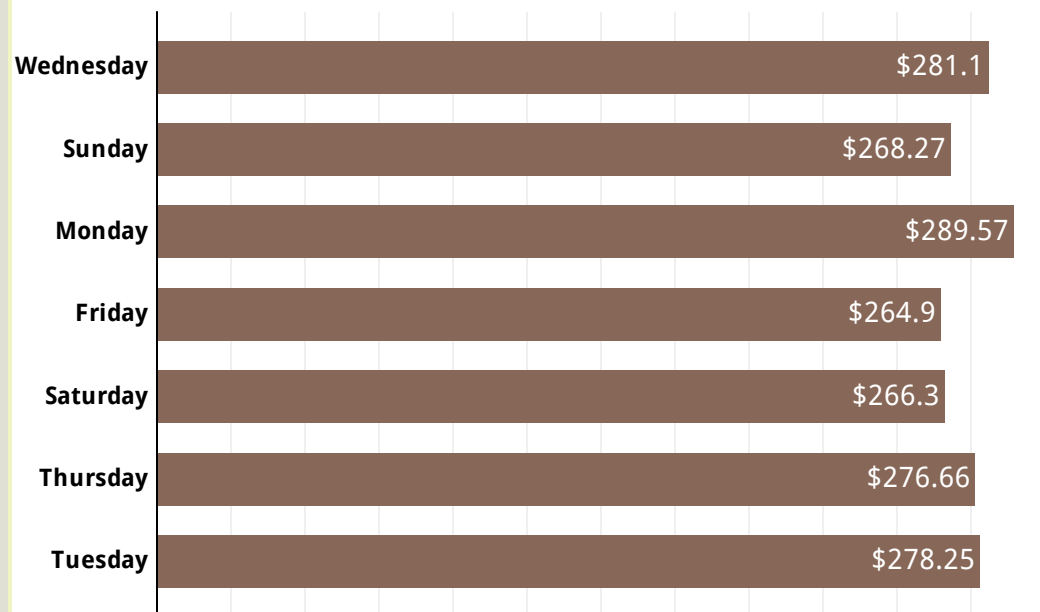
Average Conversion Time (Days)

