

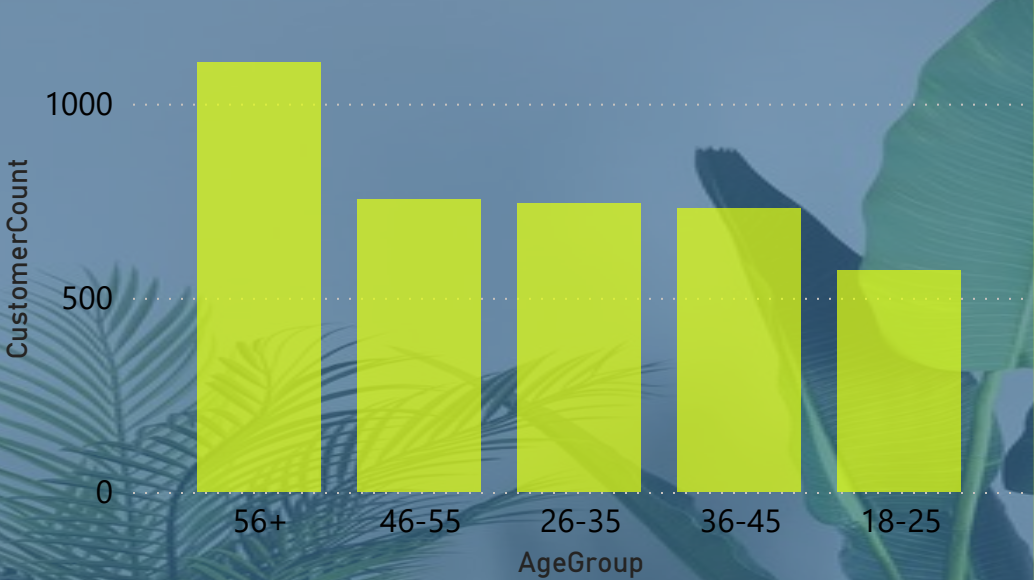
# CUSTOMER COUNT

CustomerCount for Male (2652) was higher than Female (1248).

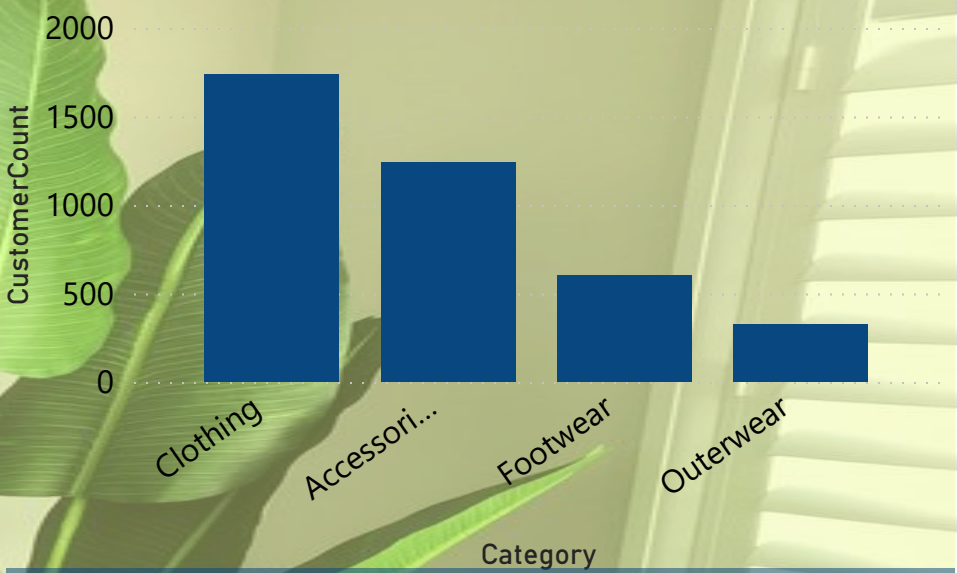
Male accounted for 68.00% of CustomerCount.

