Customer Purchase Analysis Dashboard| 2021 to 2023

Total_transcations

👨 **40.19%**   99.46K   👩 **59.81%**

Total_Qty

👨 **40.19%**   298.71K   👩 **59.81%**
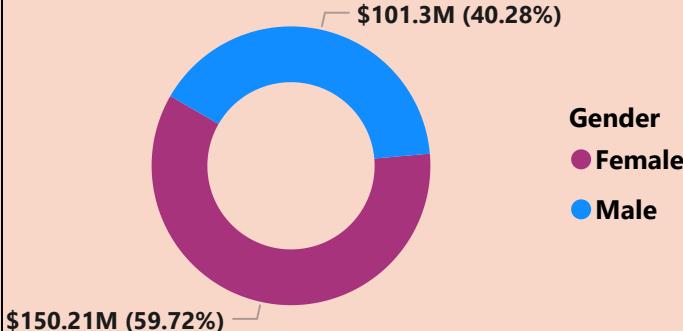
Total_Revenue

👨 **40.28%** $251.51M   👩 **59.72%**

Purchase Analysis

Payment Analysis

Year_of_sale

All ⌄

Store Name

All ⌄

Gender_distribution

$101.3M (40.28%)

$150.21M (59.72%)
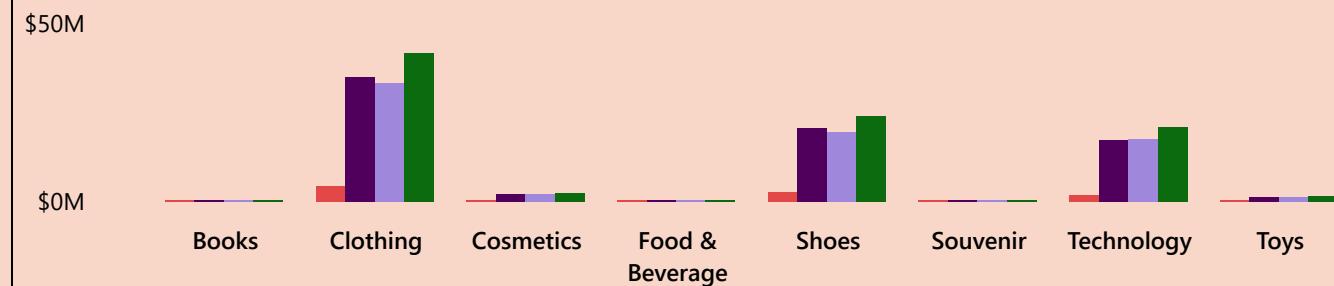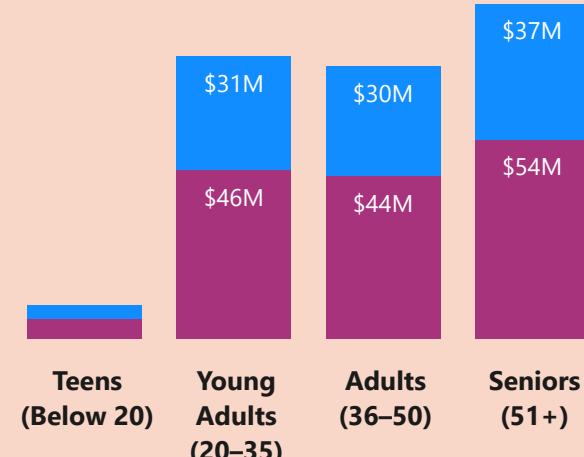
Gender
● **Female**
● **Male**

Category & Age Distribution

● Teens (Below 20) ● Young Adults (20–35) ● Adults (36–50) ● Seniors (51+)

$50M

$0M

Books · Clothing · Cosmetics · Food & Beverage · Shoes · Souvenir · Technology · Toys

Age_group & Gender Distiibiution

Gender ● Female ● Male

Age group	Female	Male
Teens (Below 20)		
Young Adults (20–35)	$46M	$31M
Adults (36–50)	$44M	$30M
Seniors (51+)	$54M	$37M
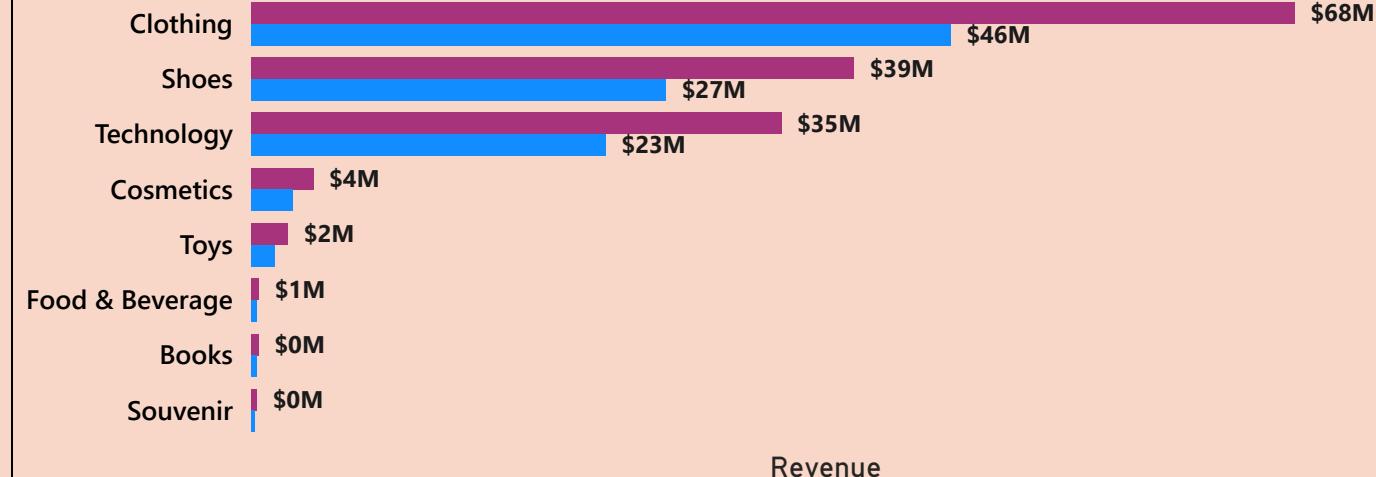
Category & Gender Distribution