7.55

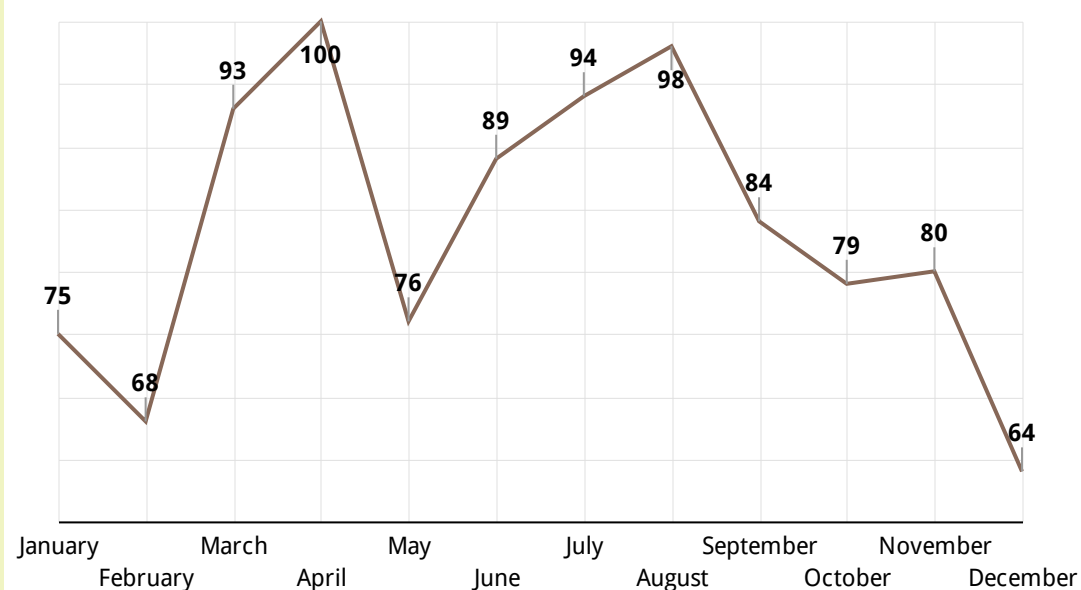
Total Number of customers

1,000

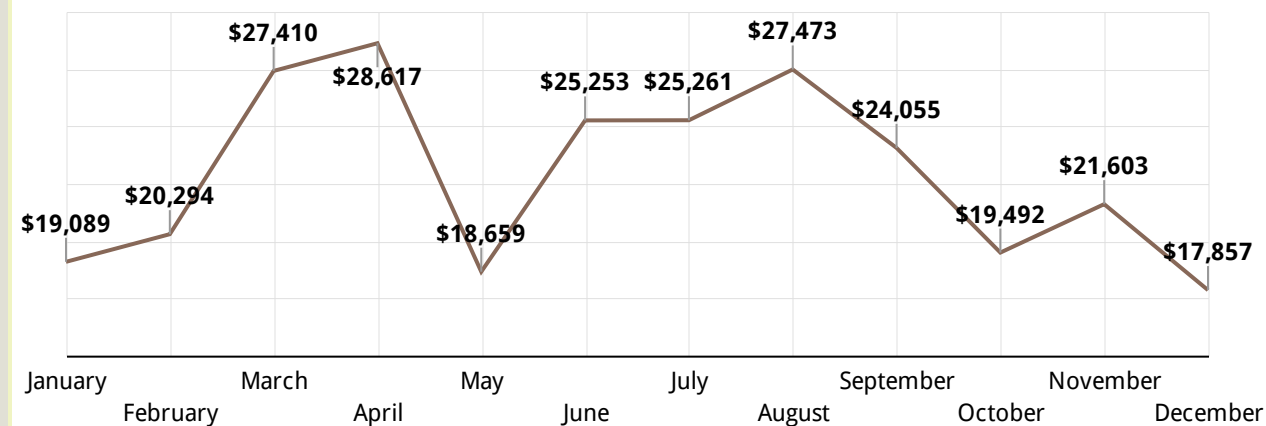
Average Purchase Amount per Weekday



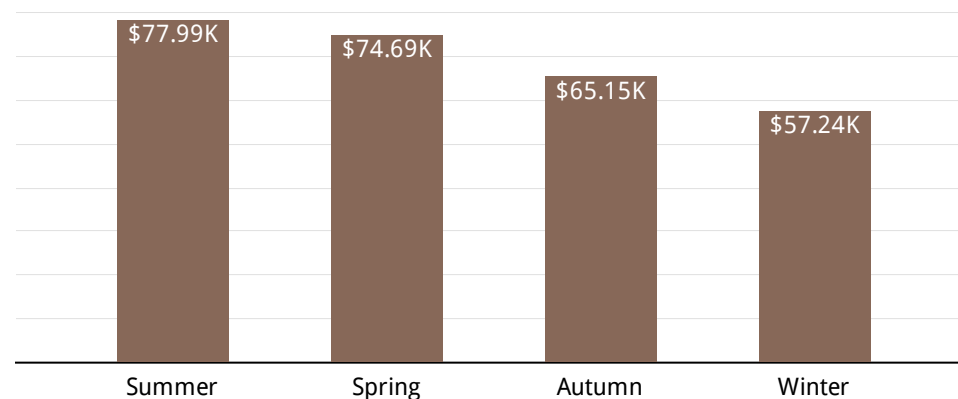
Number of Purchases Made per Month

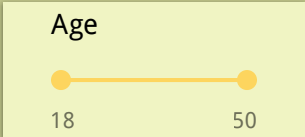


Total Sales per Month (USD)



Total Sales per Season (USD)





