

Customer Data Analytics



Gender Insights

Year

All

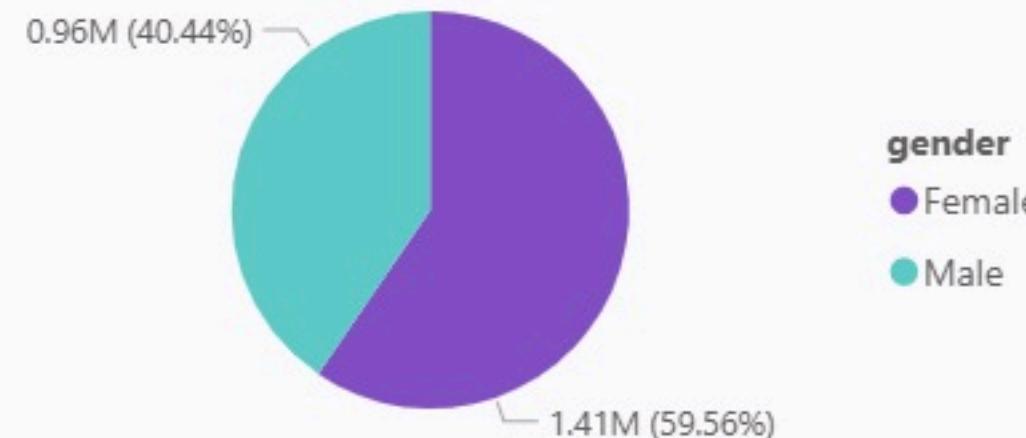
shopping_mall

All

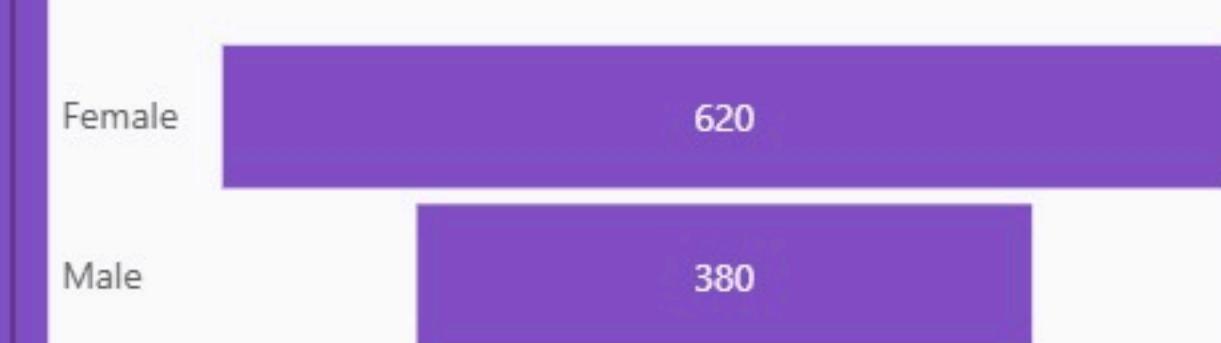
payment_method

All

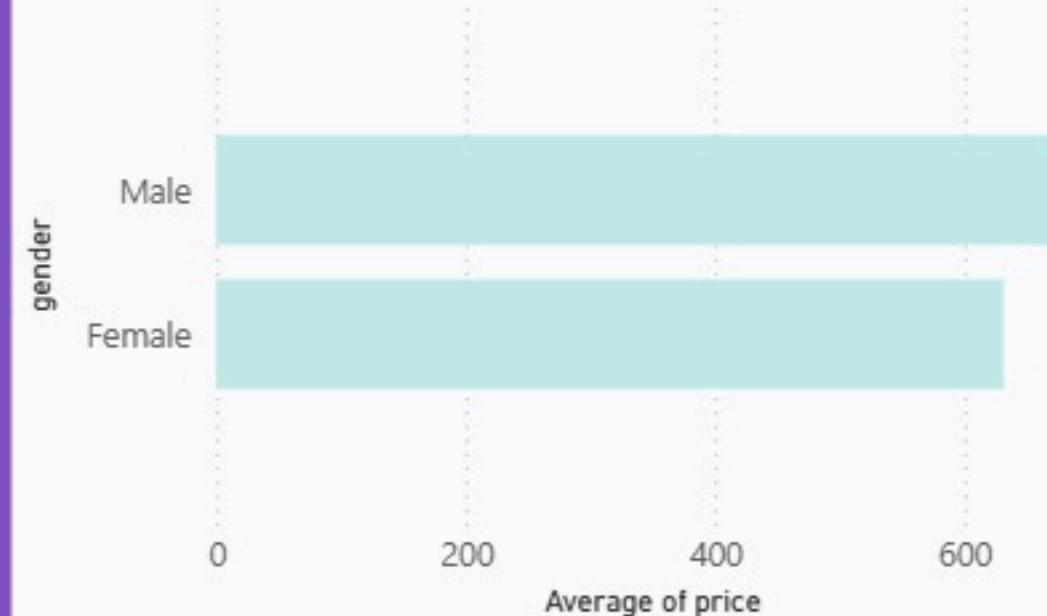
Revenue by gender



Quantity by gender



