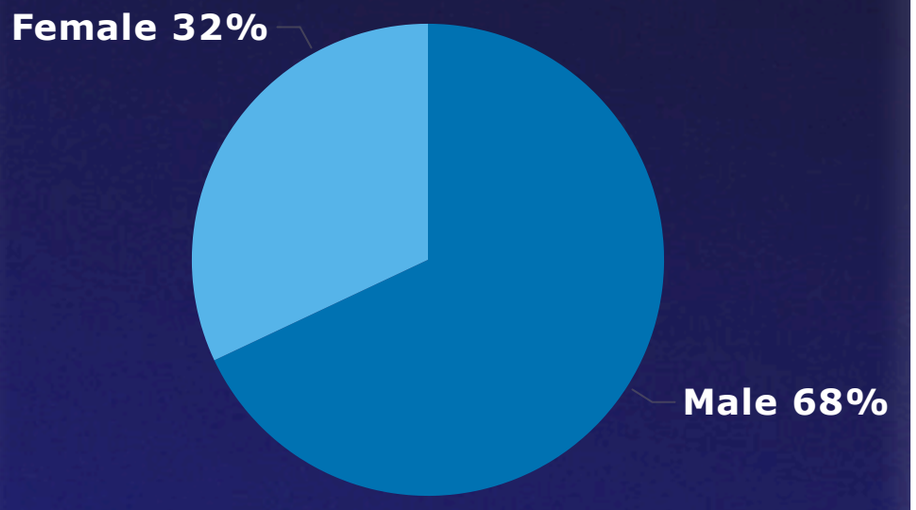
Customer Snapshot

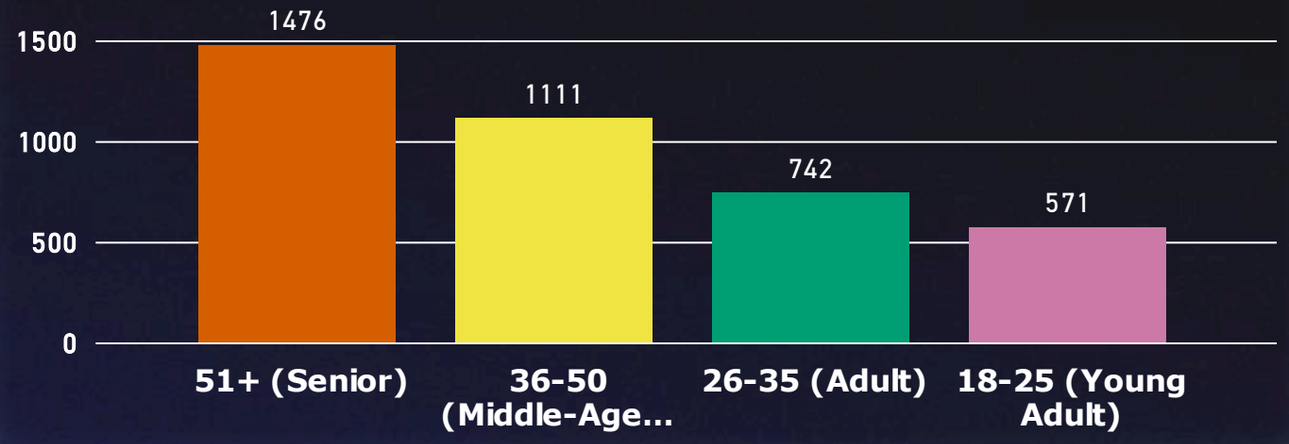
Total Customers

3.9K

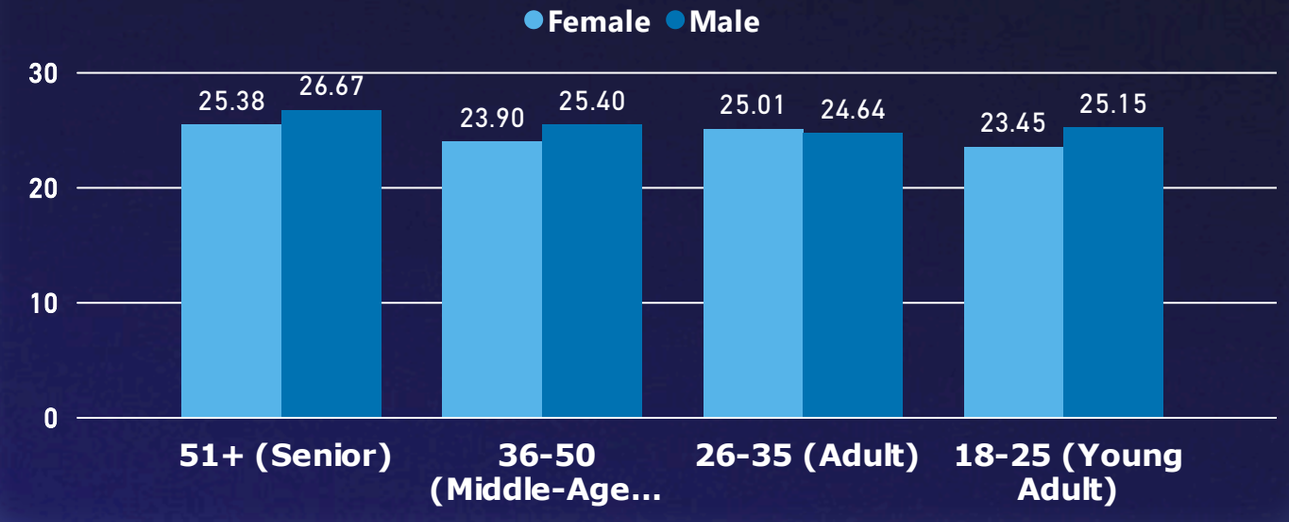
Gender Distribution of Customers



Distribution of Customers by Age Group