Gender ▼

Select date ▼

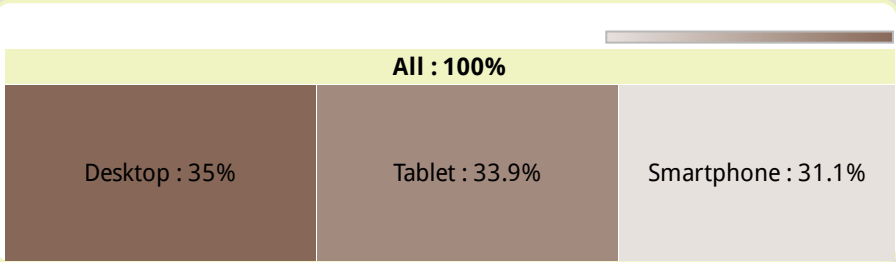
H-V custom... ▼

Marital Status ▼

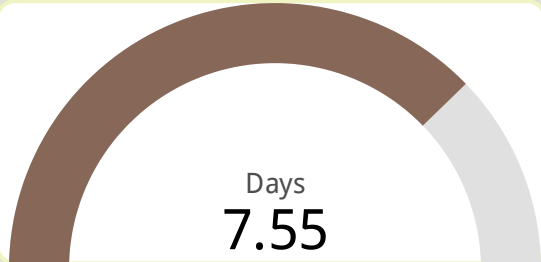
Purchase Intent ▼

Loyalty Member ▼

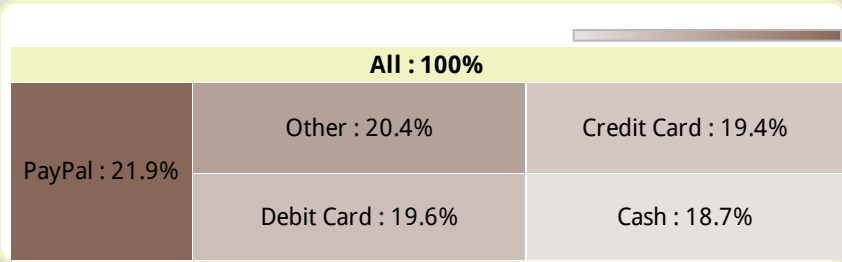
Device Used for Shopping