Average of price by gender



Revenue by gender and category



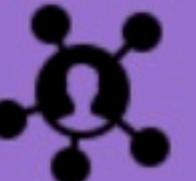
1000

Total Customers

2.37M

Total Revenue

Customer Data Analysis

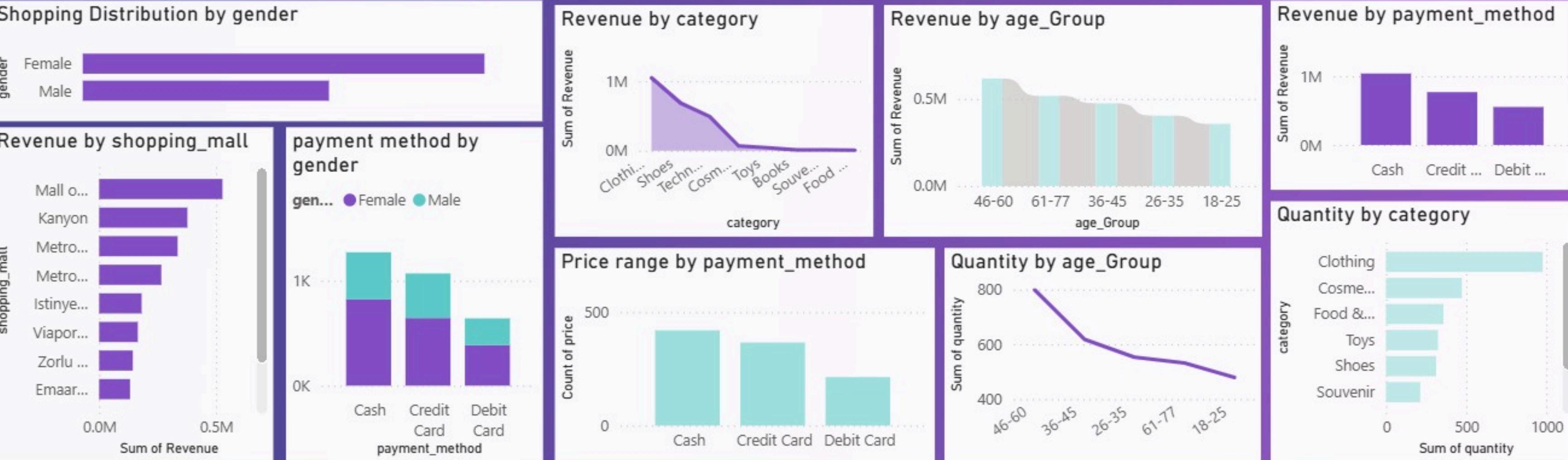
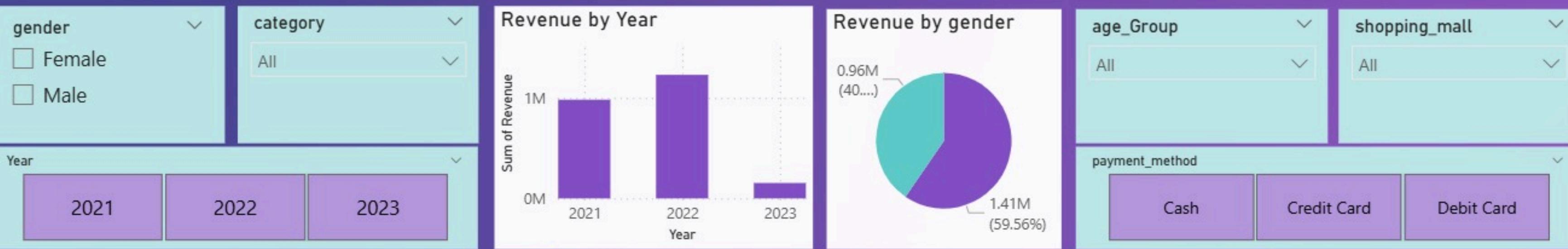


