

[Home](#)[CustomerDemographics](#)[CustomerBehavior](#)[Product & Purchased...](#)

# Customer Analysis Report

This report provide valuable insights related to the customer behavior, preferences and factors that influence the purchase decisions!

## CustomerCount under CustomerDemographics

between **male** and **female**, the **gender**, the gender that had the highest CustomerCount was male (2652) and female (1248). Male accounted 68% of CustomerCount

[more info](#)

## CustomerCount under Product & Purchased Analysis

The CustomerCount for all 6 PaymentMethod ranged from **612** to **677**, whereby PayPal had the highest CustomerCount compared to BankTransfer which had the least (612)

[more info](#)

## AveragePurchasedAmount

Across all 4 Seasons, Fall had the highest AvgPurchasedAmount of 61.56 than Summer which had the least AvgPurchasedAmount. Since Fall was the highest it was followed by Winter, Spring and Summer. The range for this 4 Seasons was between **58.41** to **61.56**

[more info](#)



Home



CustomerDemographics



CustomerBehavior



Product & Purchased Analysis

Location

All



# Customer Analysis Report



Size

All



Average Customer Age

44

Count Of Customers

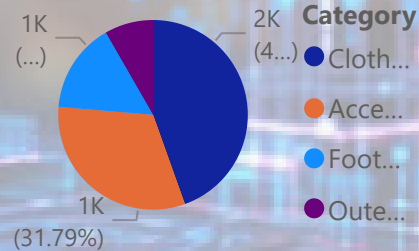
4K

Total Purchased Amount

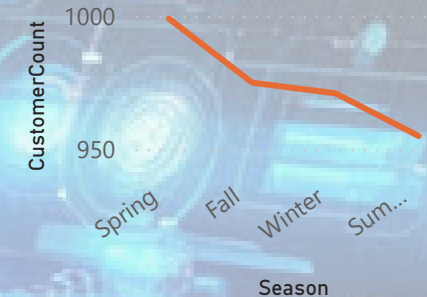
233K



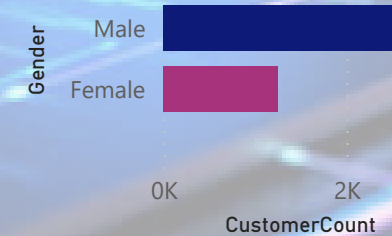
CustomerCount by Category



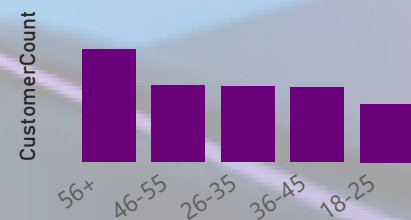
CustomerCount by Season



CustomerCount by Gender



CustomerCount by AgeGroup



## CustomerCount

based on Season, the range of CustomerCount across all 4 season was from 995 to 999 where by the spring had the highest CustomerCount which was 4,61% higher than Summer. Since Spring accounted 25.62% of CustomerCount and was the highest, it was followed by Fall, Winter and Summer was the least.

based on AgeGroup, the CustomerCount for all 5 AgeGroup ranged from 571 to 1105. Between the AgeGroup of 18-25 the CustomerCount was lower than the AgeGroup of 56+, since 56+ was the highest it accounted for 28.33% of CustomerCount.

based on Category, Clothing had the highest CustomerCount which was 1737, followed by Accessories, Footwear and Outerwear.



# Customer Analysis Report



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All



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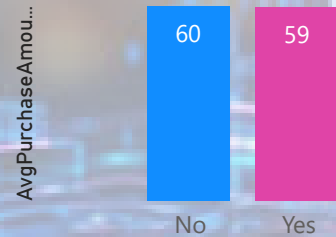
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Total Purchased Amount

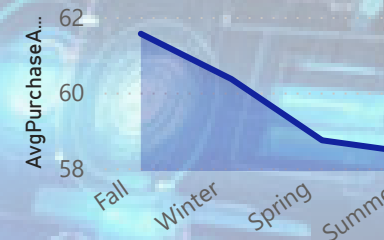
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AvgPurchaseAmount by Subscription\_Status



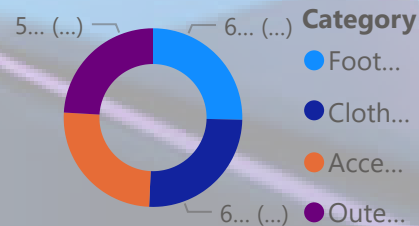
AvgPurchaseAmount by Season



AvgPurchaseAmount by Review\_Rating



AvgPurchaseAmount by Category



## AvgPurchasedAmount

based on SubscriptionStatus, Yes had the least AvgPurchaseAmount compared to No, which had the highest (59.87)

based on ReviewRating, the AvgPurchasedAmount for all 26 ReviewRating ranged from 56.47 to 64.35 which was the highest and 13.96% higher than the AvgPurchaseAmount at 56.47

based on Category, Footwaer had the highest AvgPurchaseAmount which was 60.26, followed by Clothing, Accessories, Footwear and Outwear



Home



CustomerDemogra  
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CustomerBehavior



Product &  
Purchased Analysis



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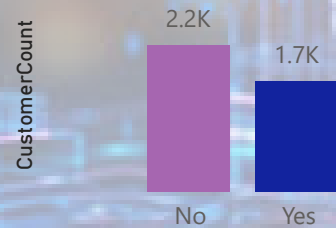
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Total Purchased Amount

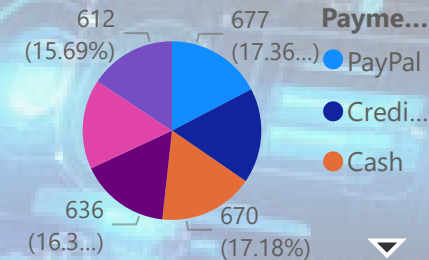
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CustomerCount by Discount\_Applied



CustomerCount by Payment\_Method



## CustomerCount

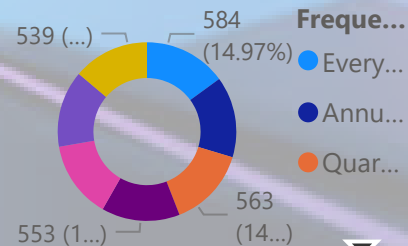
based on ItemPurchased, 3 ItemPurchased had the highest CustomerCount which are as follows: Blouse, Pants and Jewelry. The total CustomerCount for the ItemPurchased is 3900

based on DiscountApplied, the CustomerCount for No (2223) was higher than Yes (1677). Since No was the highest it was accounted for 57% of CustomerCount.

based on Frequency of Purchased, Every 3 Months had the highest CustomerCount which was 584, followed by Anually another other Frequency of Purchase. The least one weekly which has 539 CustomerCount



CustomerCount by Frequency\_of\_Purchases



Item_Purchased	CustomerCount
Backpack	143
Belt	161
Blouse	171
Boots	144
Coat	161
Dress	166
Total	3900