

For Dashboard (1)

Problem Statements:

- 1. To analyse the Item purchased on the basis of Categories and Season.**
- 2. Compare the Present Purchased amount to Previous Purchased amount.**
- 3. Find the Highest Payment Method used for purchasing.**

Problem Statements:

For Dashboard (2)

- 1. To count the Gender (no. of male & no. of female) on the basis of Categories .**
- 2. To count the Gender (no. of male & no. of female) on the basis of Items Purchased.**
- 3. Find out the total number of customer ID & total sum of reviews as per customer given.**

SHOPPING TRENDS ANALYSIS DASHBOARD (1)

Category: All

Accessories

Clothing

Footwear

Outerwear

233K

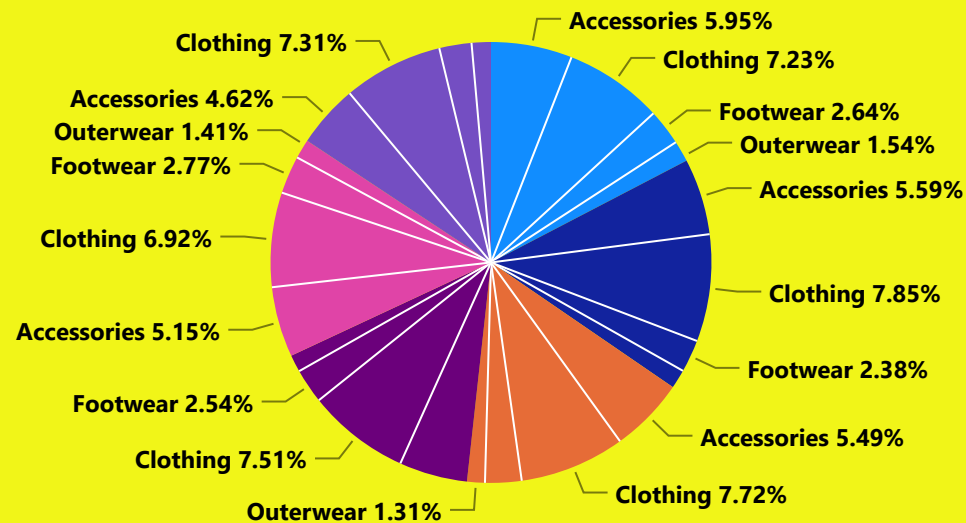
Sum of Purchase Amount (USD)

99K

Sum of Previous Purchases

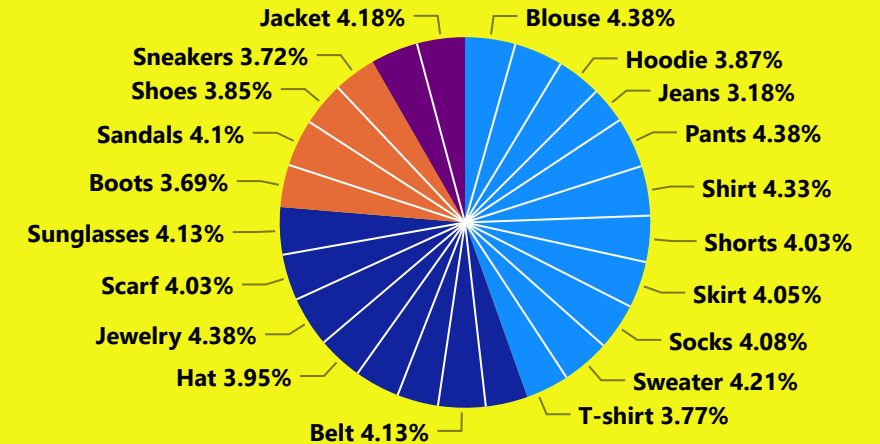
Count of Category by Payment Method and Category

Payment Method ● PayPal ● Credit Card ● Cash ● Debit Card ● Venmo ● Bank Transfer



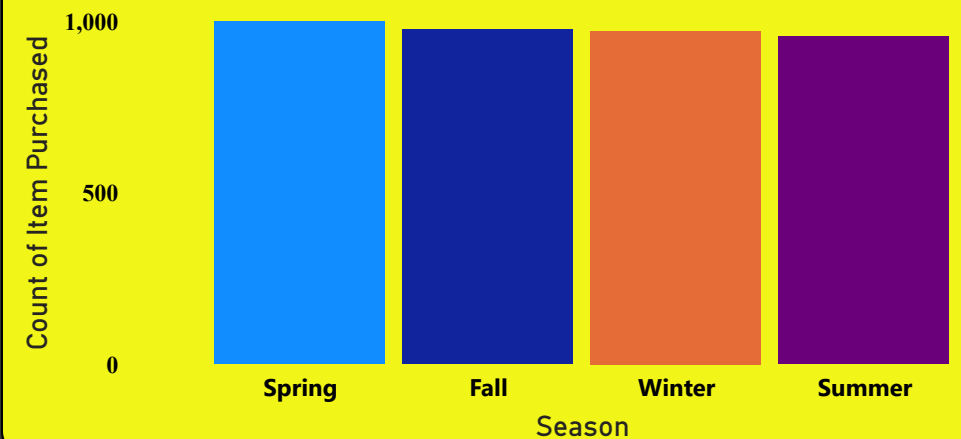
Count of Item Purchased by Category and Item Purchased

