



# Customer Behavior Analysis

## General Overview

165.66

Average Total Spent

1

Orders Average

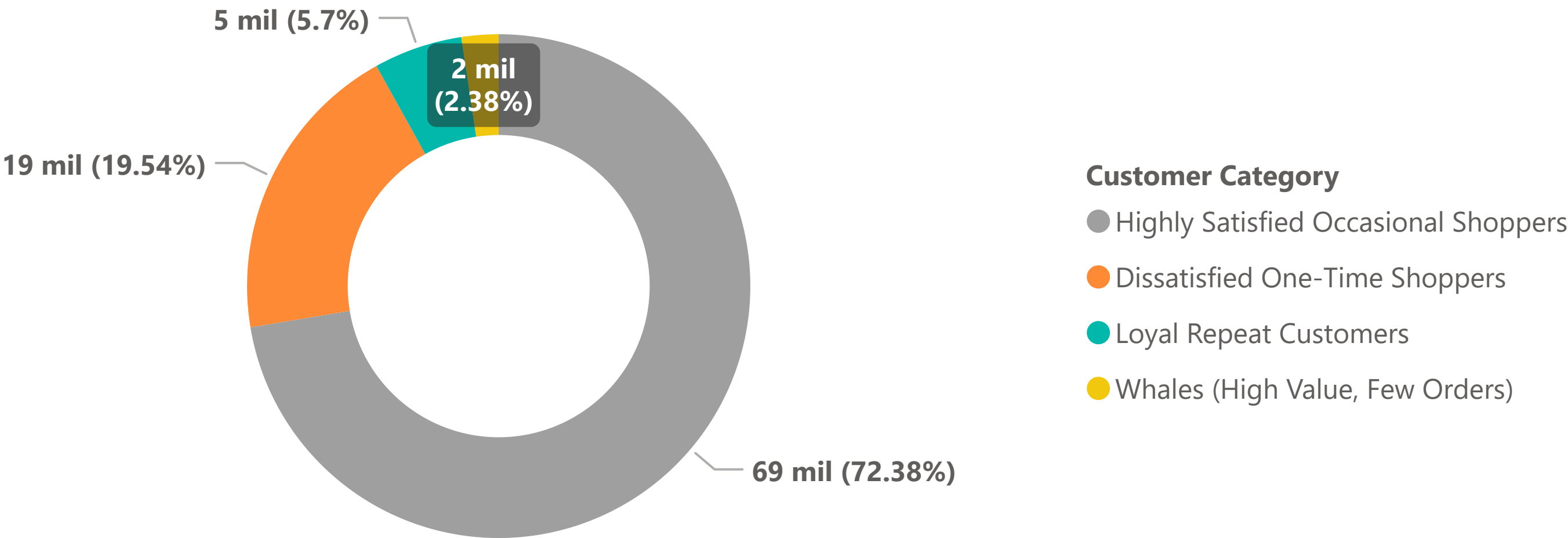
4.15

Mean Review Score

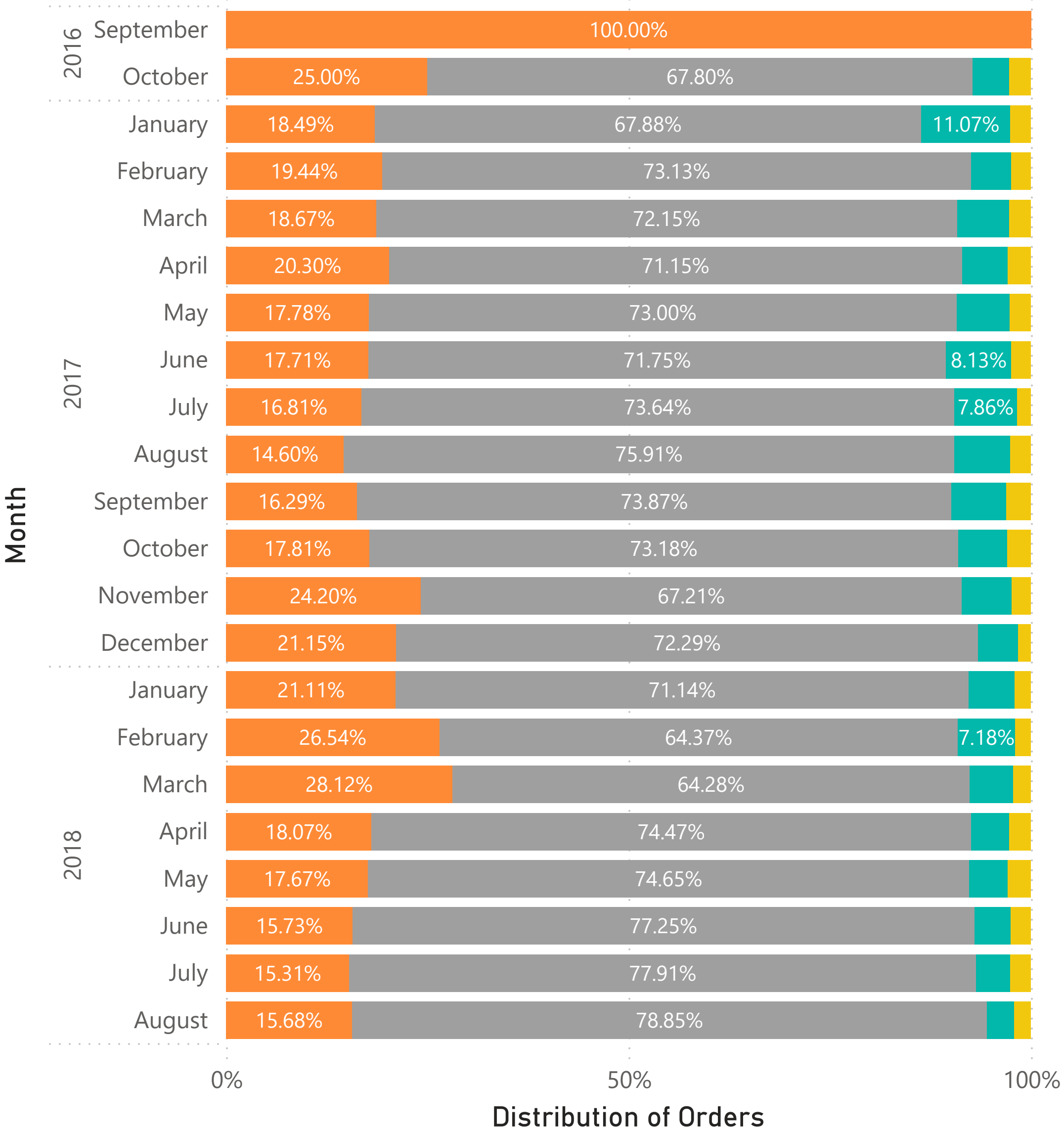
38 mil

Average Spent per Order

