

Customer Data Analytics



Gender Insights

Year

All

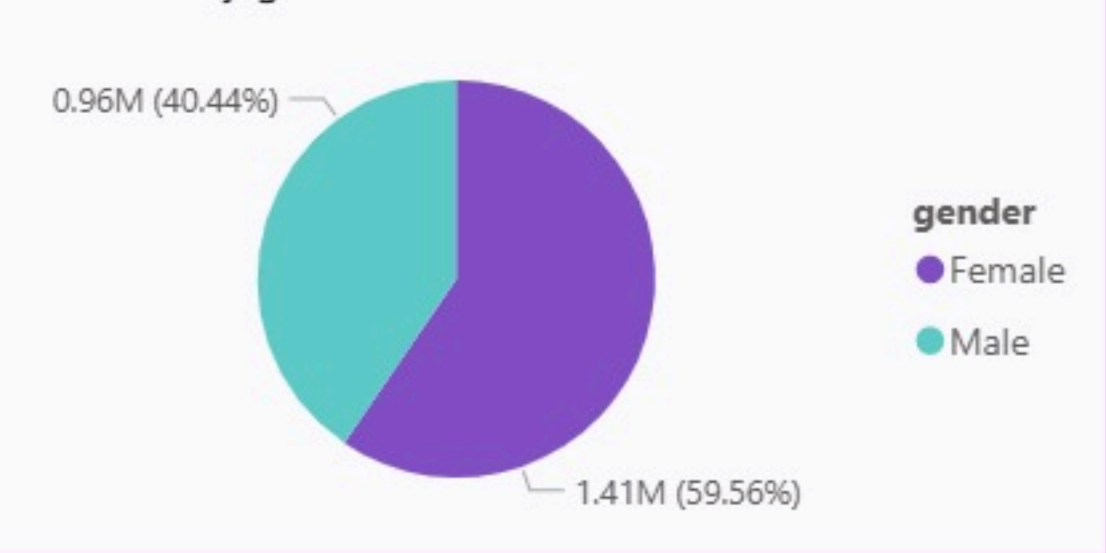
shopping_mall

All

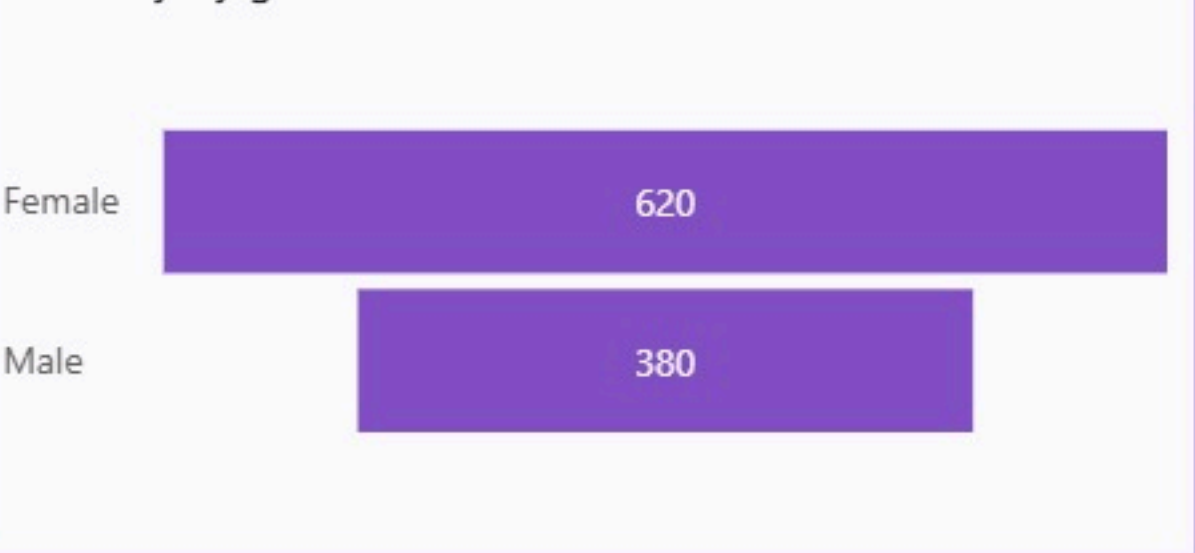
payment_method

All

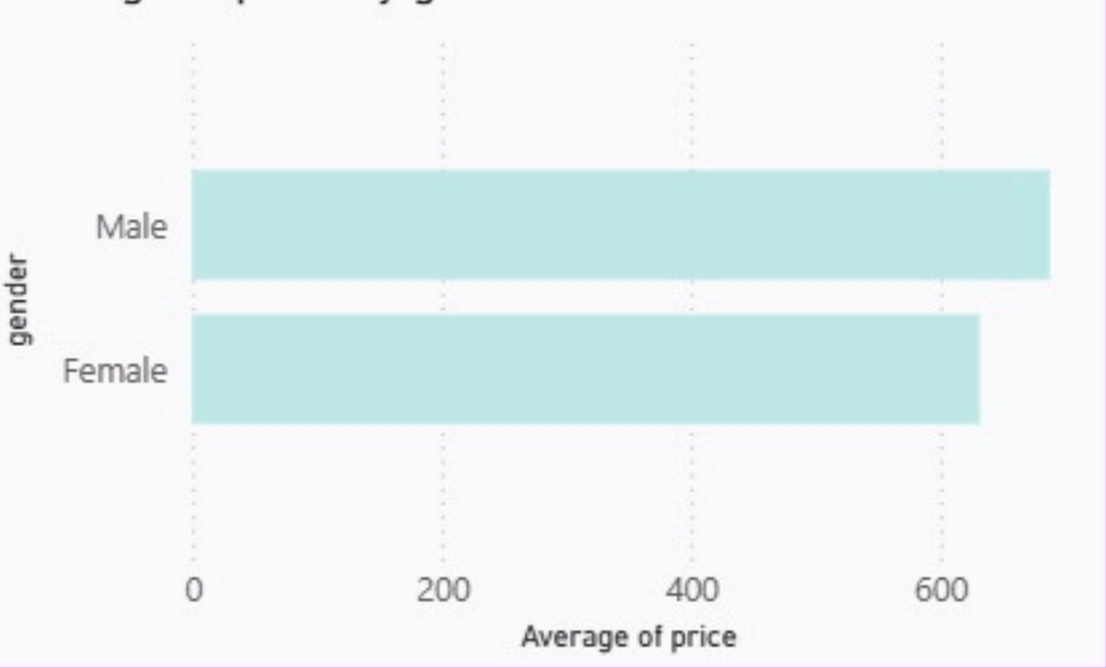
Revenue by gender



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