653.02

Average of price

2.37K

AOV



Customer Data Analytics



Payment Method Insights

Year

All

shopping_mall

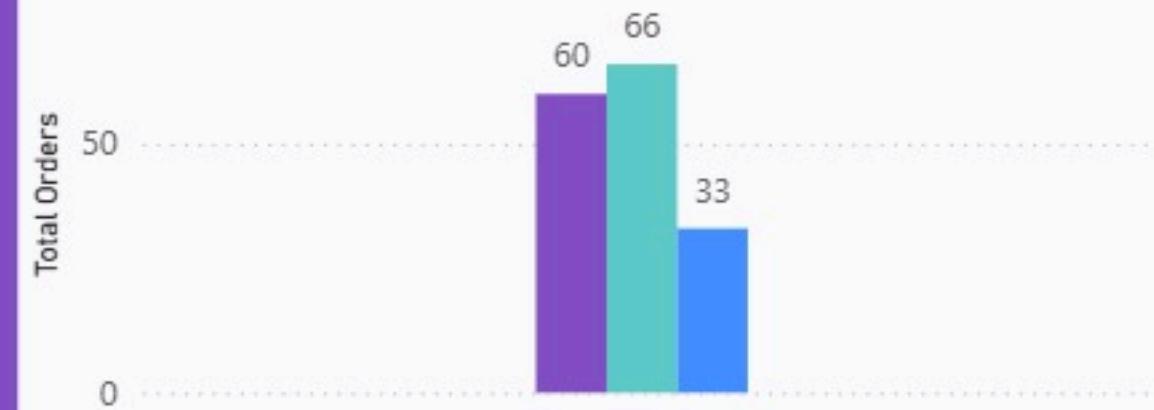
All

age_Group

18-25

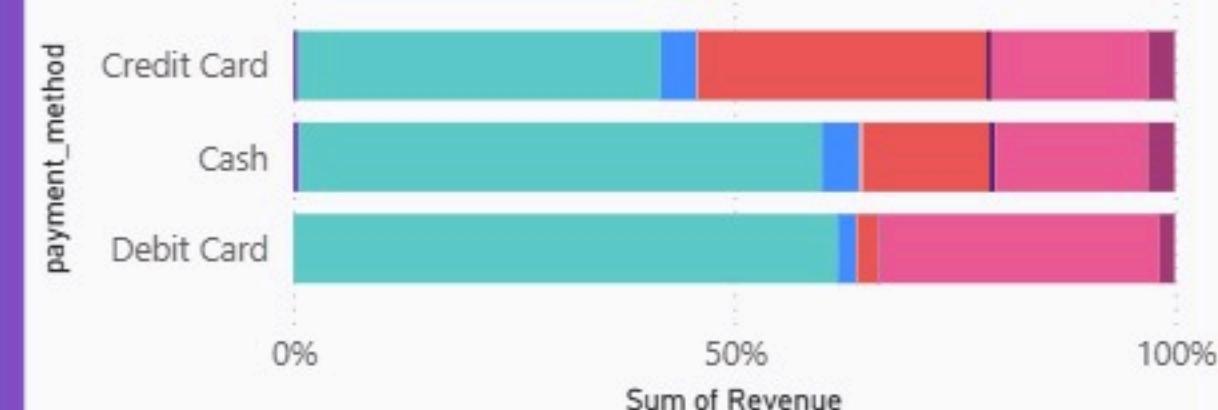
Total Orders by payment_method

payment_method ● Cash ● Credit Card ● Debit Card



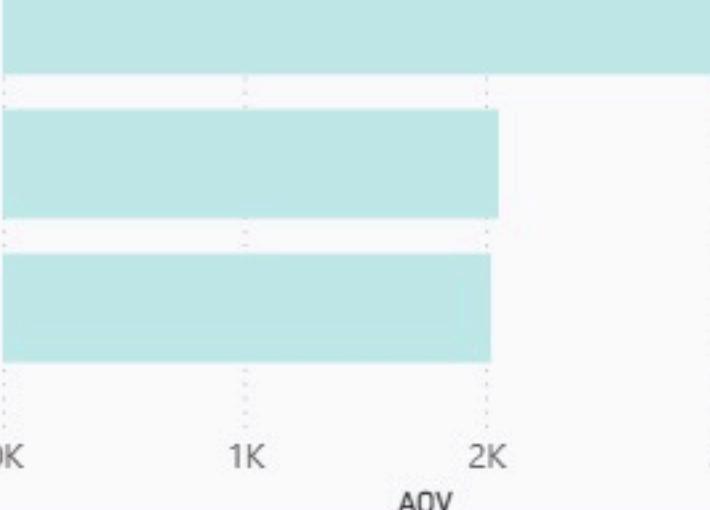
Sum of Revenue by payment_method and category