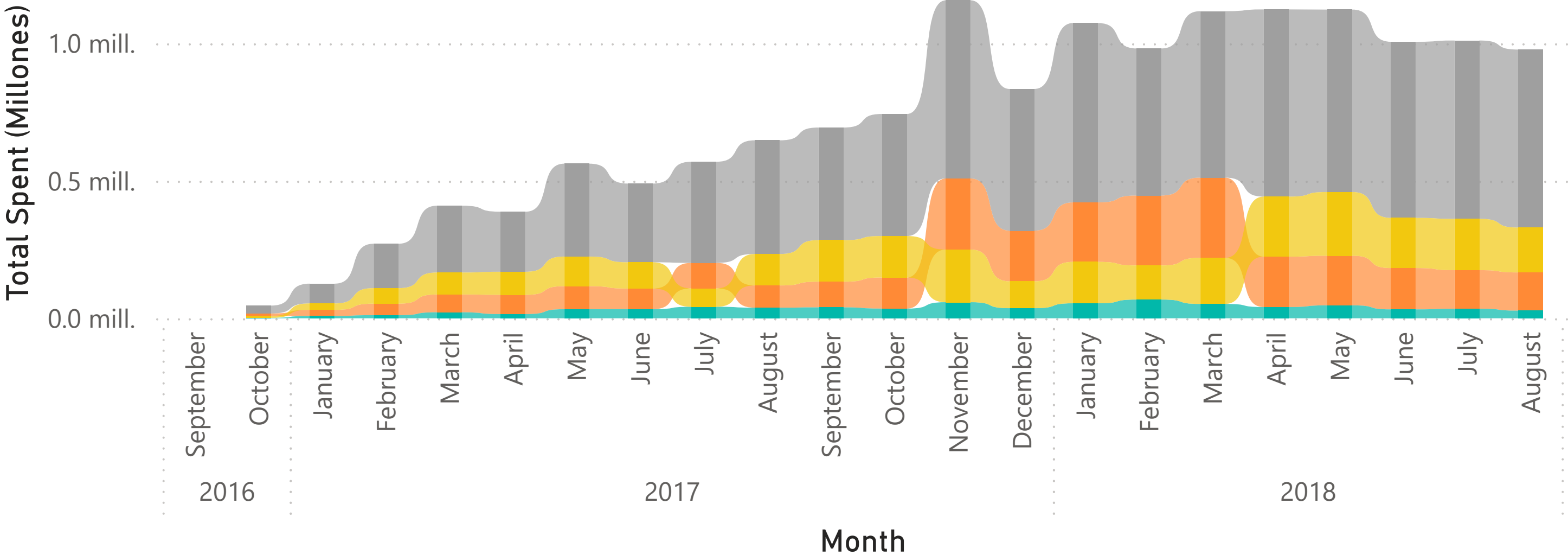
Historical Proportion of Orders by Customer Category



Historical Monthly Order Distribution by Customer Category



Historical Monthly Spending by Customer Category



860.61

Average Shipping Speed (km/days)