Male had 2652 CustomerCount and Female had 1248.

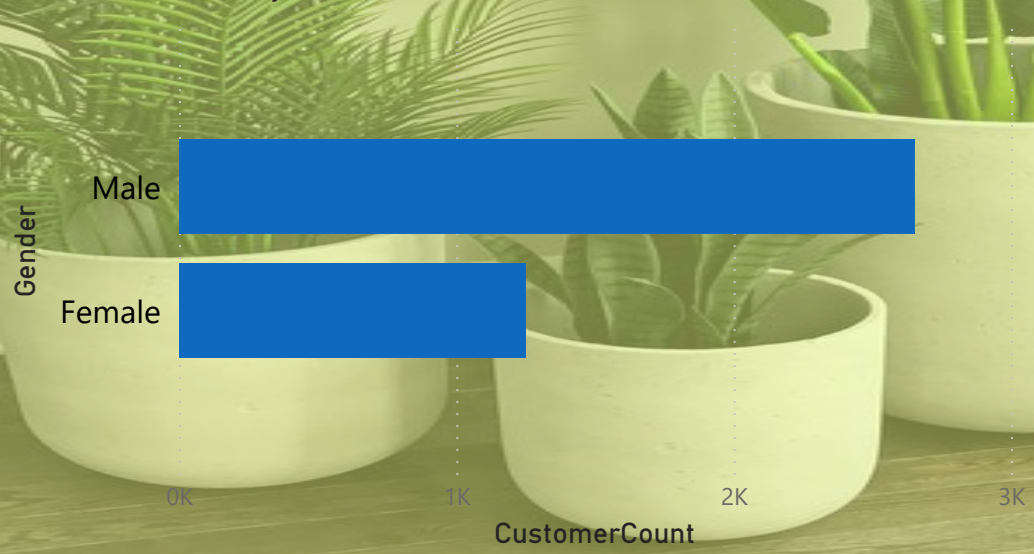
CustomerCount by AgeGroup



CustomerCount by Category



CustomerCount by Gender



Payment_Method	CustomerCount
Bank Transfer	612
Cash	670
Credit Card	671
Debit Card	636
PayPal	677
Venmo	634
Total	3900

# AVERAGE PURCHASE AMOUNT

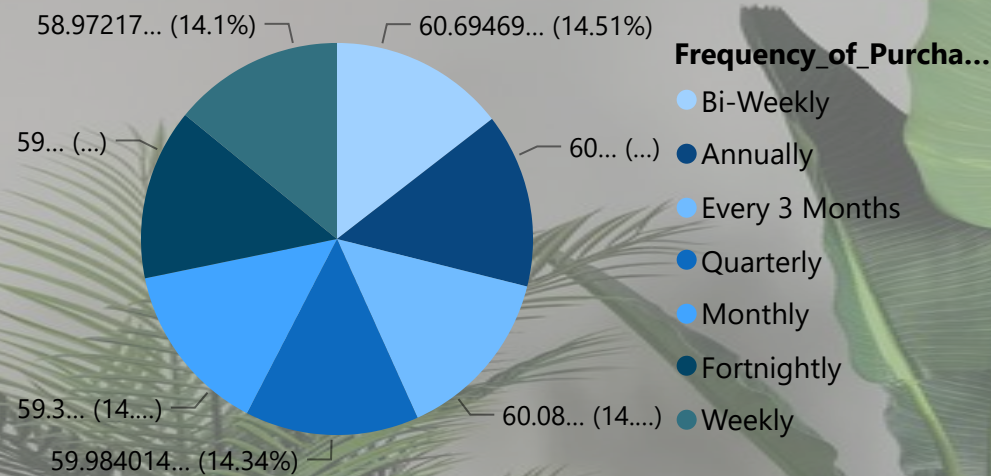
At 60.26, Footwear had the highest AvgPurchaseAmount and was 5.39% higher than Outerwear, which had the lowest AvgPurchaseAmount at 57.17.