gender

☐ Female☐ Male

category

All

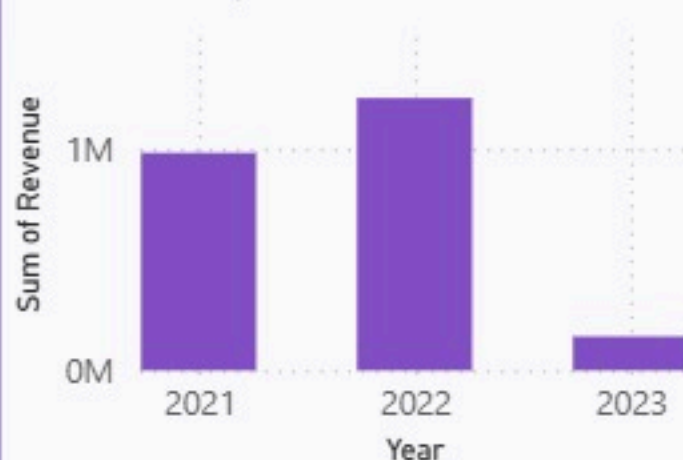
Year

2021

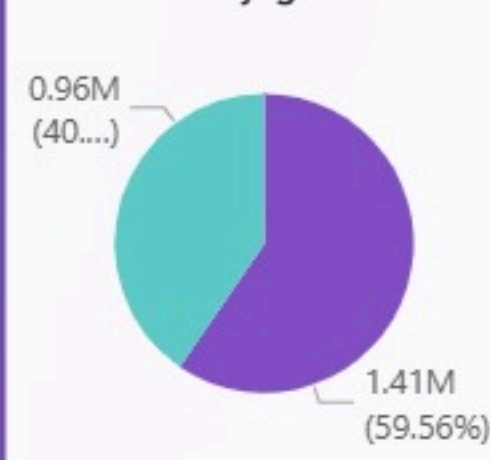
2022

2023

Revenue by Year



Revenue by gender



age_Group

All

shopping_mall

All

payment_method

Cash

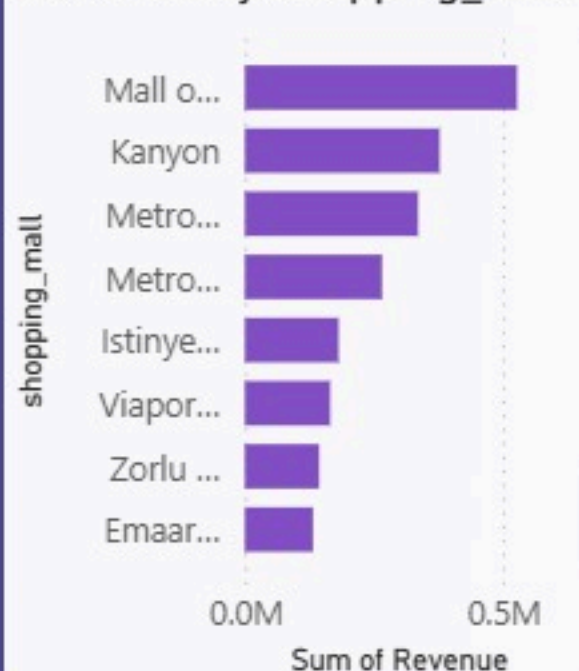