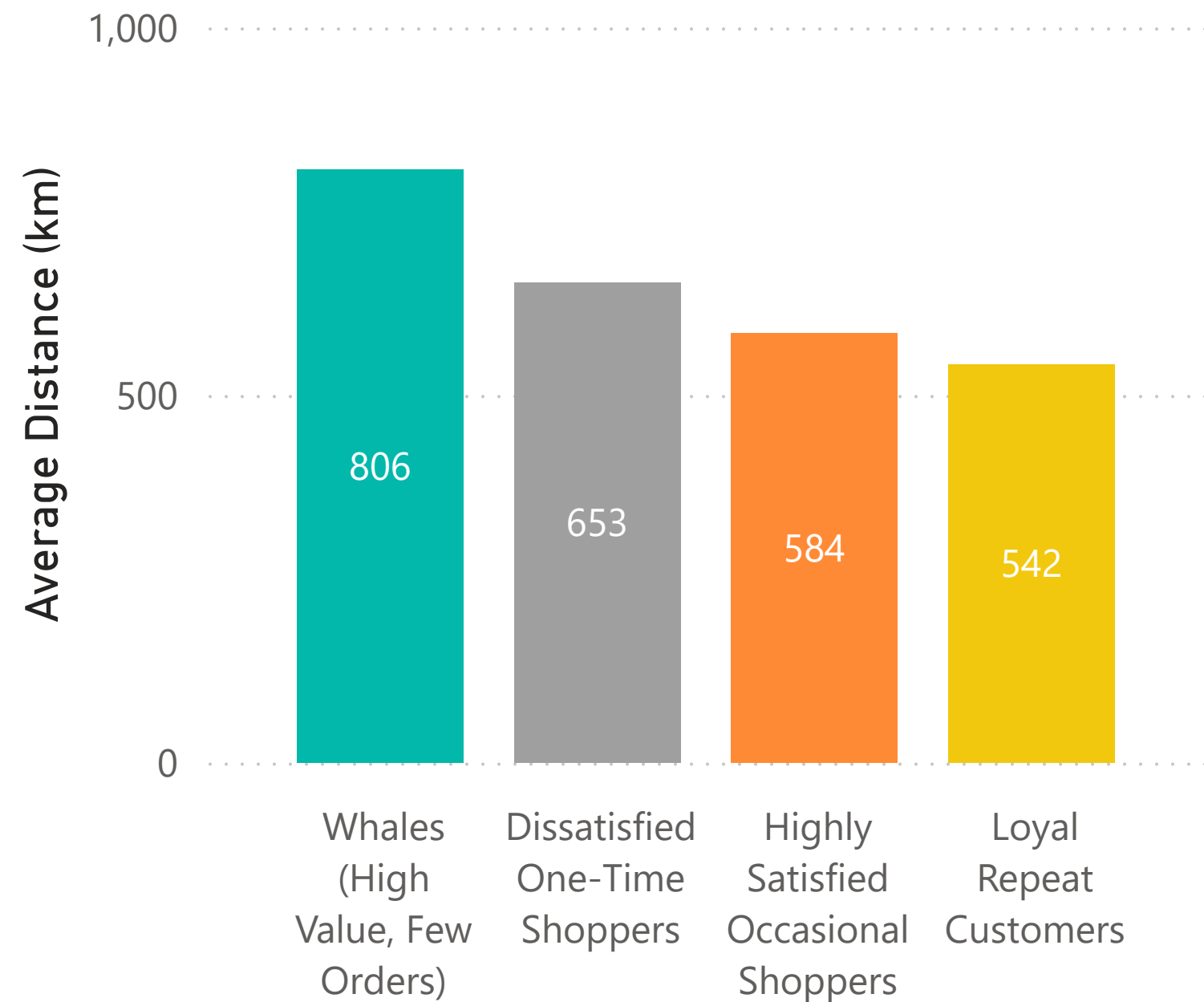
23.35

Mean Estimated Delivery Time (Days)

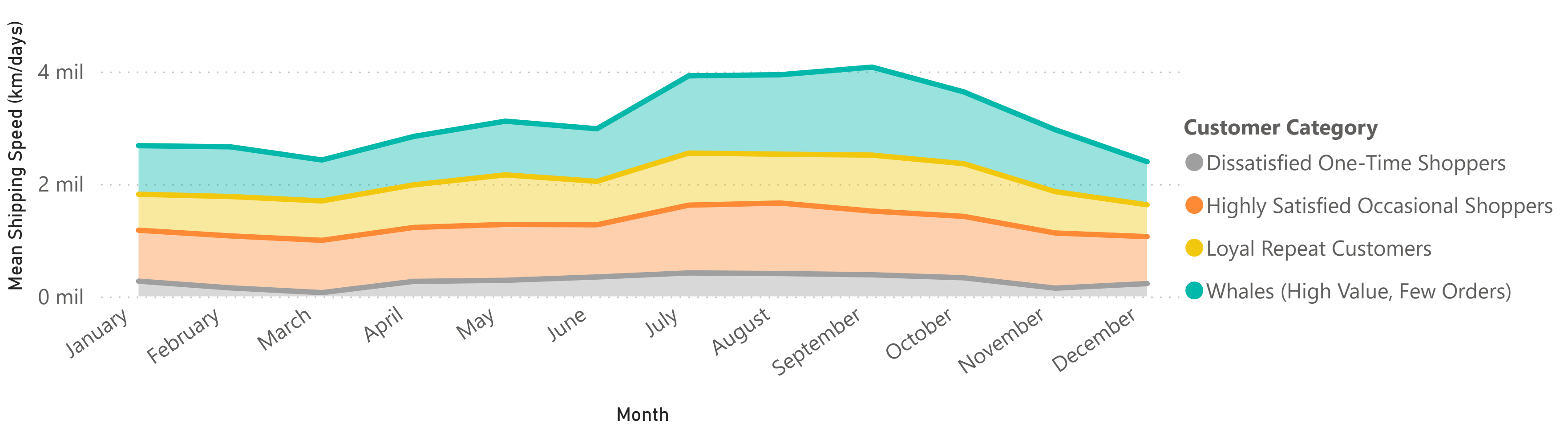
12.06

Mean Actual Delivery Time (Days)