category ● Books ● Clothing ● Cosmetics ● Food & Beverage ● Shoes

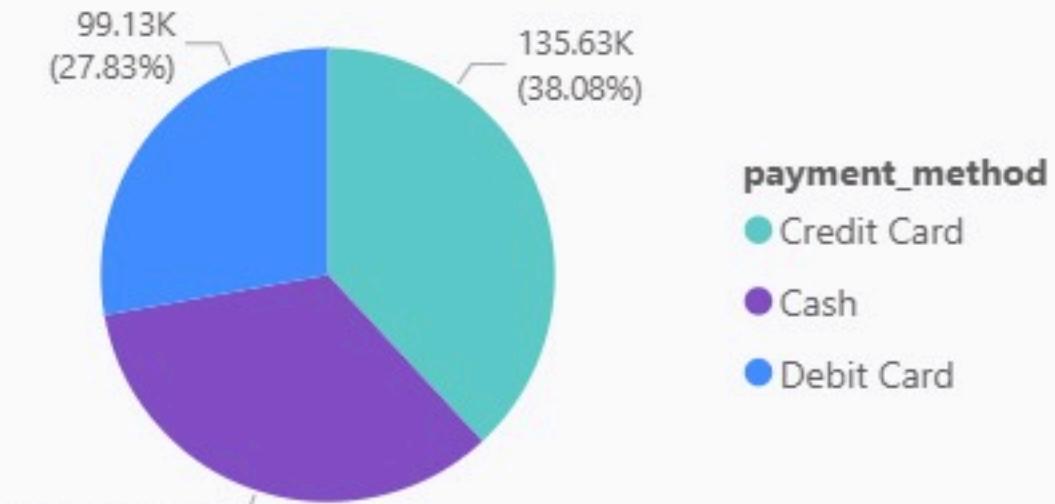


AOV by payment_method

payment_method



Sum of Revenue by payment_method



Customer Data Analytics



Age Insights

gender

All

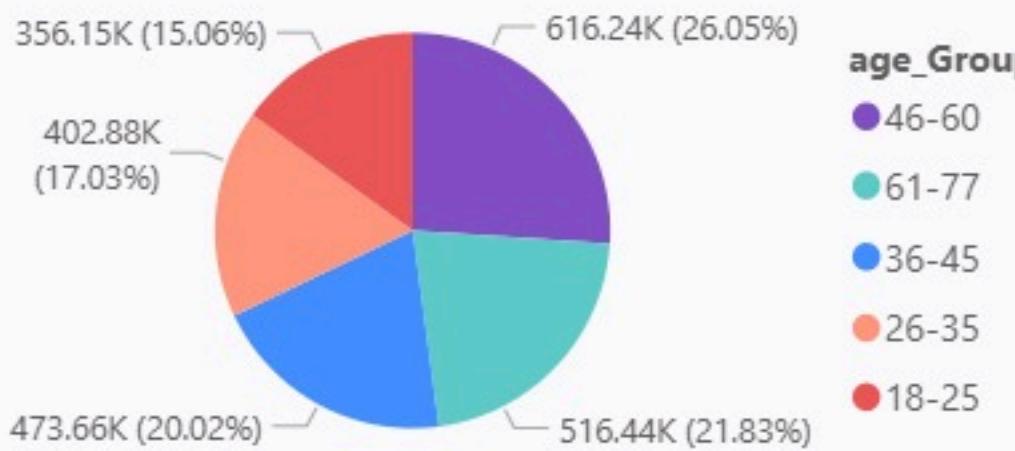
shopping_mall