Category ● Clothing ● Accessories ● Footwear ● Outerwear



Count of Item Purchased by Season and Season

Gender ● Spring ● Fall ● Winter ● Summer



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SHOPPING TRENDS ANALYSIS DASHBOARD (2)

Category: All

Accessories

Footwear

Clothing

Outerwear

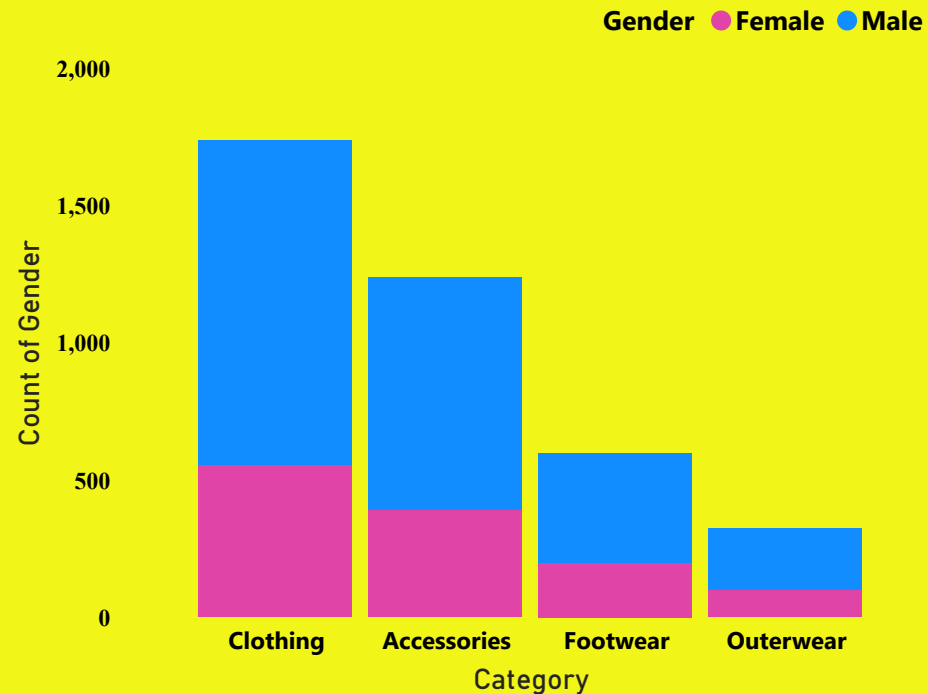
3900

Count of Customer ID

15K

Sum of Review Rating

Count of Gender by Category and Gender



Count of Gender by Item Purchased and Gender



For Accessories-

SHOPPING TRENDS ANALYSIS DASHBOARD (1)

Category: Accessories

Accessories

Clothing

Footwear

Outerwear

74K

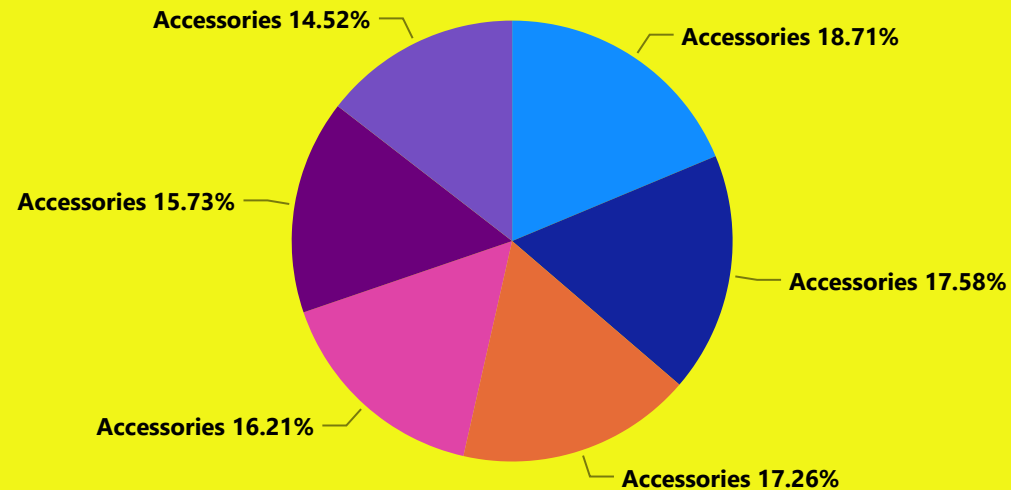
Sum of Purchase Amount (USD)