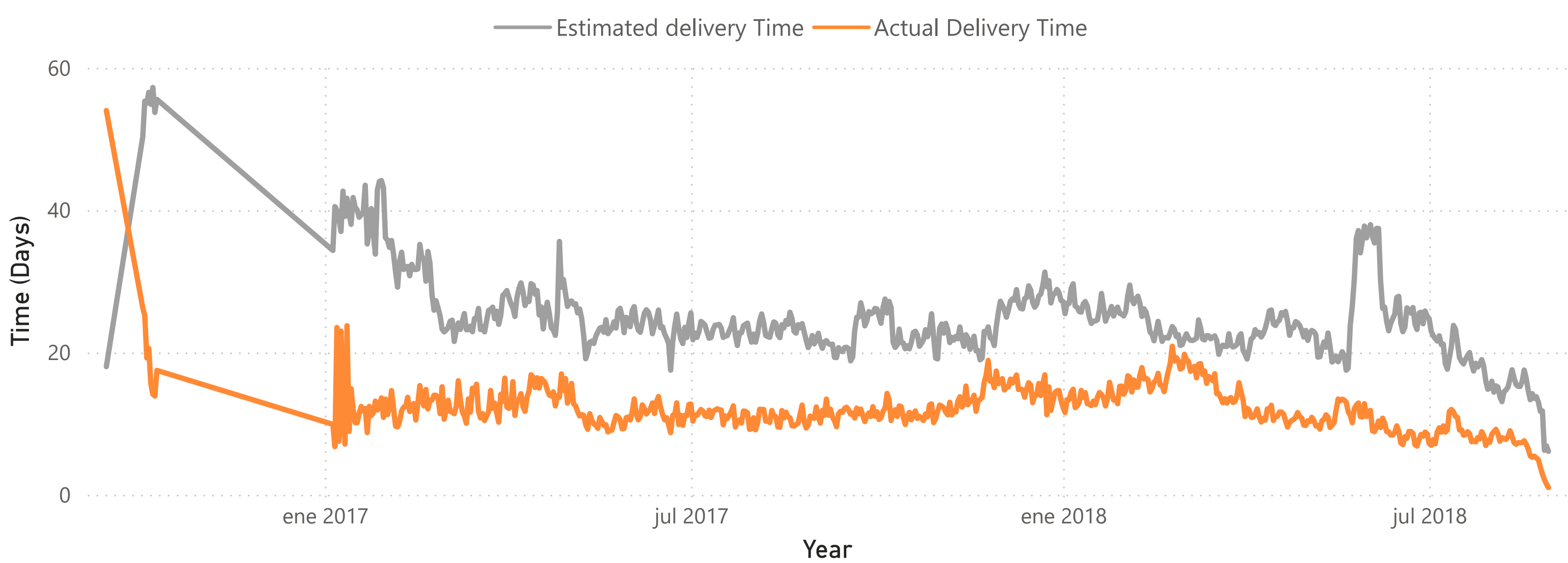
Average Delivery Distance by Customer Category