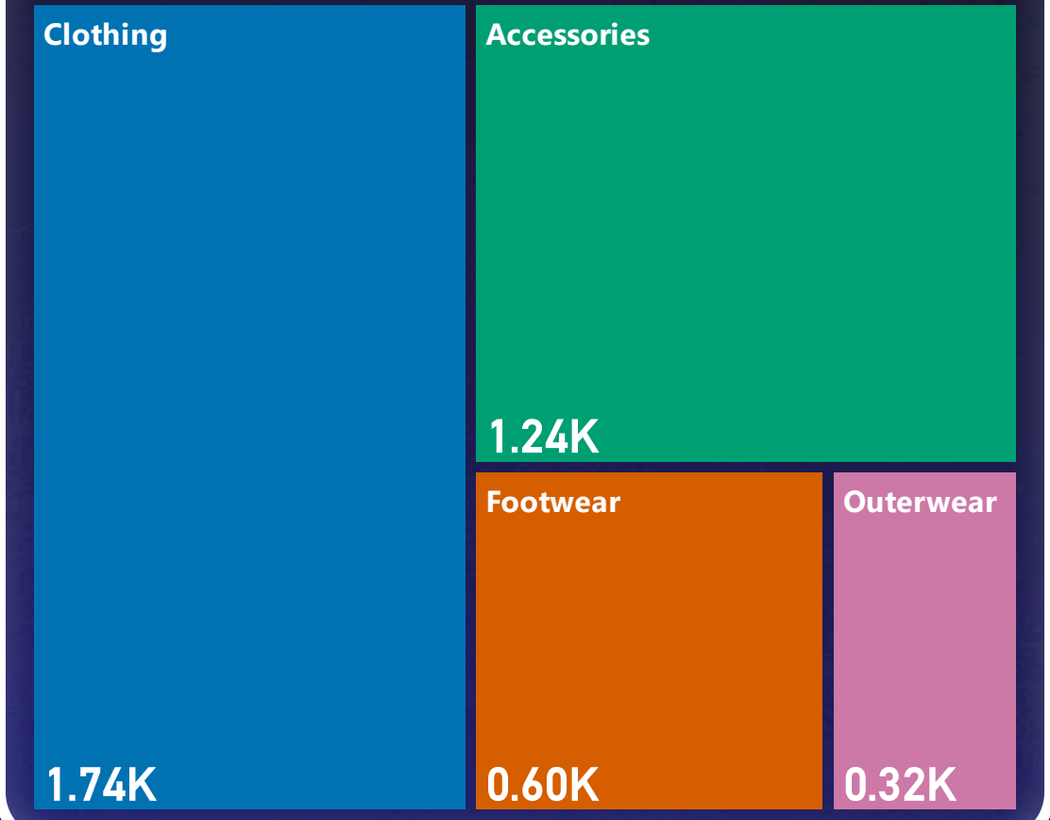


Purchase Habits by Age/Gender

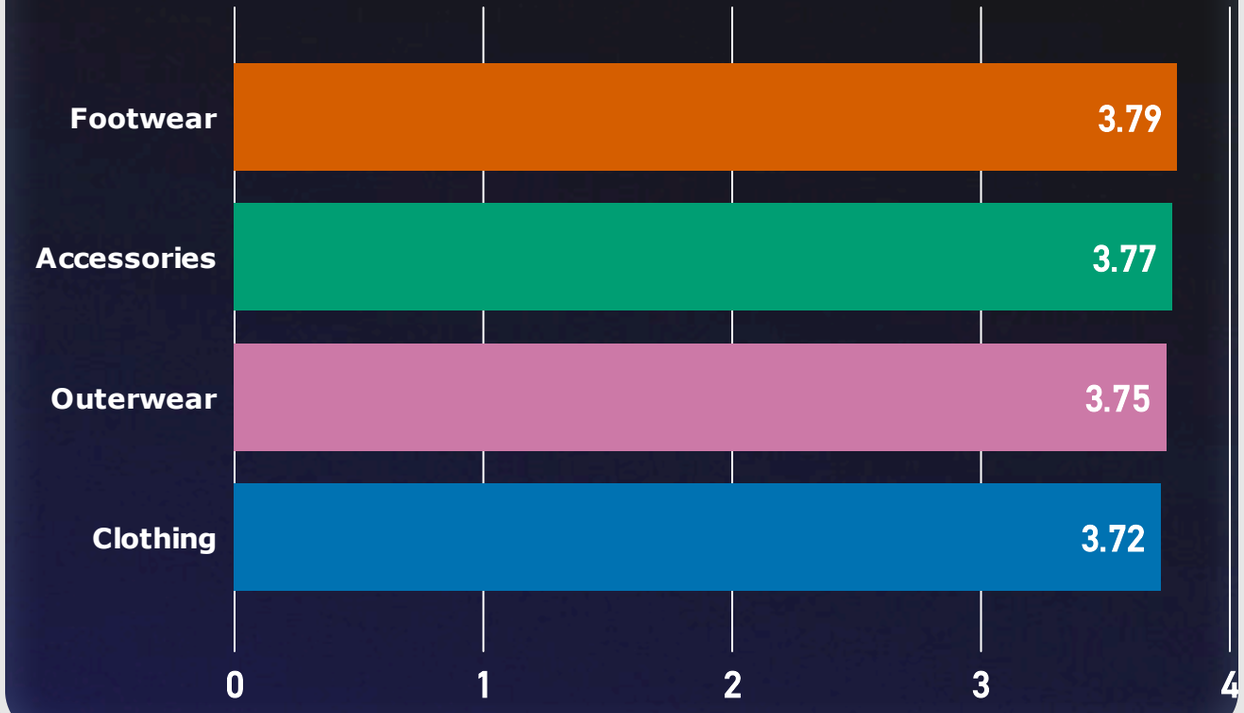


Product & Category Deep Dive

Category Popularity



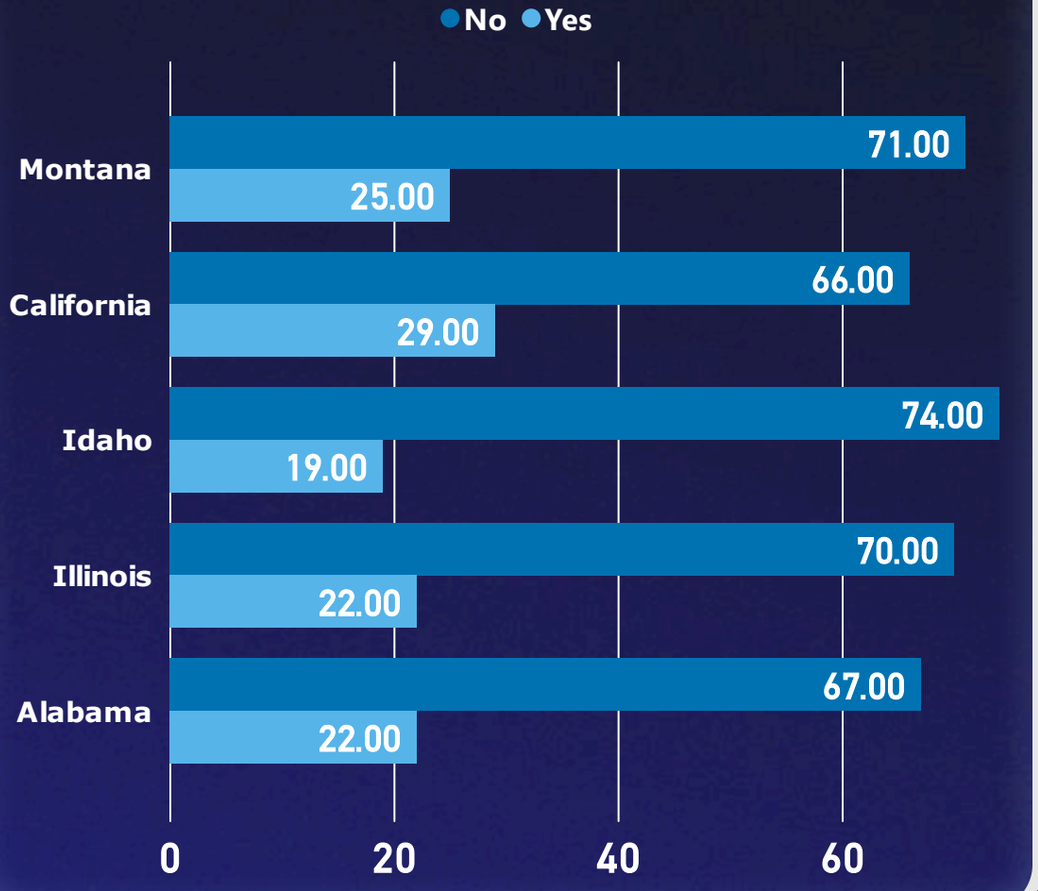
Average Review Rating by Category



