SHOPPING TRENDS DATASET

Count of Customer's by Gender

2.7K — Male
1.2K — Female
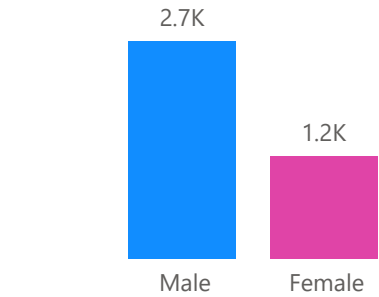
% of Total Purchase by Gender

32.26%
67.74%

Gender
- Male
- Female

Count of Gender by Size

- Female
- Male

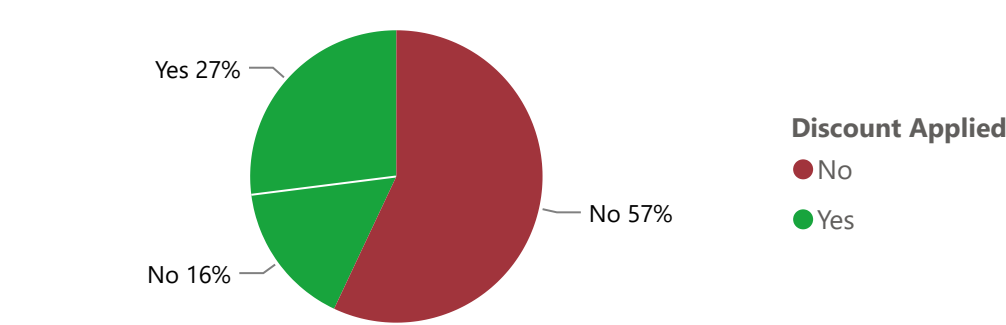| Size	Female	Male
M	590	1165
L	337	716
S	187	476
XL	134	295
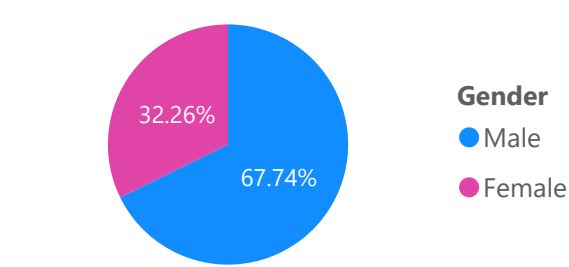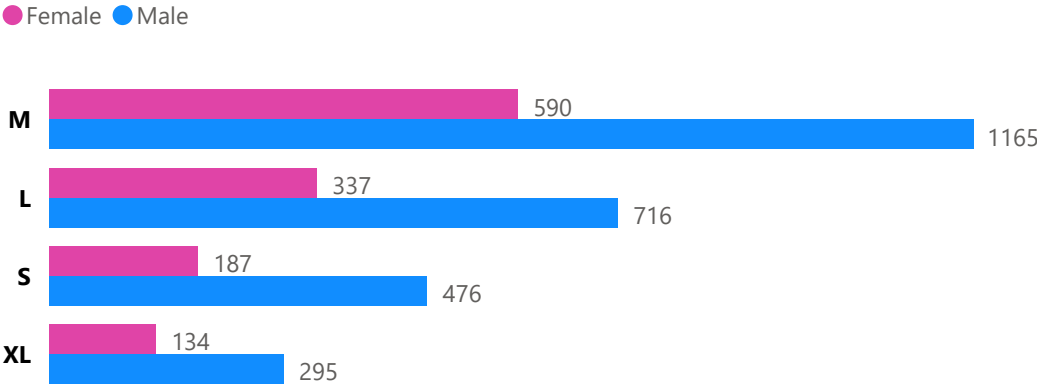
% of Discount Applied by Subscription Status

Yes 27%
No 57%
No 16%

Discount Applied
- No
- Yes

Total Purchase Amount by Female

75K

Total Purchase Amount by Male

158K

Total Purchase Amount

233K

Count of Customers by Subscription Status

- Female
- Male

1248
1599
1053
No — Yes

Category by Gender

Female
Male
Female
Male
Female
Male
Female
Male
Female
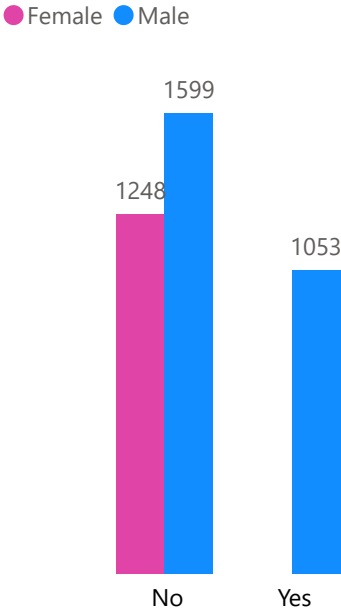
Category
- Clothing
- Accessories
- Footwear
- Outerwear
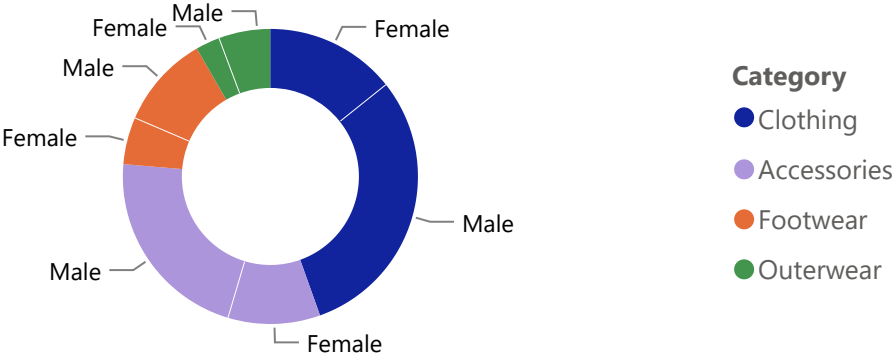
Item Purchased: All
Handbag

Item Color: All
Beige

Shipping Type: All
2-Day Shipping

Promo Code Used: All
No   **Yes**

Payment Method: All
Bank Transfer   **Cash**

Discount Applied by Items Purchased
- ☐ No
- ☐ Yes

Review Rating
2.50   5.00