Footwear had the highest AvgPurchaseAmount at 60.26, followed by Clothing, Accessories, and Outerwear.

Across all 4 Category, AvgPurchaseAmount ranged from 57.17 to 60.26.

Every 3 Months accounted for 15.05% of Sum of Purchase\_Amount\_USD.

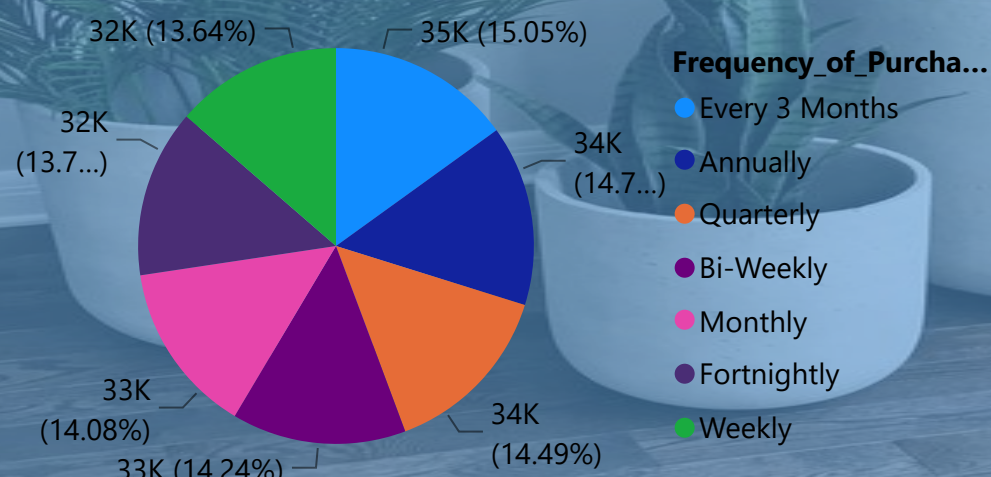
AvgPurchaseAmount by Frequency\_of\_Purchases



