Customer Behavior Dashboard

Insightsintosubscriptiontrends,demographics,andpurchasing patterns

Key Metrics at a Glance

3.9K $59.76 3.75

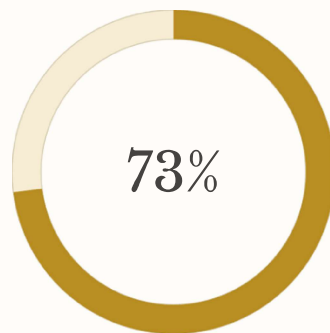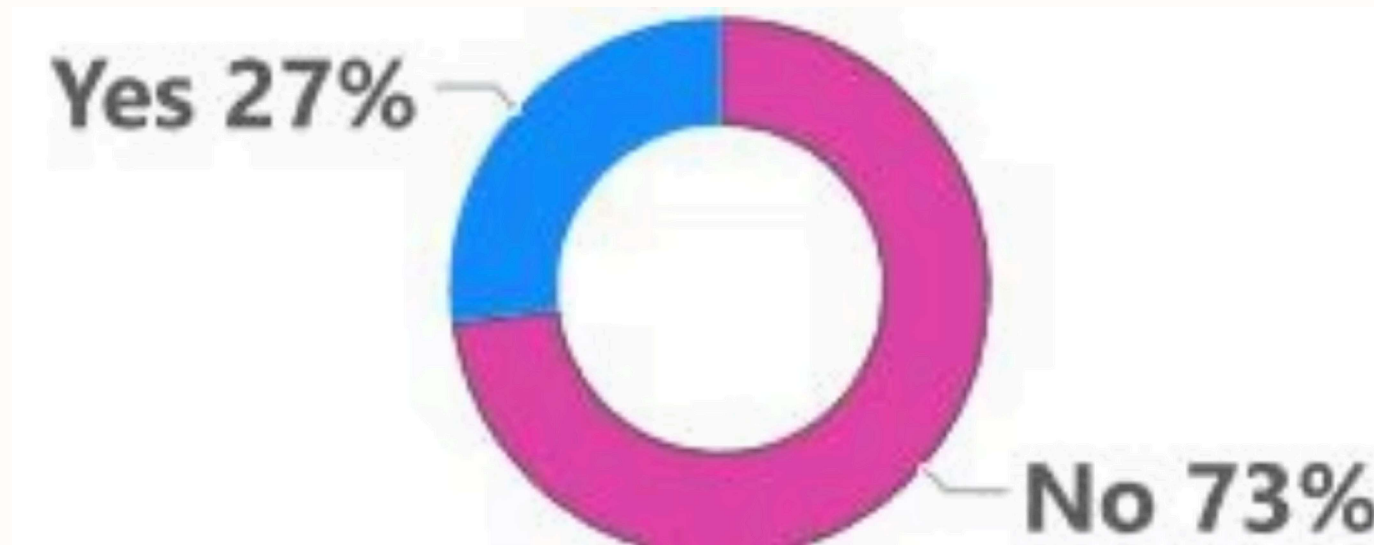**Total Customers**