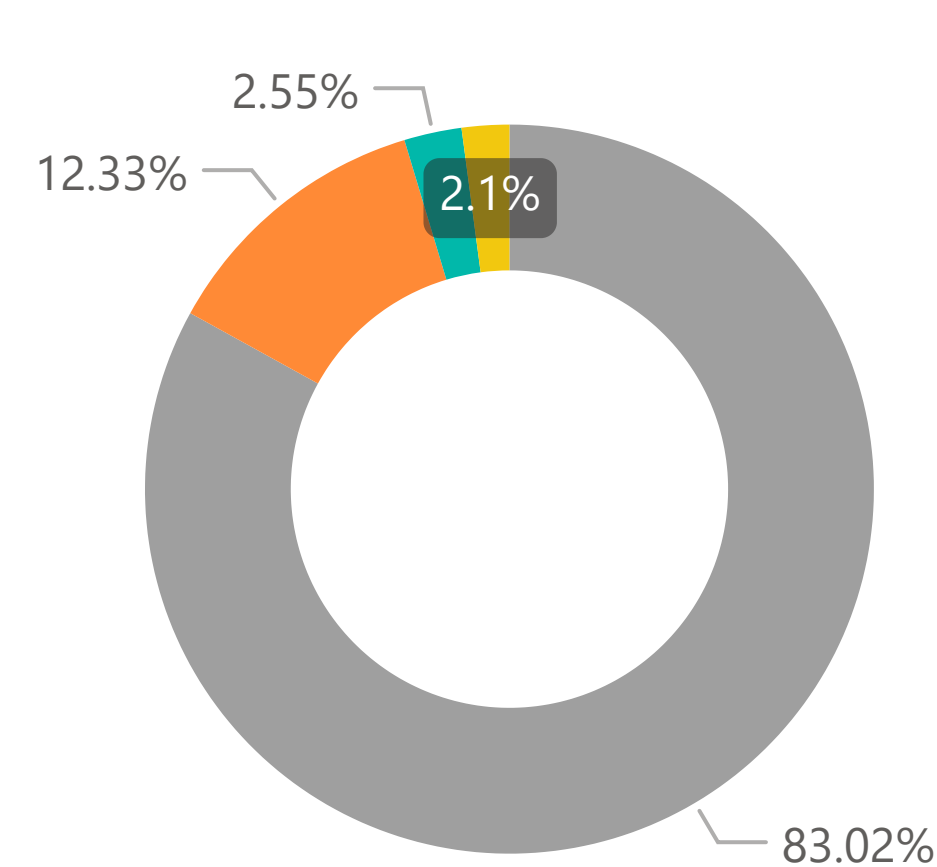
Average Shipping Speed by Month and Customer Category

