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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

Average purchase...

\$60.2

Male

Average purchase...

\$59.5

3.9K

No. of Customers

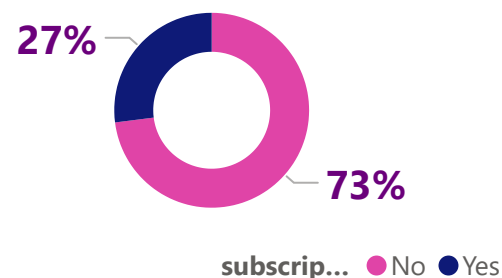
\$59.76

Average purchase amount

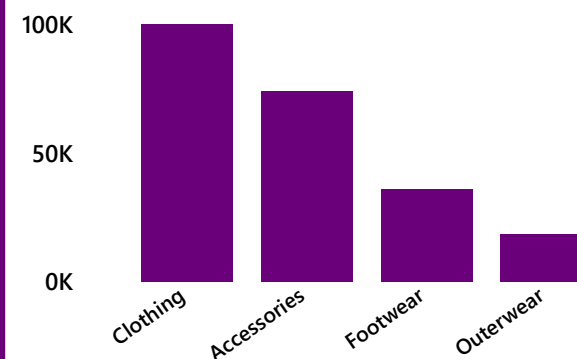
3.75

Average review rating

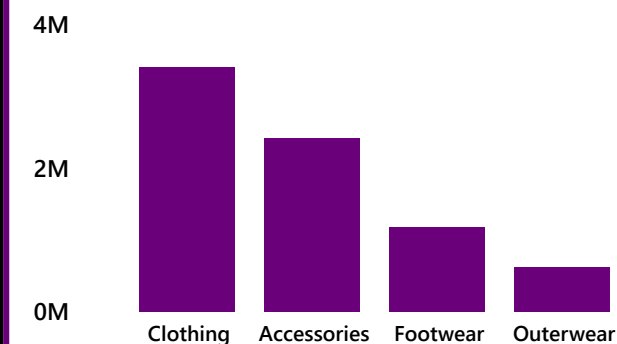
% of Subscribed and
Non-Subscribed Customers



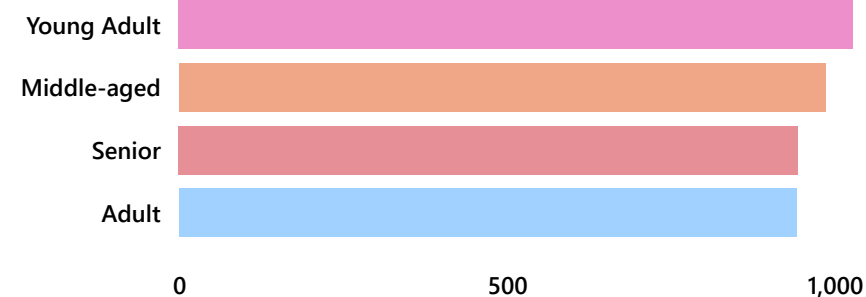
Revenue by Category



Sales by Category



Sales by Age Group



Revenue by Age Group