Credit Card

Debit Card

Shopping Distribution by gender



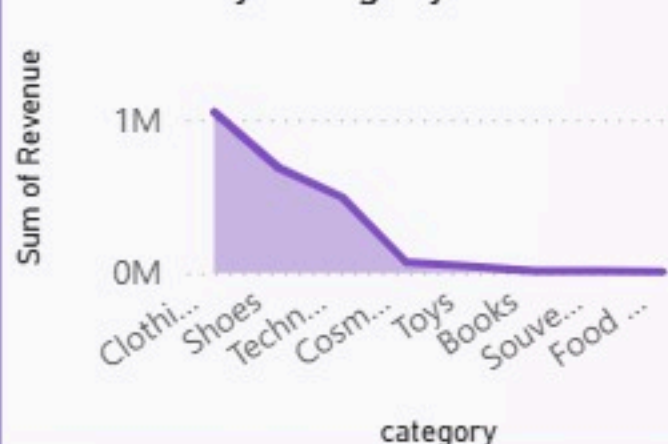
Revenue by shopping_mall



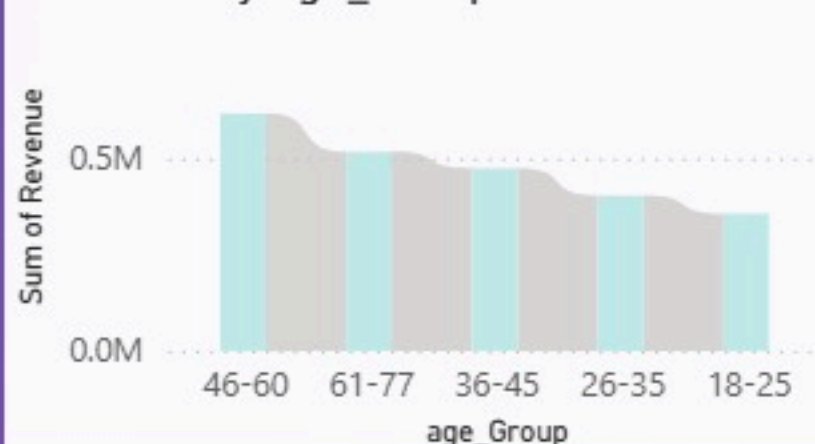
payment method by gender

gen... ● Female ● Male

Revenue by category



Revenue by age_Group