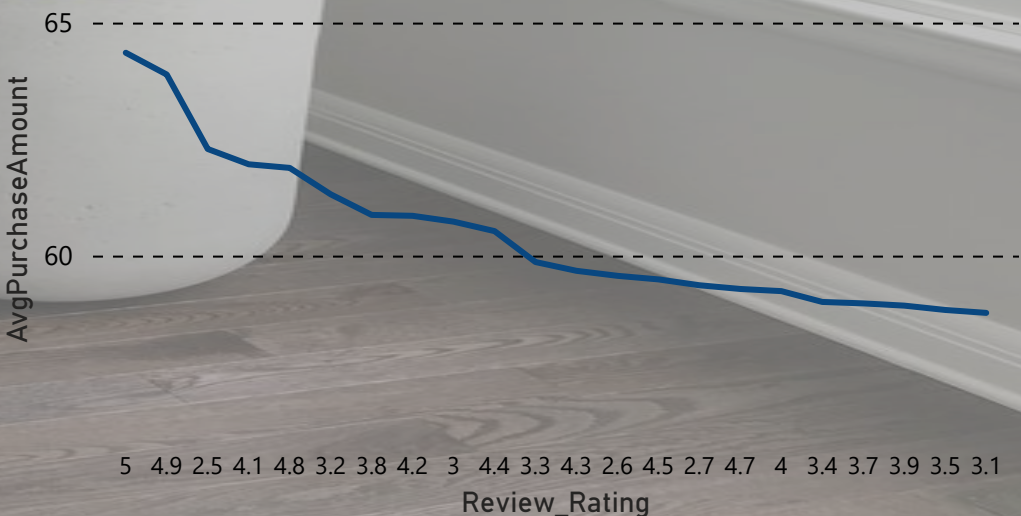
AvgPurchaseAmount by Category



Sum of Purchase\_Amount\_USD by Frequency\_of\_Purchases



AvgPurchaseAmount by Review\_Rating





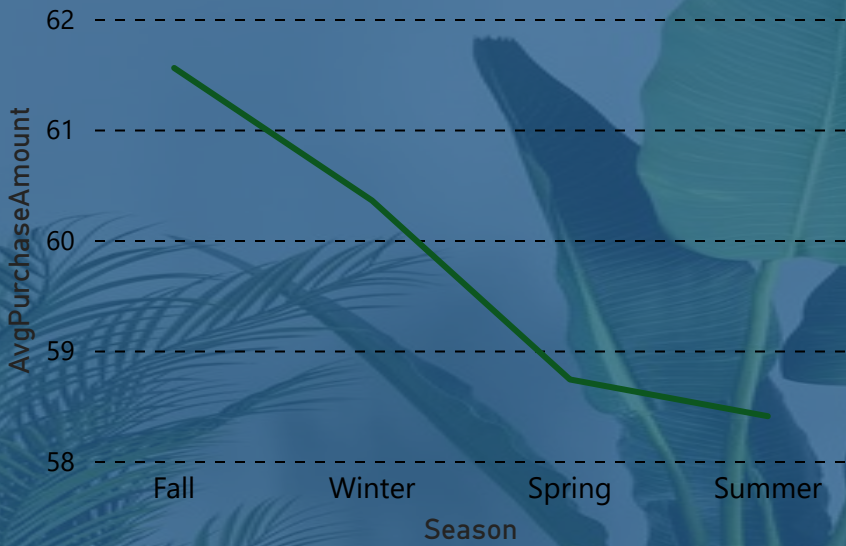
# AVERAGE PURCHASE AMOUNT

At 61.56, Fall had the highest AvgPurchaseAmount and was 5.40% higher than Summer, which had the lowest AvgPurchaseAmount at 58.41.

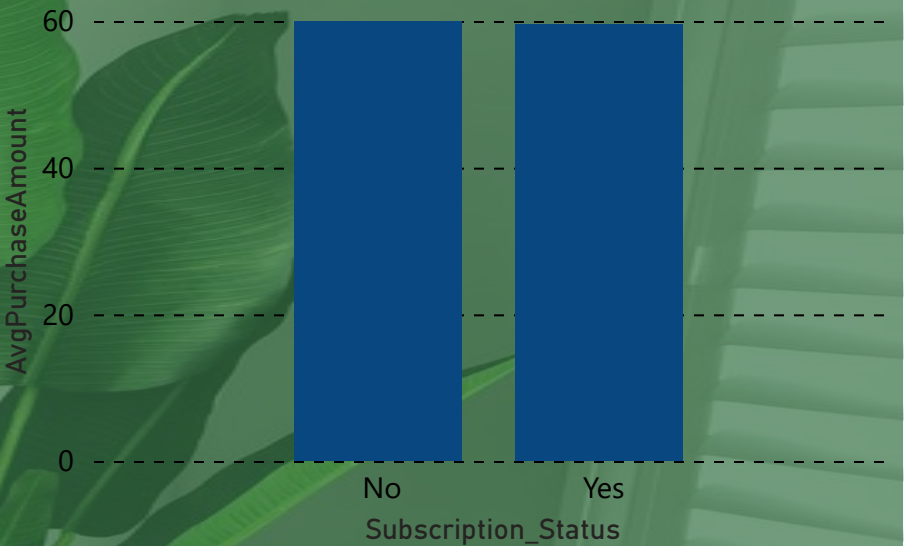
Fall had the highest AvgPurchaseAmount at 61.56, followed by Winter, Spring, and Summer.

Across all 4 Season, AvgPurchaseAmount ranged from 58.41 to 61.56.

AvgPurchaseAmount by Season



AvgPurchaseAmount by Subscription\_Status



AvgPurchaseAmount

59.76

First HighValueCustomer

High Value

AvgPurchaseAmount by Payment\_Method