Gender ● Female ● Male

Category	Female	Male
Clothing	$68M	$46M
Shoes	$39M	$27M
Technology	$35M	$23M
Cosmetics	$4M	
Toys	$2M	
Food & Beverage	$1M	
Books	$0M	
Souvenir	$0M	

Revenue

Customer Payment Behavior |Dashboard
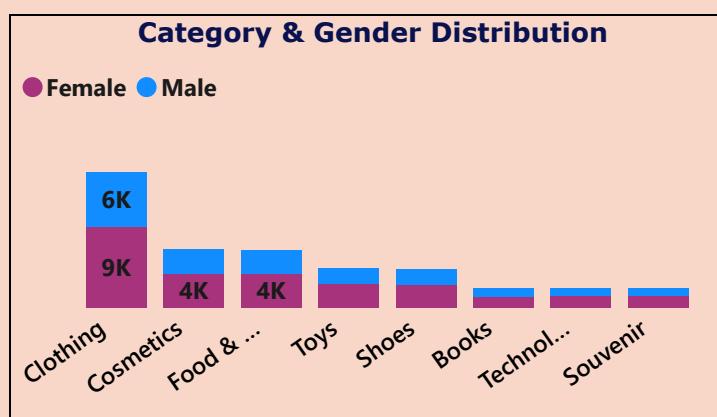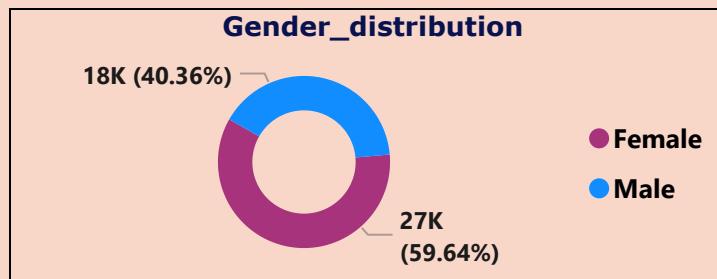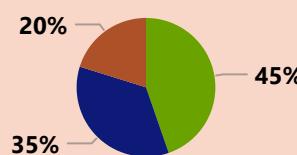
Legend: ● Cash ● Credit Card ● Debit Card

Transactions | Quantity | Revenue

Total_Customers
♂ 40.19%   99.46K   ♀ 59.81%

Payment distribution pie: 45% Cash, 35% Credit Card, 20% Debit Card

Avg_Customer_value
♂ 2,534.05   2,528.79   ♀ 2,525.25

Purchase Analysis

Payment Analysis

Year_of_sale
All ▾

Store Name
All ▾

Cash

Gender_distribution
- 18K (40.36%) Male
- 27K (59.64%) Female
- ● Female ● Male

Age_group & Gender Distribution
● Female ● Male
- Teens (Below 20): 1.0K
- Young Adults (...): 8.1K / 5.6K
- Adults (36–50): 7.7K / 5.2K
- Seniors (51+): 9.7K / 6.5K

Category & Gender Distribution
● Female ● Male
- Clothing: 6K / 9K
- Cosmetics: 4K
- Food & ...: 4K
- Toys
- Shoes
- Books
- Technol...
- Souvenir

Credit Card

Gender_distribution
- 14K (39.85%) Male
- 21K (60.15%) Female
- ● Female ● Male

Age_group & Gender Distribution
● Female ● Male
- Teens (Below 20): 0.8K
- Young Adults (...): 6.4K / 4.3K
- Adults (36–50): 6.2K / 4.0K
- Seniors (51+): 7.6K / 5.1K

Category & Gender Distribution
● Female ● Male
- Clothing: 5K / 7K
- Cosmetics: 3K
- Food & ...: 3K
- Shoes
- Toys
- Souvenir
- Technol...
- Books

Debit Card

Gender_distribution
- 8K (40.43...) Male
- 12K (59.57%) Female
- ● Female ● Male

Age_group & Gender Distribution
● Female ● Male
- Teens (Below 20): 0.4K
- Young Adults (...): 3.8K / 2.5K
- Adults (36–50): 3.5K / 2.4K
- Seniors (51+): 4.3K / 2.9K

Category & Gender Distribution
● Female ● Male
- Clothing: 2.8K / 4.2K
- Cosmetics: 1.9K
- Food & ...: 1.8K
- Shoes
- Toys
- Souvenir
- Books
- Technol...