

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

0.87%

23.88%

25.95%

0.87%

25.08%

23.34%

High

Middle

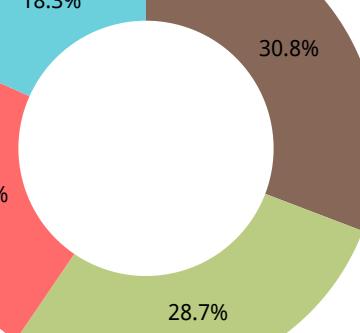
Income Level Distribution of Customers

High
Middle

48.5%
51.5%

Age Distribution of Customers

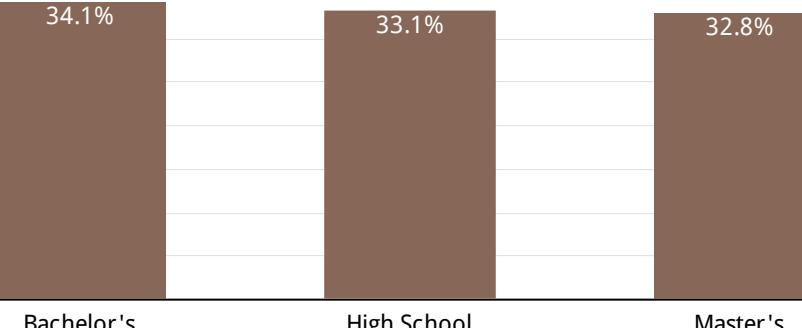
26-35
36-44
18-25
45-54



Gender Distribution of Customers



Education Level Distribution of Customers



Age



Select date

Customer Satisfaction



Gender

Order Category

High-Value customers

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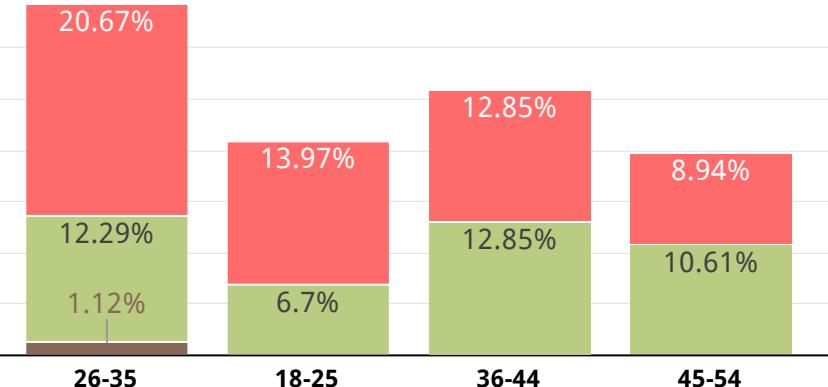
Avg Customer Satisfaction Score (1 - 10)

5.40

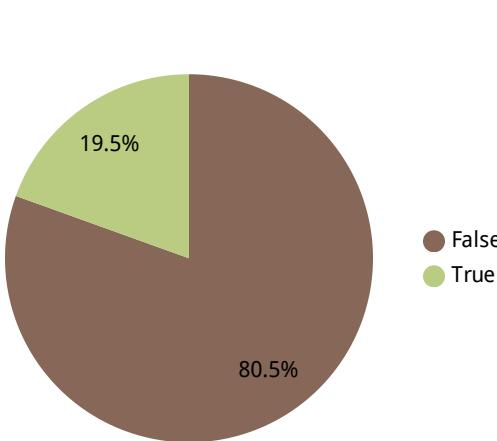
Total Number of customers

1,000

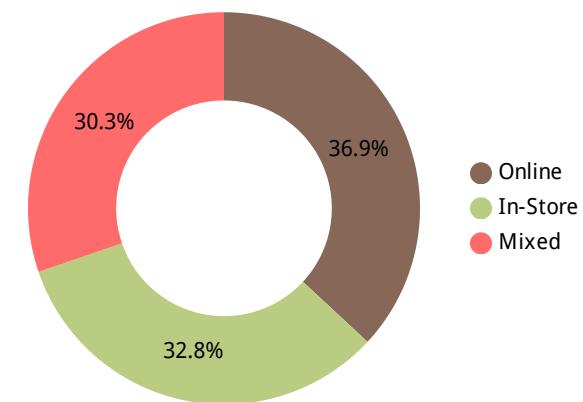
Distribution of High-Value Customers by Age and Gen...

