Customer Behavior Dashboard

Comprehensive insights into customer purchasing patterns, preferences, and engagement metrics

Customer Behavior Dashboard

Comprehensive insights into customer purchasing patterns, preferences, and engagement metrics

Key Performance Metrics

$5.0...
Average Purchase Amount
Strong customer spending per transaction

2.97
Average Review Rating
Customer satisfaction score out of 5

3.33K
Total Customers
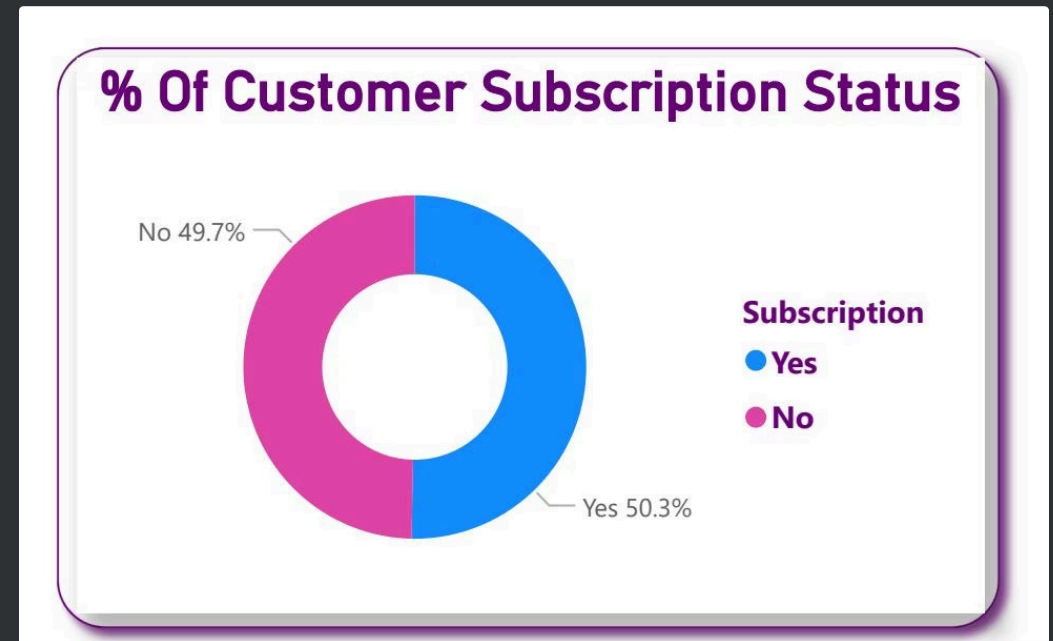Active customer base size

Made with GAMMA

Subscription Insights

Customer Distribution

Understanding subscription adoption patterns helps identify opportunities for growth and retention strategies.

- Subscription vs. non-subscription split
- Revenue impact analysis
- Retention opportunities

Product Category Performance

Electronics

23,673 customers
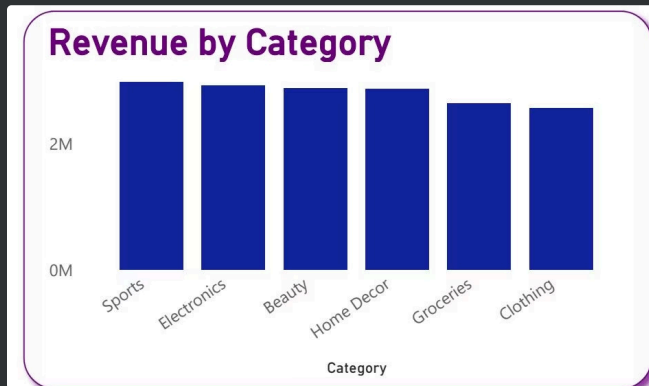
Leading category with highest engagement

Beauty

22,253 customers

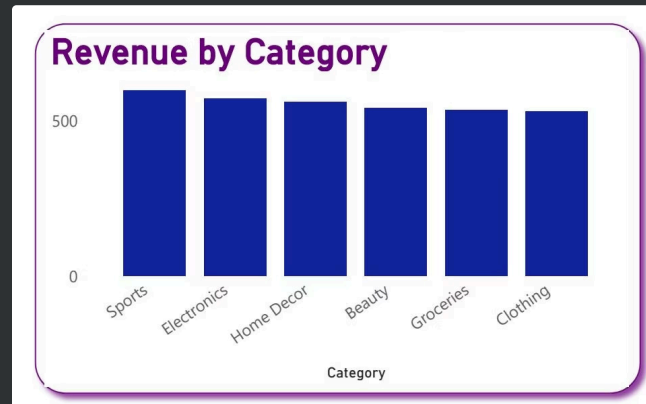Strong second-place performance

Clothing

21,635 customers
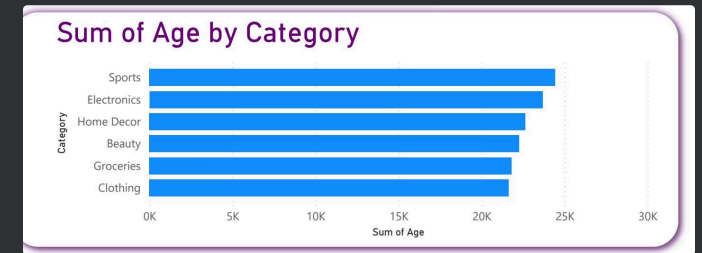
Consistent customer interest

Category Deep Dive

Revenue by Category

Electronics Lead

Tech products drive the highest customer volume

Revenue by Category

Beauty Segment

Personal care shows strong market presence

Sum of Age by Category

Clothing Market

Fashion maintains steady customer base

Shipping Preferences

Express Shipping

Fast delivery option for urgent orders

Same Day Delivery

Premium service for immediate needs

Standard Shipping

Cost-effective delivery choice

Customer Engagement Patterns

Purchase Behavior

High average transaction value of $5.06K indicates premium customer base with strong purchasing power

Review Activity

Average rating of 2.97 suggests opportunity for service improvement and customer satisfaction enhancement

Shipping Choices

Diverse shipping preferences reflect varied customer needs from budget-conscious to time-sensitive buyers

Strategic Opportunities

Improve Ratings

Focus on customer experience to boost 2.97 average rating

Grow Subscriptions

Convert non-subscribers to increase recurring revenue

Balance Categories

Optimize inventory across all three product segments

Data-Driven Insights

With 3,330 customers generating $5.06K average purchases across three major categories, the data reveals a premium customer base with significant growth potential through subscription conversion and service quality improvements.

Current Strengths

- High transaction values
- Balanced category distribution
- Flexible shipping options

Growth Areas

- Customer satisfaction scores
- Subscription adoption rates
- Category optimization

Next Steps

01

Enhance Customer Experience

Implement feedback systems to improve the 2.97 rating and drive satisfaction

02

Optimize Subscription Model

Develop targeted campaigns to convert non-subscribers and increase recurring revenue

03

Refine Category Strategy

Leverage Electronics success to boost Beauty and Clothing performance

04

Monitor and Iterate

Continuously track metrics and adjust strategies based on customer behavior data