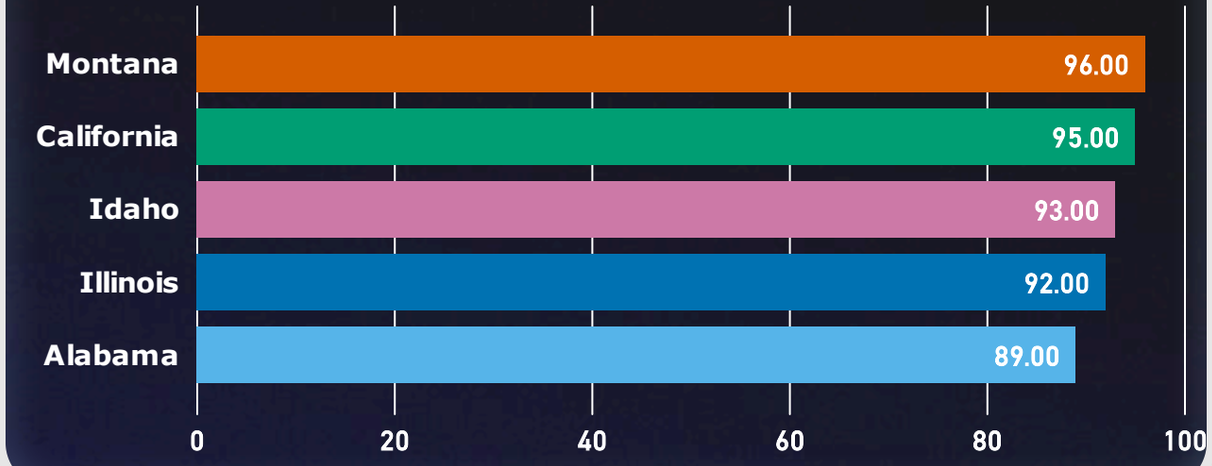
category_name	Fall	Spring	Summer	Winter	Total
Outerwear	88	81	75	80	**324**
Footwear	136	163	160	140	**599**
Clothing	427	454	408	448	**1737**
Accessories	324	301	312	303	**1240**