█ Non-binary
 █ Male
 █ Female


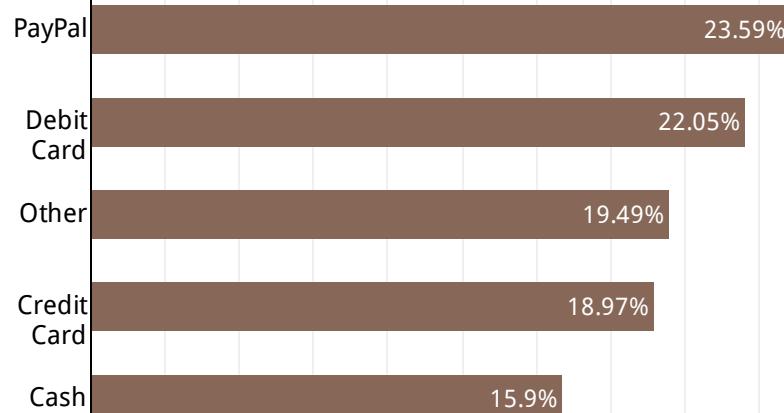
Percentage of High-Value Customers



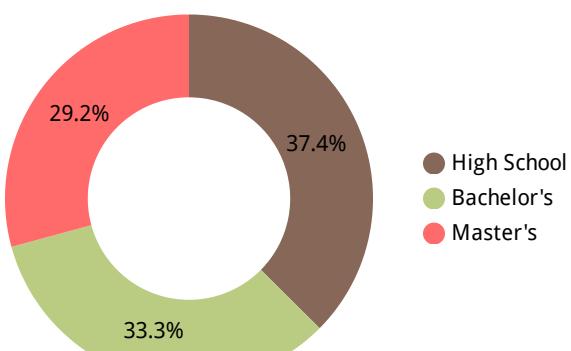
High-Value Customers by Channel



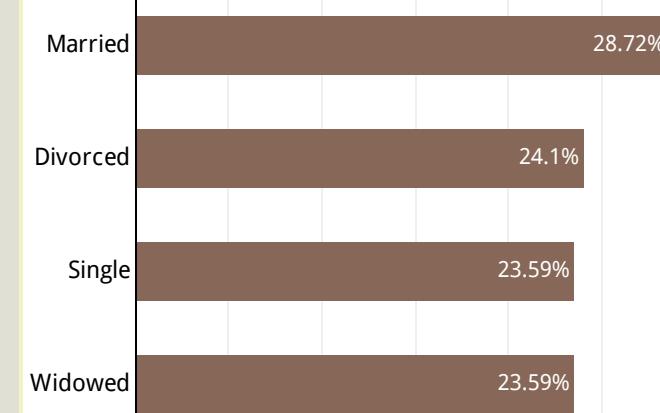
High-Value Customers by Payment Method



High-Value Customers by Education



High-Value Customers by Marital Status



Age



Select date ▾

Customer Satisfaction



Gender ▾

Order Category ▾

High-Value customers ▾

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7

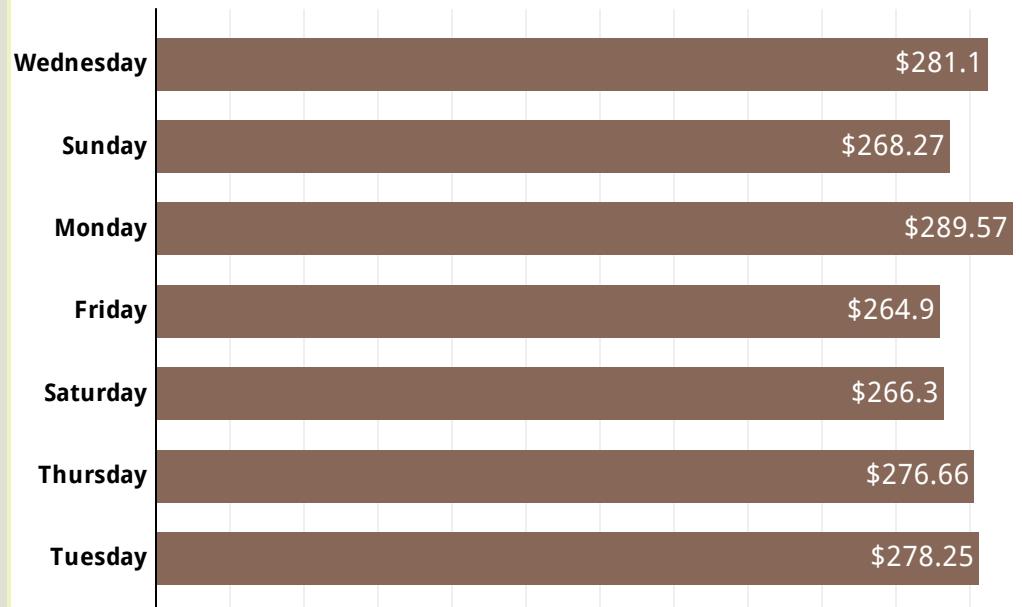
Average Conversion Time (Days)