Active customer base
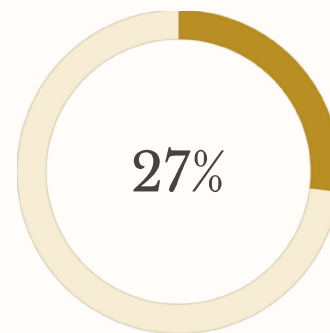
Average Purchase

Per transaction value

Review Rating

Customer satisfaction score

Subscription Status Breakdown

Yes 27%

No 73%

73%

Non-Subscribers
Majority of customer base

27%

Subscribers
Opportunity for growth

Customer Demographics

Gender Split
Female and Male customers

Age Groups
Young Adult, Middle-aged, Adult, Senior

Product Categories
Clothing, Accessories, Footwear, Outerwear

Shipping Preferences

Express Options

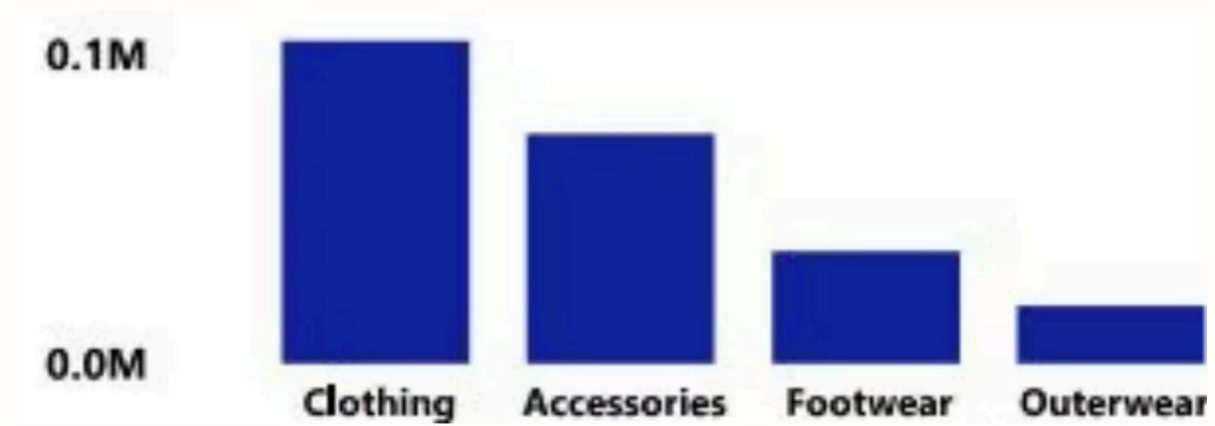2-Day,Express,NextDay Air

Standard & Free

Standard and Free Shipping

Store Pickup

In-store collection option

Sales Performance by Category
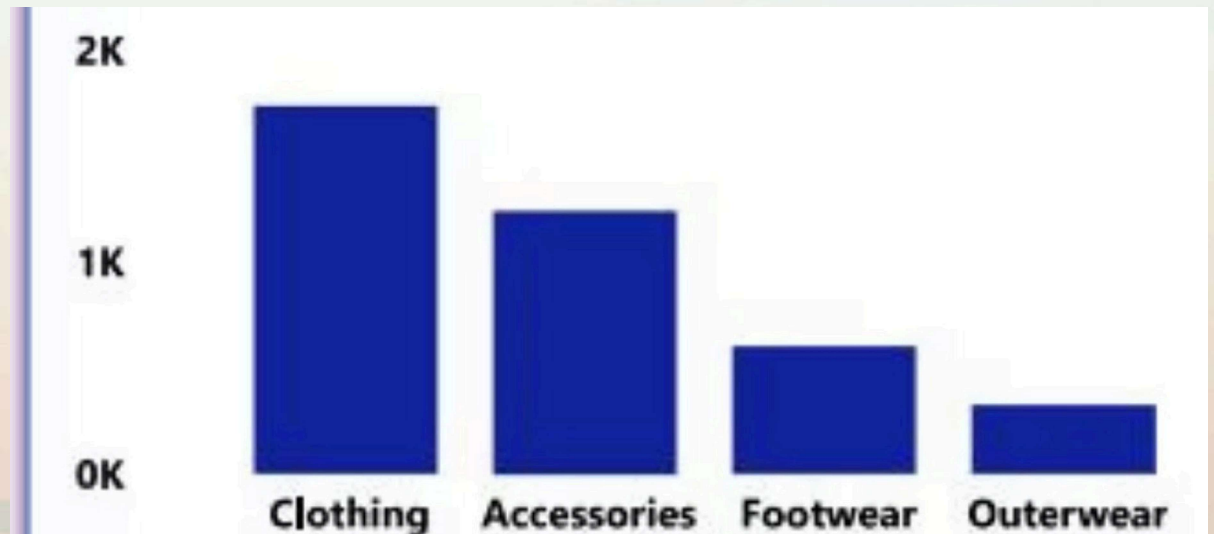

Category Leaders

1 **Clothing**
Top performer at $0.09M

2 **Accessories**
Strong second at $0.07M

3 **Footwear**
Solid third at $0.04M

Customer Volume by Category

Transaction Insights

Clothing leadswith1.8K customers, followed by Accessories at 1.2K

Footwear and Outerwear show growth potential at 0.7K and 0.4K respectively

Revenue by Age Demographics

Young Adult
Highest revenue: $55K
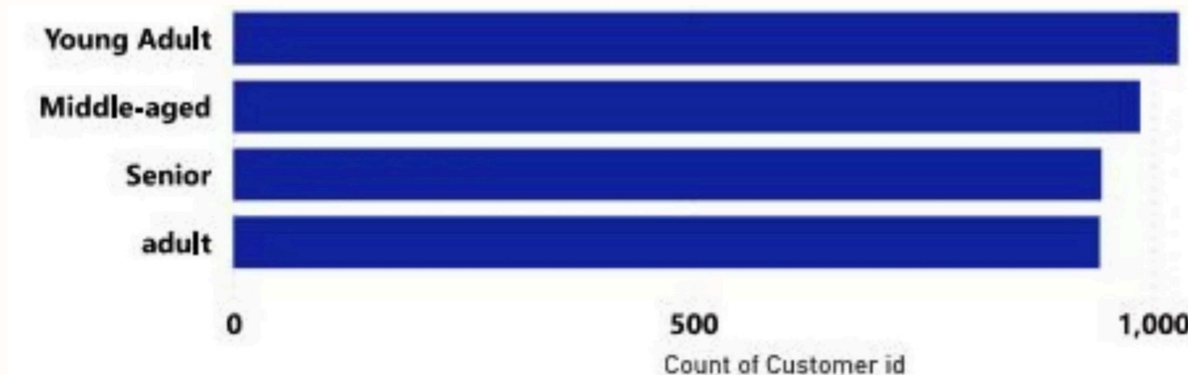
Middle-aged
Strong contributor: $50K

Adult
Steady performance: $45K

Senior
Emerging segment: $40K

Customer Count by Age Group

Age Distribution

Young Adults dominate with 950 customers

Middle-aged segment shows strong engagement at 850
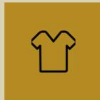
Senior and Adult groups present growth opportunities

Key Takeaways

Young Adults Lead

Highest revenue and customer count

Clothing Dominates

Top category in sales and volume

Subscription Opportunity

73% non-subscribers represent growth potential