All

age_Group

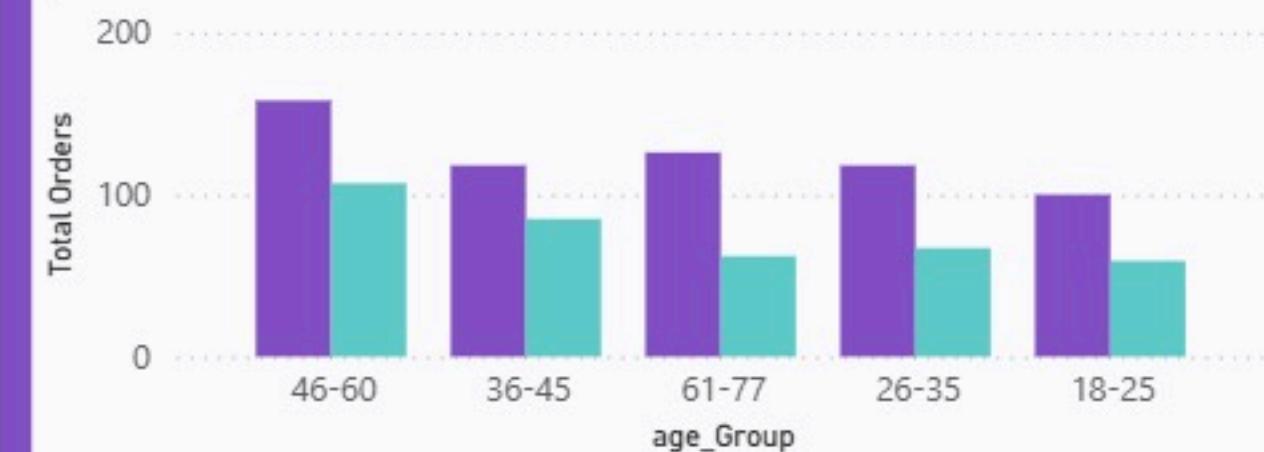
All

Sum of Revenue by age_Group



Total Orders by age_Group and gender

gender ● Female ● Male



Sum of Revenue by gender and category

category ● Books ● Clothing ● Cosmetics ● Food & Be... ● Shoes



Count of quantity by age_Group