7.55

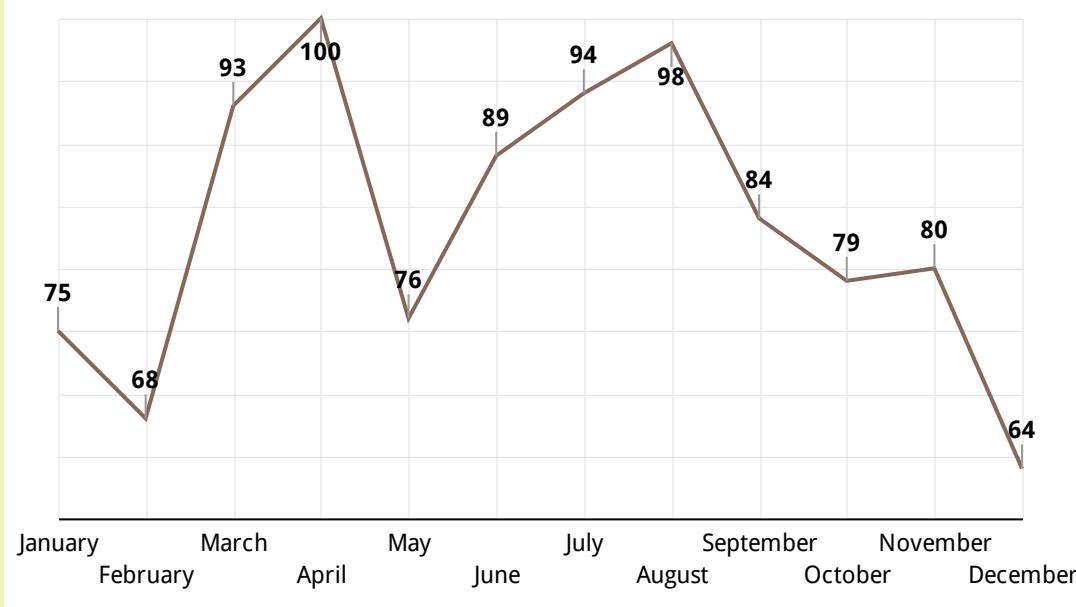
Total Number of customers

1,000

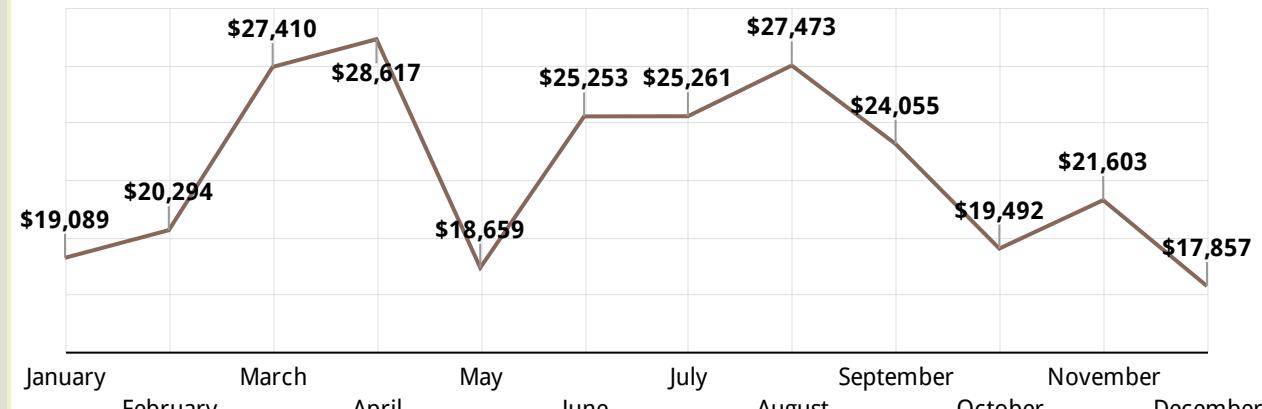
Average Purchase Amount per Weekday



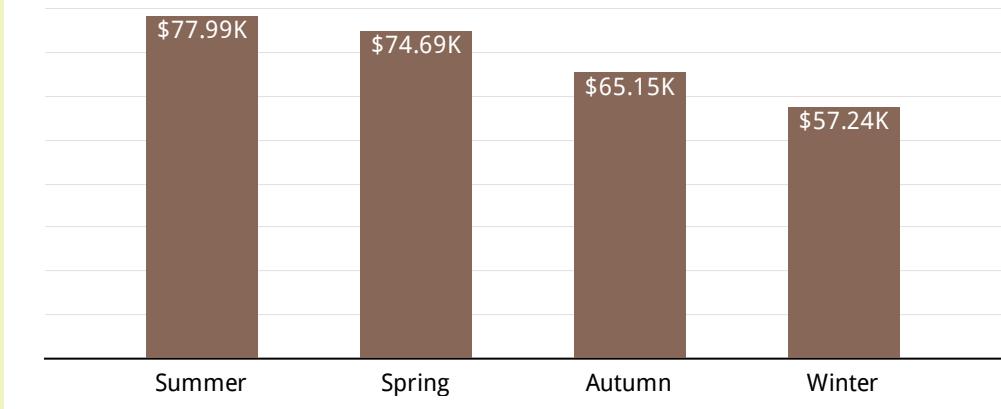
Number of Purchases Made per Month



Total Sales per Month (USD)



Total Sales per Season (USD)



Age



Gender

Select date

H-V custom...