Revenue by payment_method



Price range by payment_method



Quantity by age_Group



Quantity by category



Customer Data Analytics



Payment Method Insights

Year

All

shopping_mall

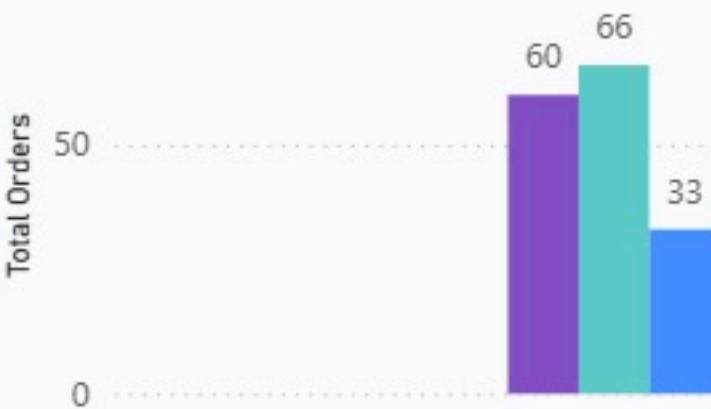
All

age_Group

18-25

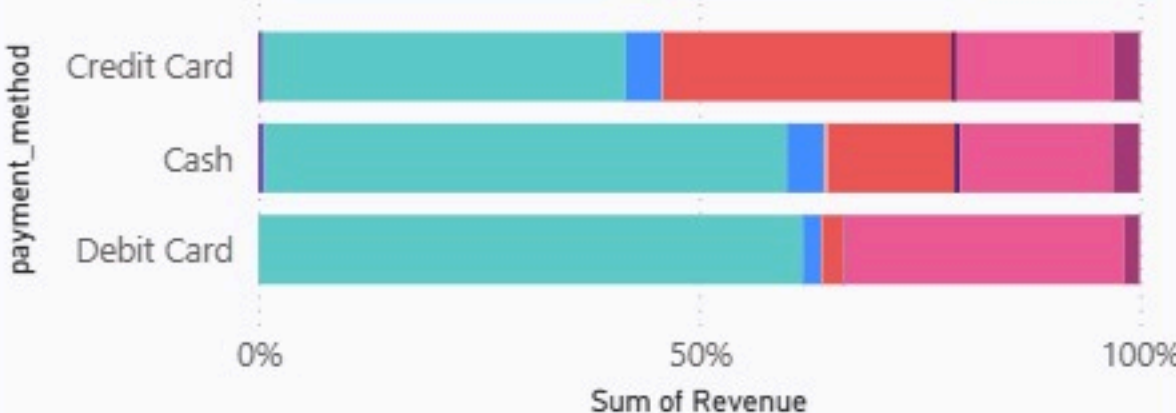
