

# Customer Shopping Trends Analysis

Total Customers

3900

Avg Rating

3.75

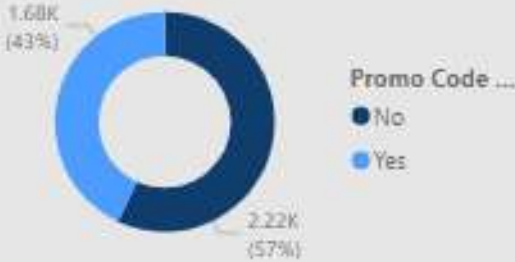
Avg Purchase Amount

59.76

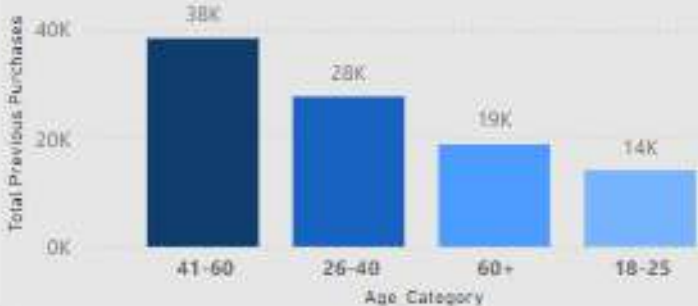
Total Sales

233K

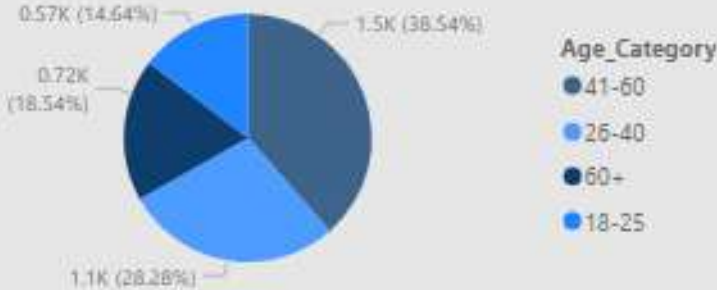
Promo Code Used



Total Previous Purchases by Age\_Category



Count of Age by Age\_Category



Age\_Category

18-25

26-40

41-60

60+

Sum of Purchase Amount (USD) by Size



High-Value Purchases by Age\_Category



## Customer Shopping Trends Analysis

### Location

Alabama

Alaska

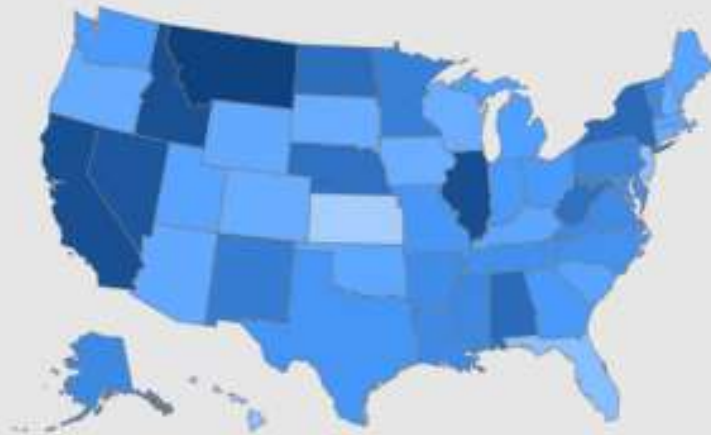
Arizona

Arkansas

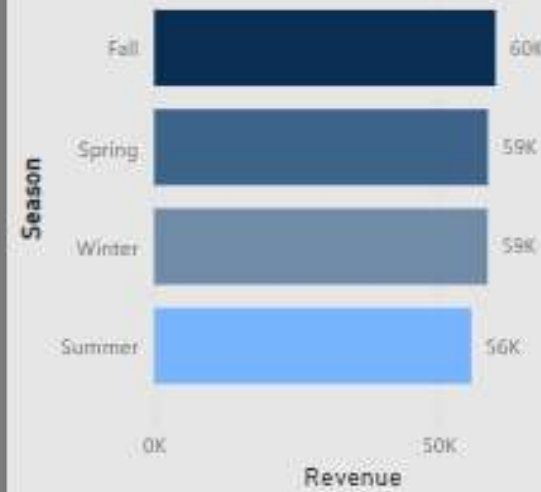
California

Colorado

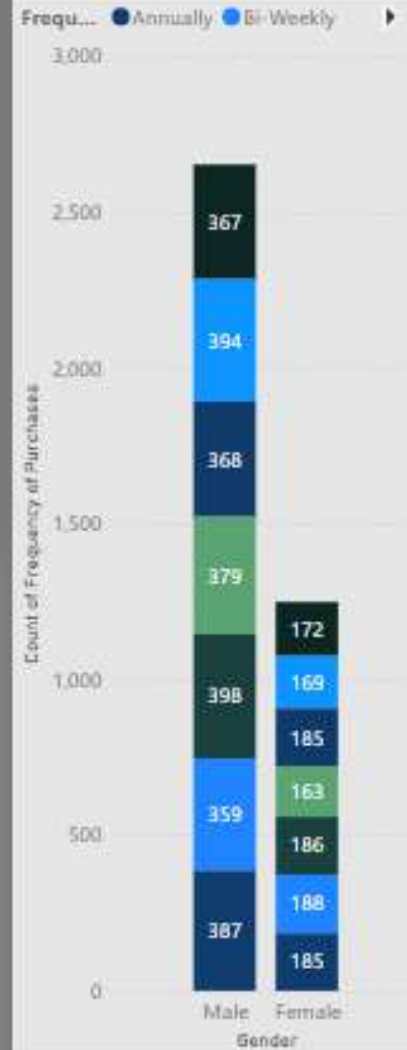
### Sum of Purchase Amount (USD) by Location



### Revenue by Season



### Gender Based Purchase



### Category

Accessories

Clothing

Footwear

Outerwear

### Revenue by Category



### Revenue by Shipping Type and Location