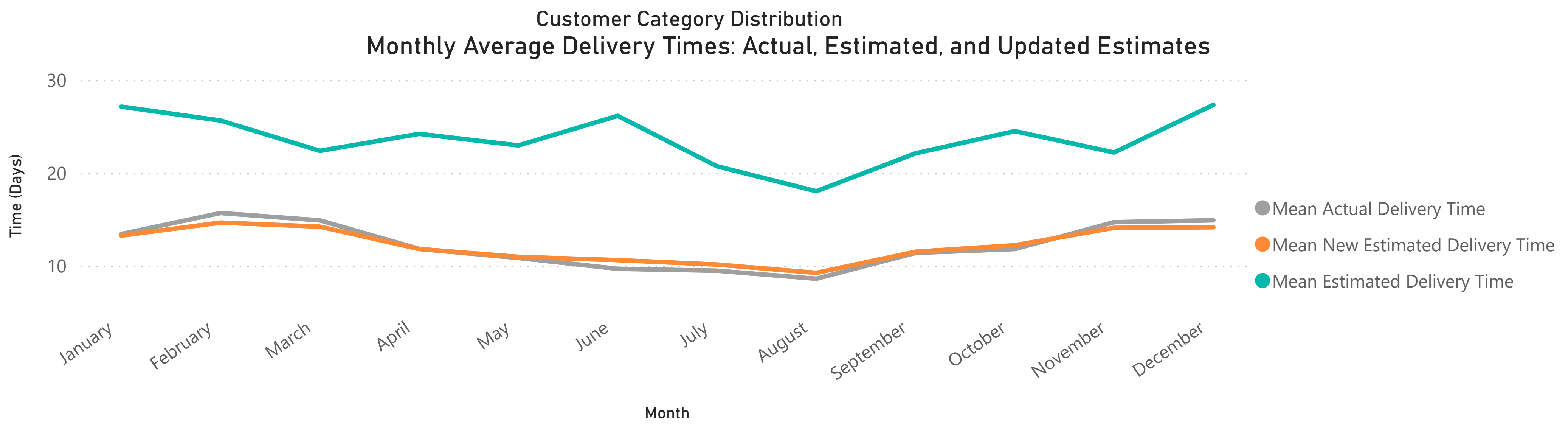
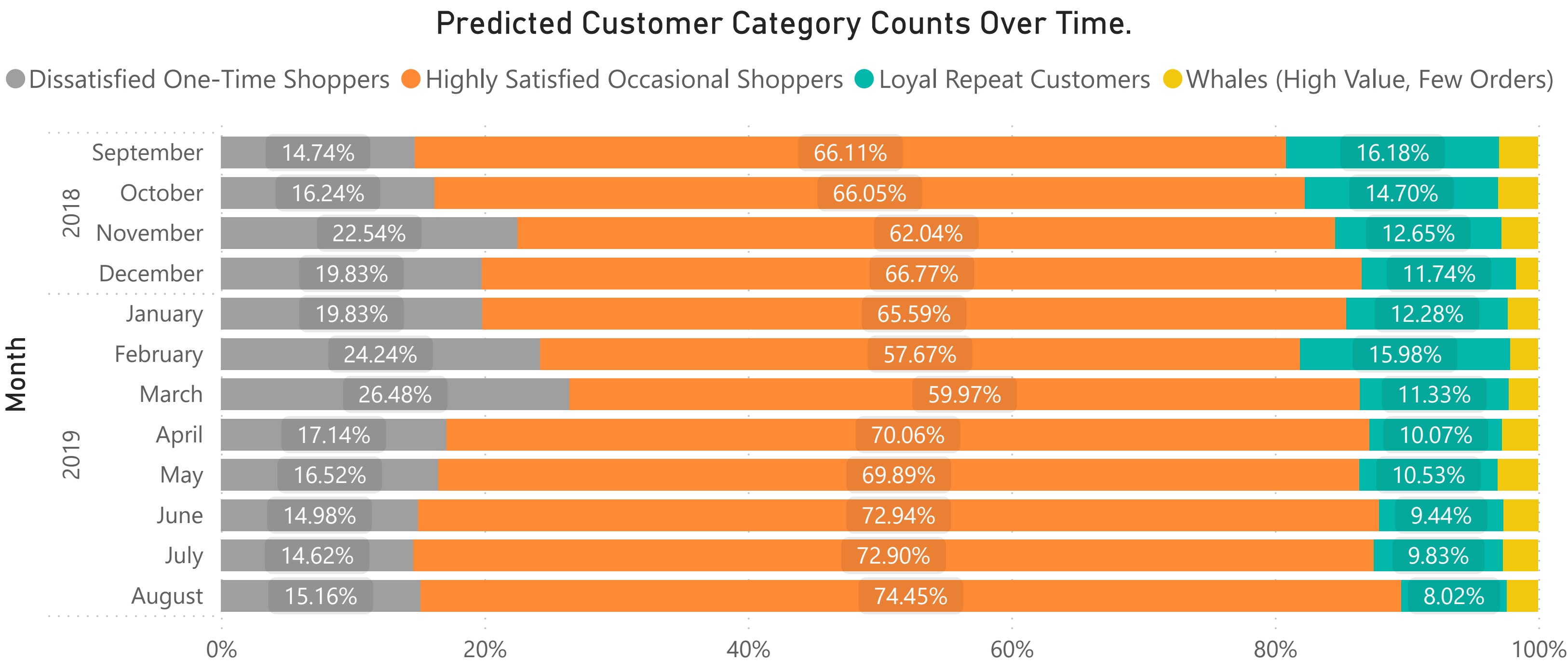


Estimated and Actual Delivery Time Averages Over Time



Late Deliveries by Customer Category





Customers Summary	
Dissatisfied One-Time Shoppers	
\$147.39	Average Total Spent
1.93	Mean Review Score
1	Orders Average
Highly Satisfied Occasional Shoppers	
\$133.05	Average Total Spent
4.75	Mean Review Score
1	Orders Average
Loyal Repeat Customers	
\$283.89	Average Total Spent
4.34	Mean Review Score
2	Orders Average
Whales (High Value, Few Orders)	
\$1,233.11	Average Total Spent
4.11	Mean Review Score
1	Orders Average