Total Orders by payment_method

payment_method Cash Credit Card Debit Card

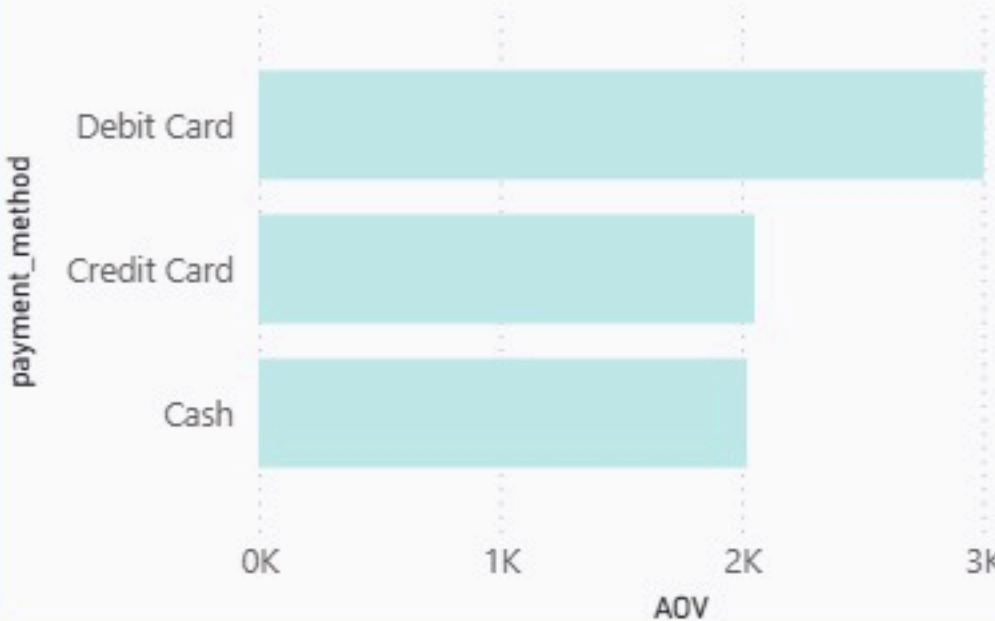


Sum of Revenue by payment_method and category

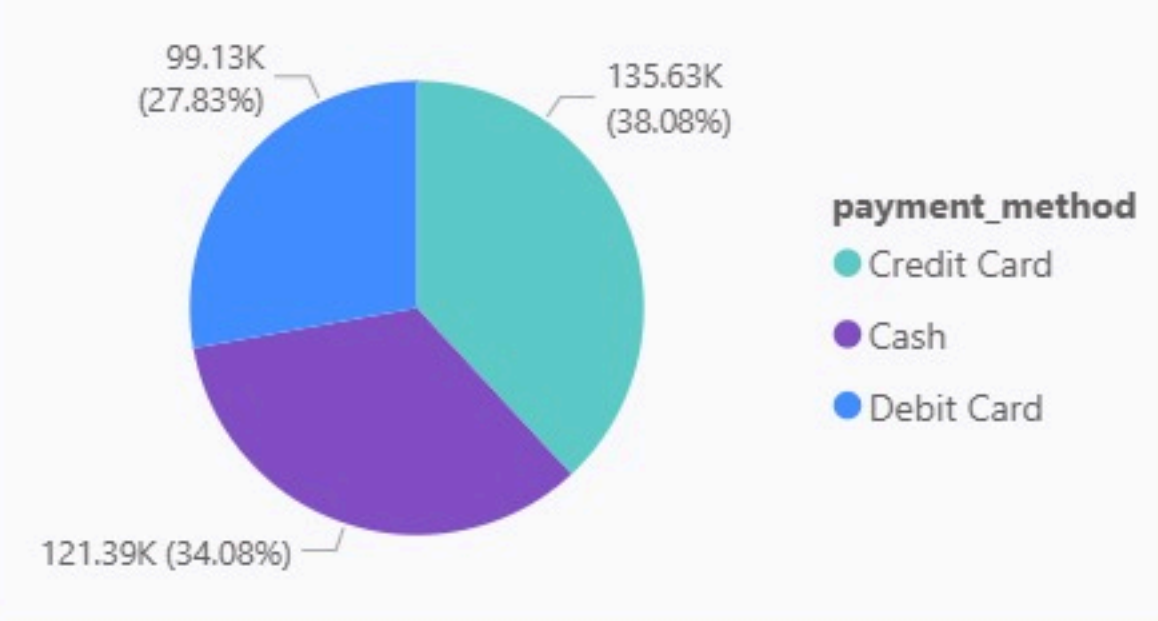
category Books Clothing Cosmetics Food & Beverage Shoes



