E-commerce Customer Segmentation Dashboard
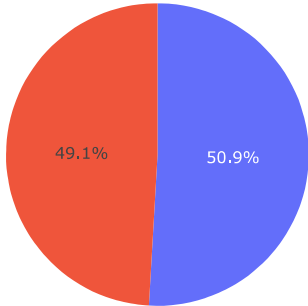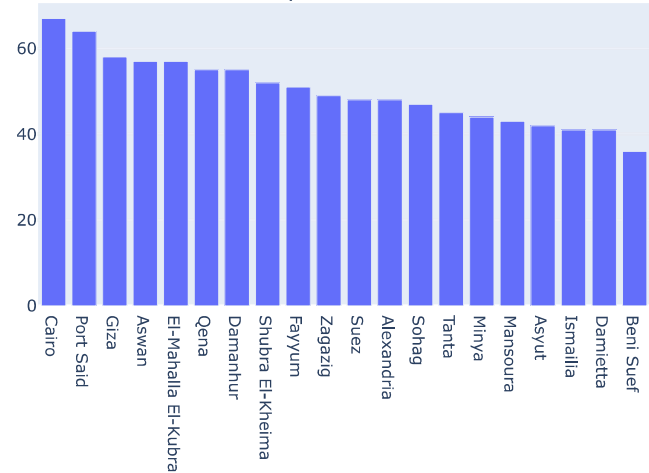
Gender Distribution
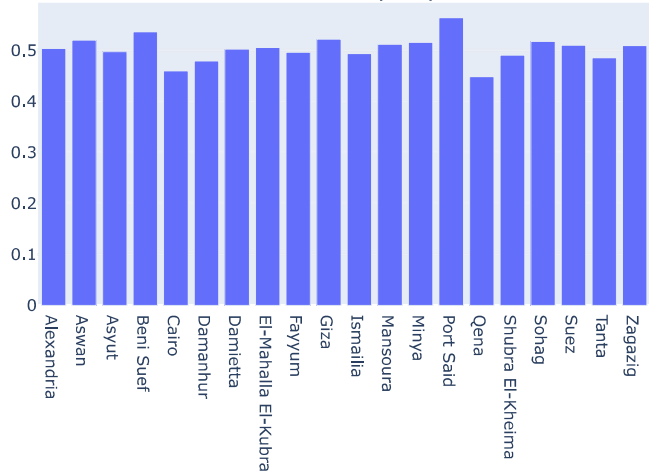

City Distribution
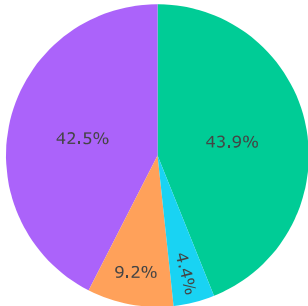

Coupon Transaction Trends

Burn Rate by City

Cluster Distribution

Customer Segments (PCA)