Marital Status

Purchase Intent

Loyalty Member

Device Used for Shopping

All : 100%

Desktop : 35%

Tablet : 33.9%

Smartphone : 31.1%

Average Conversion Time

Days
7.55

All : 100%

PayPal : 21.9%

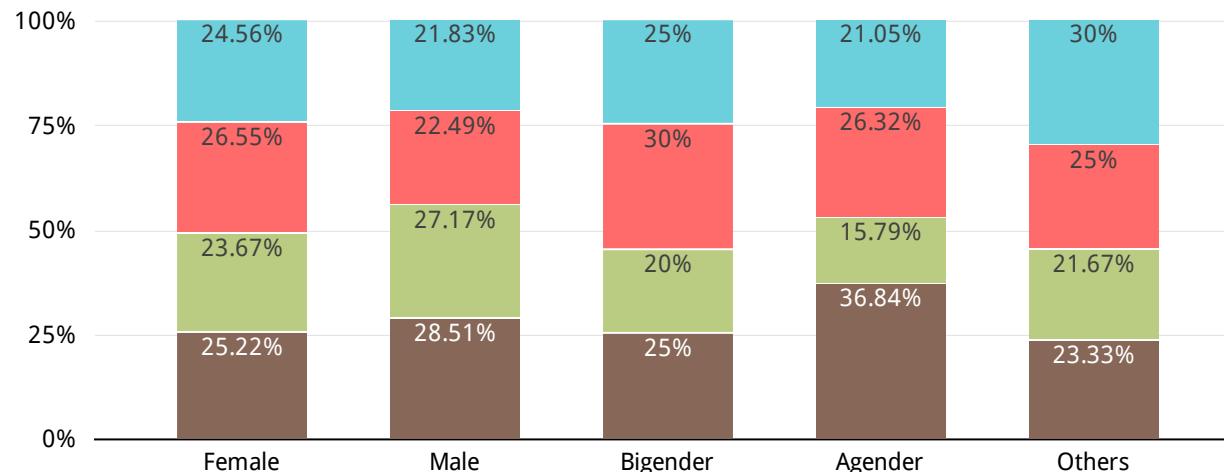
Other : 20.4%

Credit Card : 19.4%

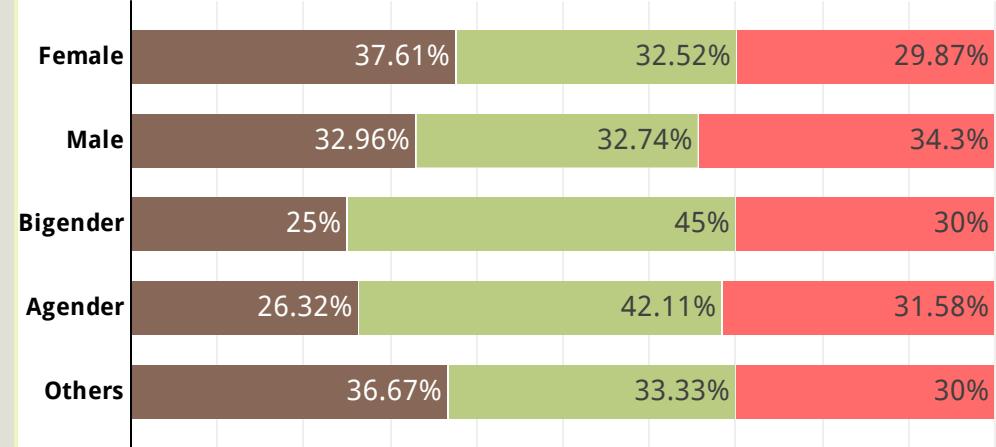
Debit Card : 19.6%

Cash : 18.7%

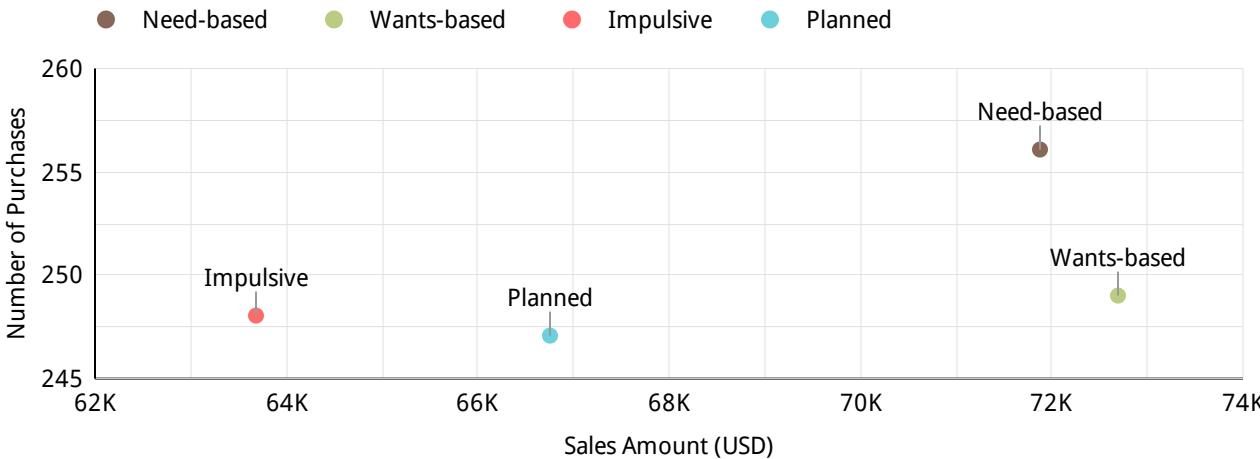
Social Media Influence by Age and Gender