Total	**975**	**999**	**955**	**971**	**3900**

Geographical Analysis

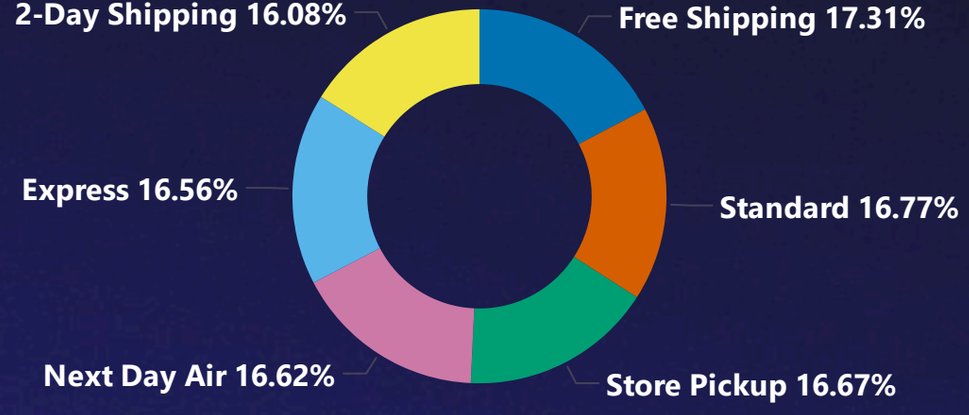
Subscription Status by Location



Top Locations by Customer



Shipping Type Preference



Financial Performance

Average Purchases (Subscribers)