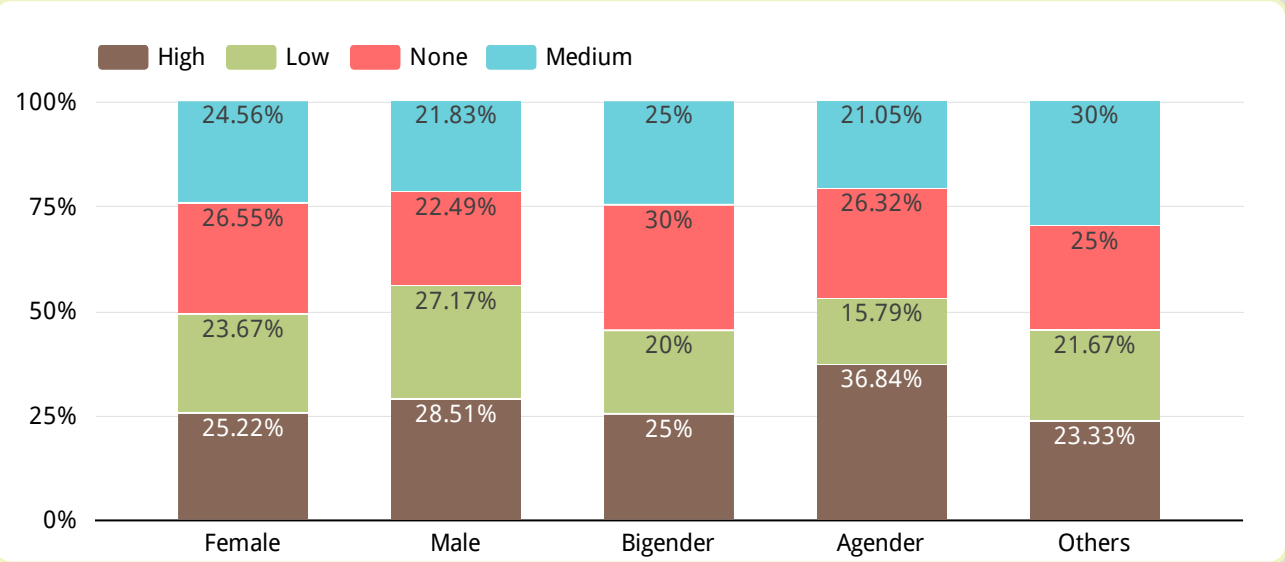
Average Conversion Time



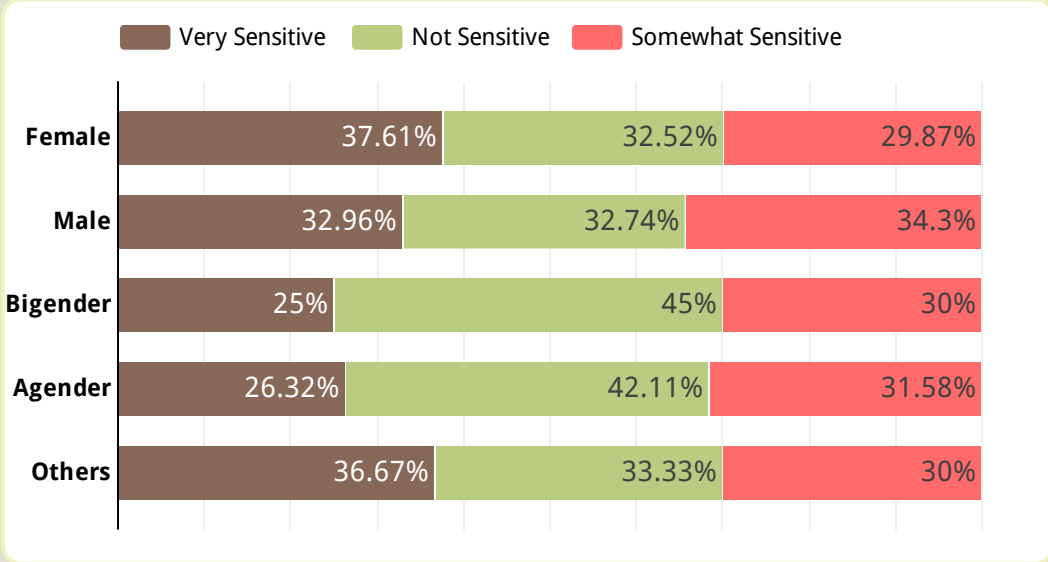
Payment Method Used for Shopping



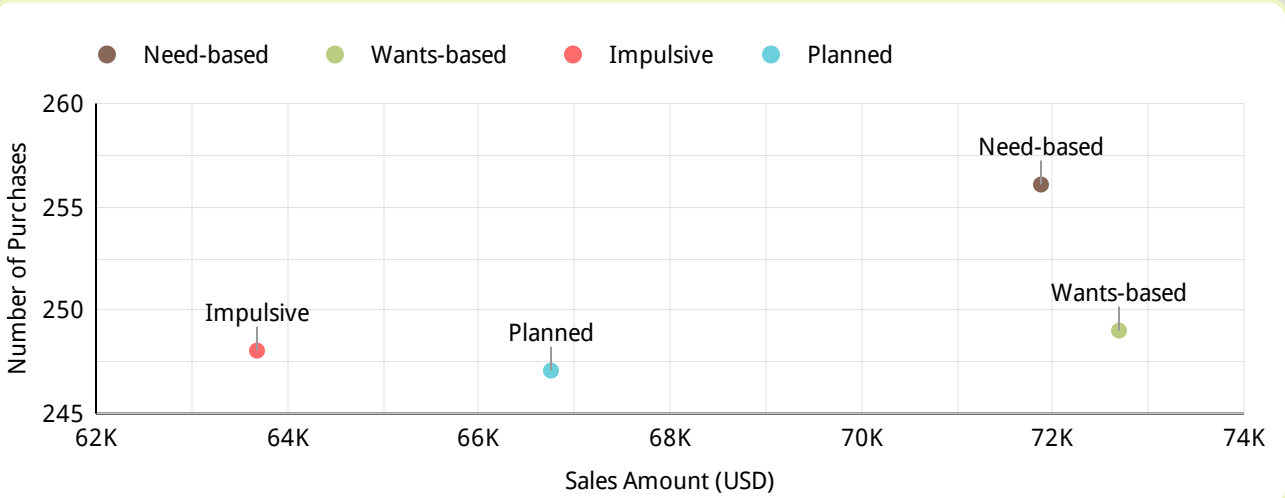
Social Media Influence by Age and Gender