■ High ■ Low ■ None ■ Medium


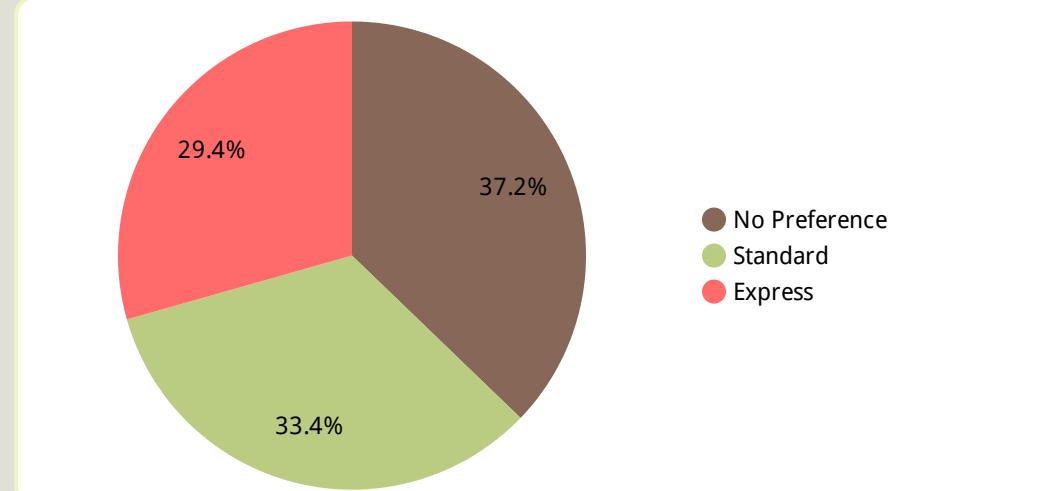
Discount Sensitivity by Age and Gender

■ Very Sensitive ■ Not Sensitive ■ Somewhat Sensitive


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

● Need-based ● Wants-based ● Impulsive ● Planned


Shipping Preference Distribution



Age

18 50

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. Hooft	\$780.6
6. Veiga	\$779.89
7. San Carlos	\$722.39

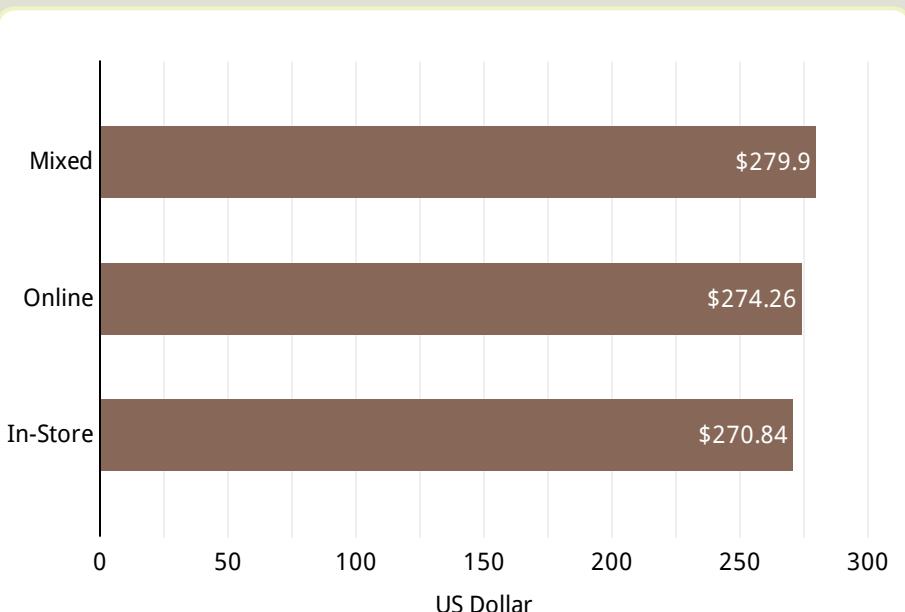
1 - 100 / 969



Distribution of Product Categories per Purchases by Age

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%

Average Purchase Amount per Channel



Number of Purchases Made by Product Category

