



Customers Shopping Behavior Analysis

Season

All

Subscription Status

No Yes

Gender

Female Male

Category

Accessories

Clothing

Footwear

Outerwear

Shipping type

- 2-Day Shipping
- Express
- Free Shipping
- Next Day Air
- Standard
- Store Pickup

Female

Male

Average purchase...

\$60.2

Average purchase...

\$59.5

3.9K

No. of Customers

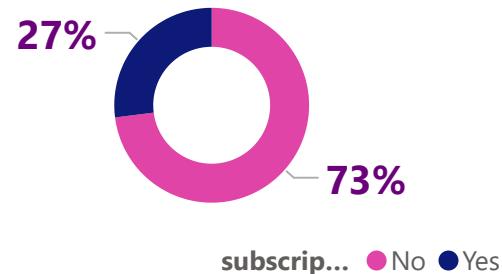
\$59.76

Average purchase amount

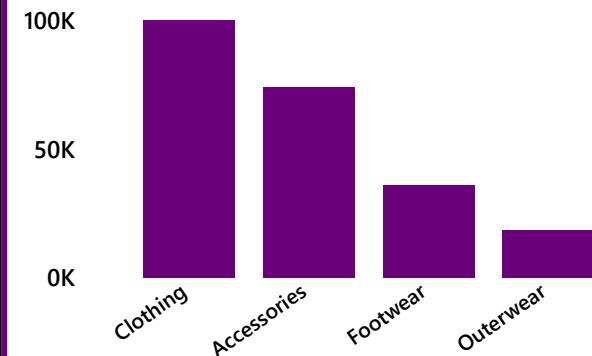
3.75

Average review rating

% of Subscribed and Non-Subscribed Customers



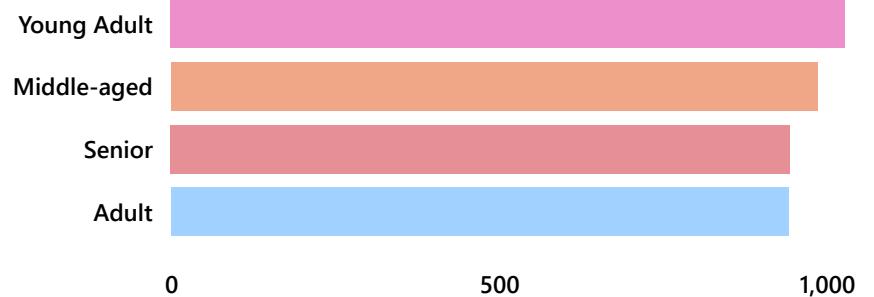
Revenue by Category



Sales by Category



Sales by Age Group



Revenue by Age Group