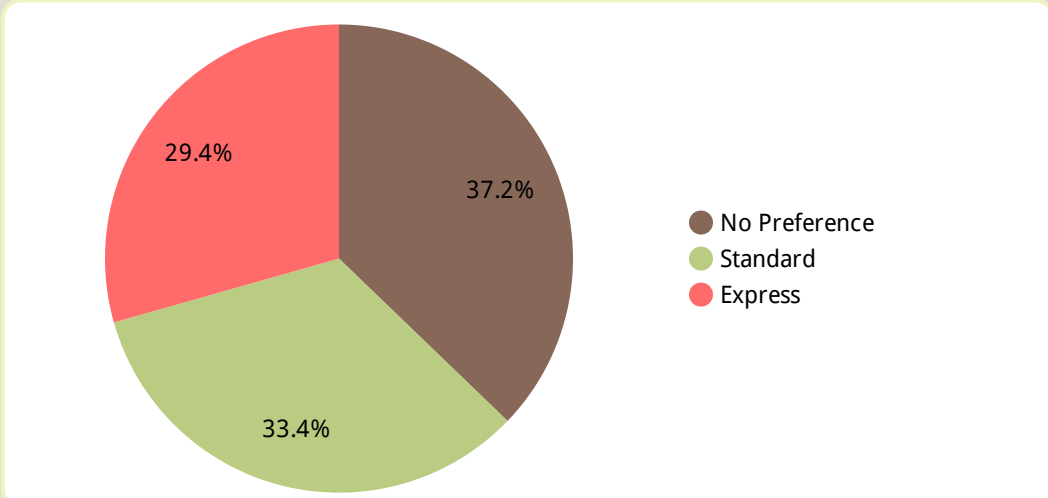
Discount Sensitivity by Age and Gender



Purchase Intent by Number of Orders and Sales Amount (USD)



Shipping Preference Distribution



Age

1850

Select date

Location

Marital Status

Gender

Order Category

H-V Customers

Avg Purchase Amount

\$275

Locations

969

Total Sales in USD

\$275,064

Avg Product Rating Score (1-5 scale)

3.03

Number of Returned Products

954

Sales Amount (USD) by location		
	Location	Purchase Amount
1.	Göteborg	\$1,161.29
2.	Oslo	\$1,021.55
3.	Punta Gorda	\$820.45
4.	Magdalena	\$804.74
5.	Hoolt	\$780.6
6.	Veiga	\$779.89
7.	San Carlos	\$722.39
1 - 100 / 969		

Distribution of Product Categories per Purchases by Age				
Age / Purchases				
Purchase Category	45-54	36-44	26-35	18-25
Luxury Goods & Accessories	1.6%	2.6%	2.8%	1.7%
Health Care	1.4%	1.8%	3.2%	1.8%
Travel & Leisure	1%	2.3%	2.6%	1.5%
Electronics	0.8%	1.8%	1.6%	1.2%
Sports & Outdoors	1.1%	1.2%	1.1%	1.7%
Home Appliances	0.9%	1.2%	1.7%	1.2%
Toys & Games	1.1%	1.4%	0.8%	1.4%