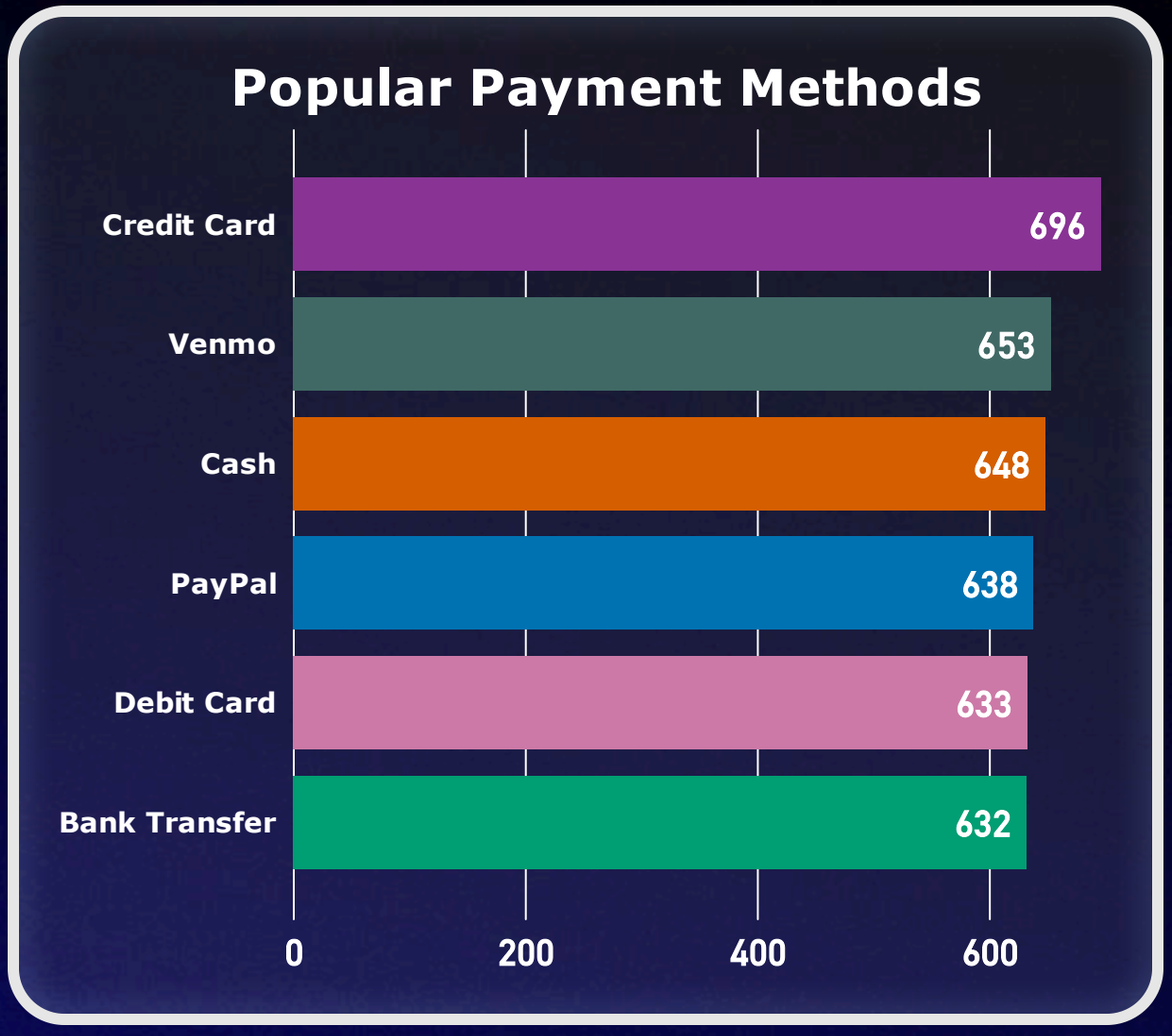
26.08

Average Purchases (Non-Subscribers)

25.08

Average Purchase (Discount)

25.74

Average Purchase (No Discount)

25.06