AOV by payment_method



Sum of Revenue by payment_method



Customer Data Analytics



Age Insights

gender

All

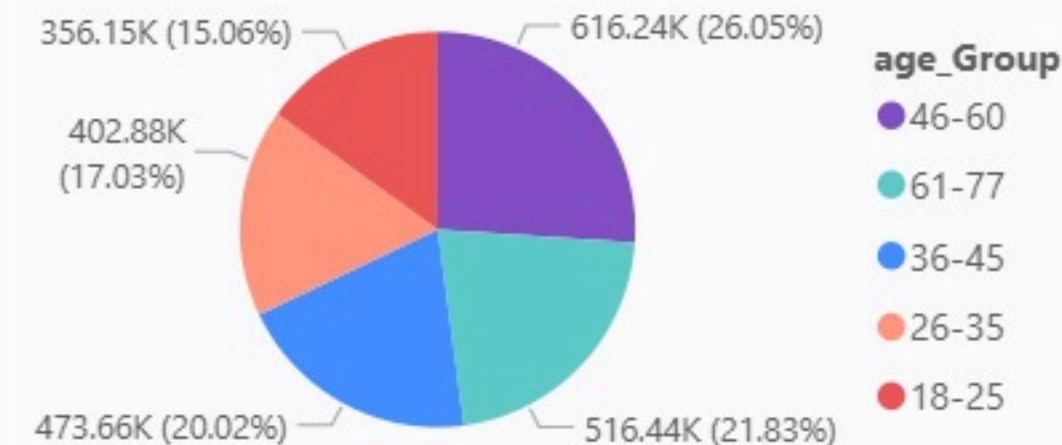
shopping_mall

All

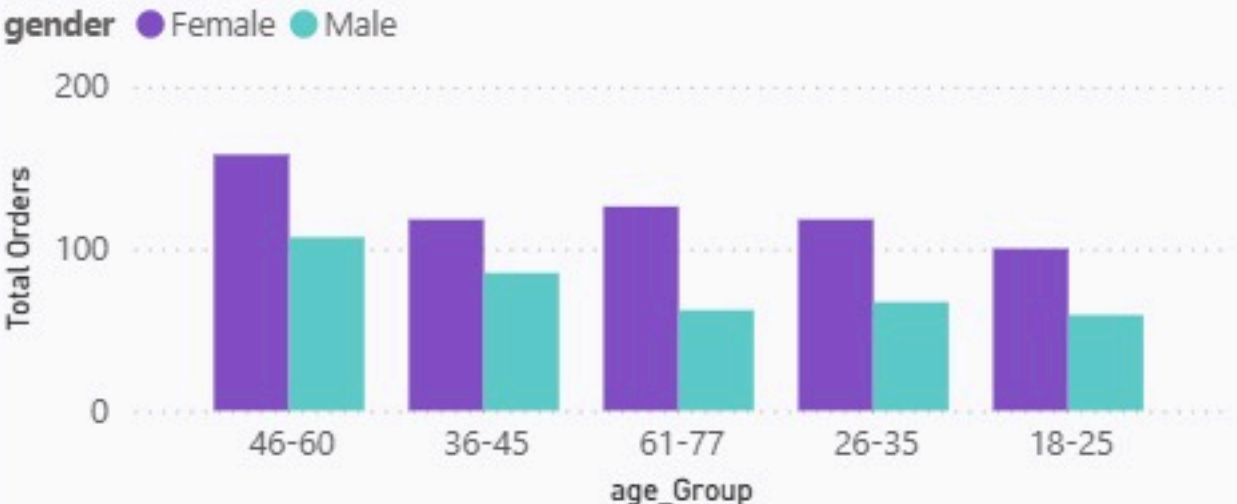
age_Group

All

Sum of Revenue by age_Group



Total Orders by age_Group and gender



Sum of Revenue by gender and category



Count of quantity by age_Group