32K

Sum of Previous Purchases

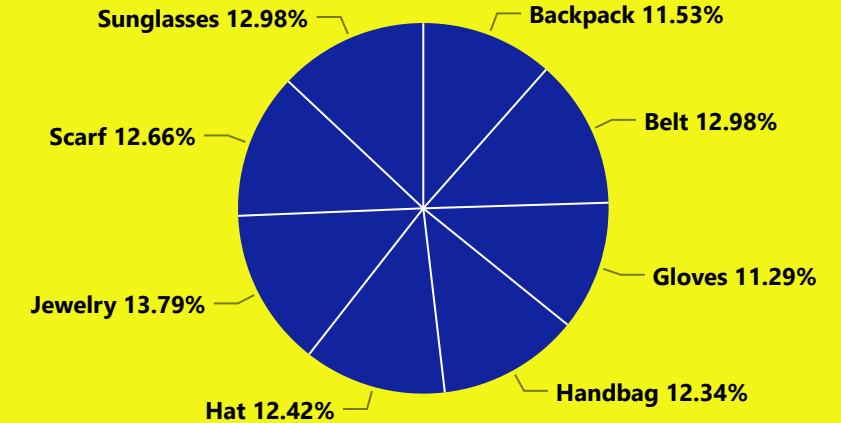
Count of Category by Payment Method and Category

Payment Method ● PayPal ● Credit Card ● Cash ● Venmo ● Debit Card ● Bank Transfer



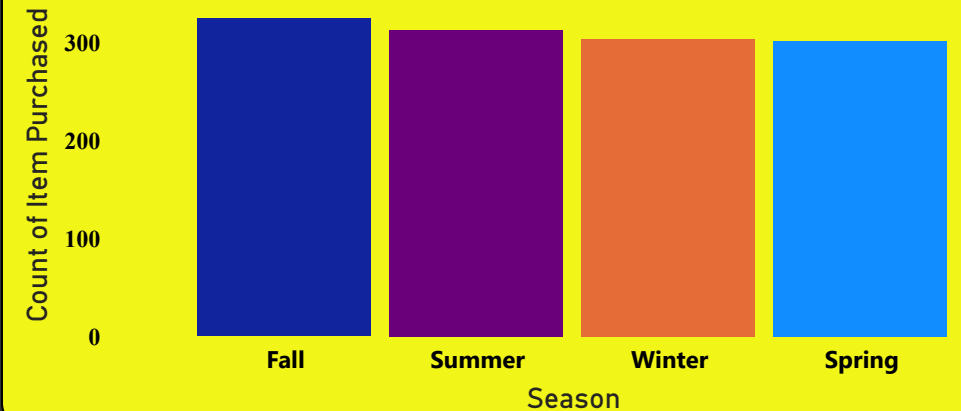
Count of Item Purchased by Category and Item Purchased

Category ● Accessories



Count of Item Purchased by Season and Season

Gender ● Fall ● Summer ● Winter ● Spring



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SHOPPING TRENDS ANALYSIS DASHBOARD (2)

Category: Accessories

Accessories

Footwear

Clothing

Outerwear

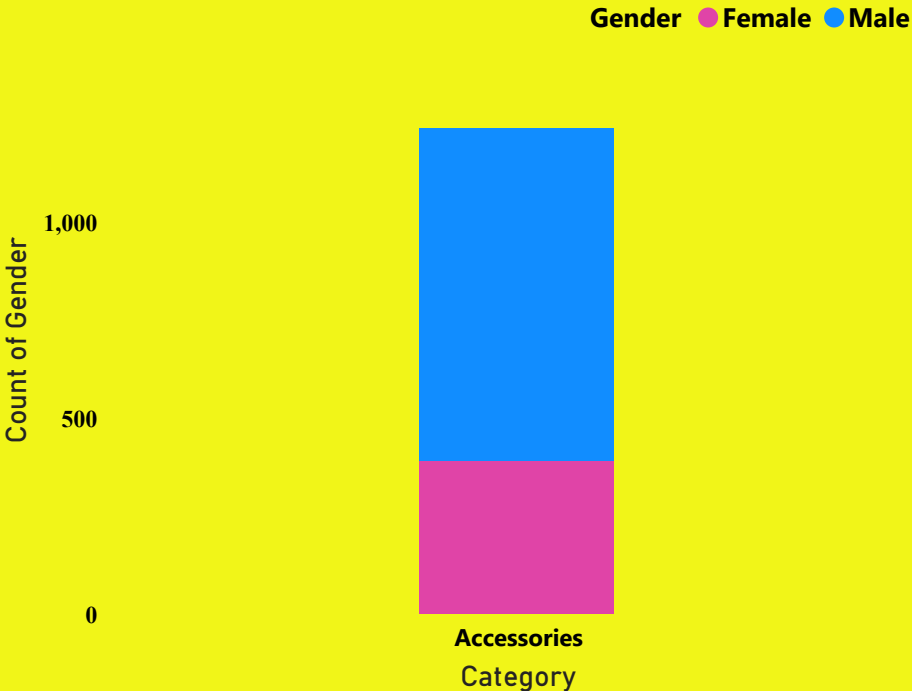
1240

Count of Customer ID

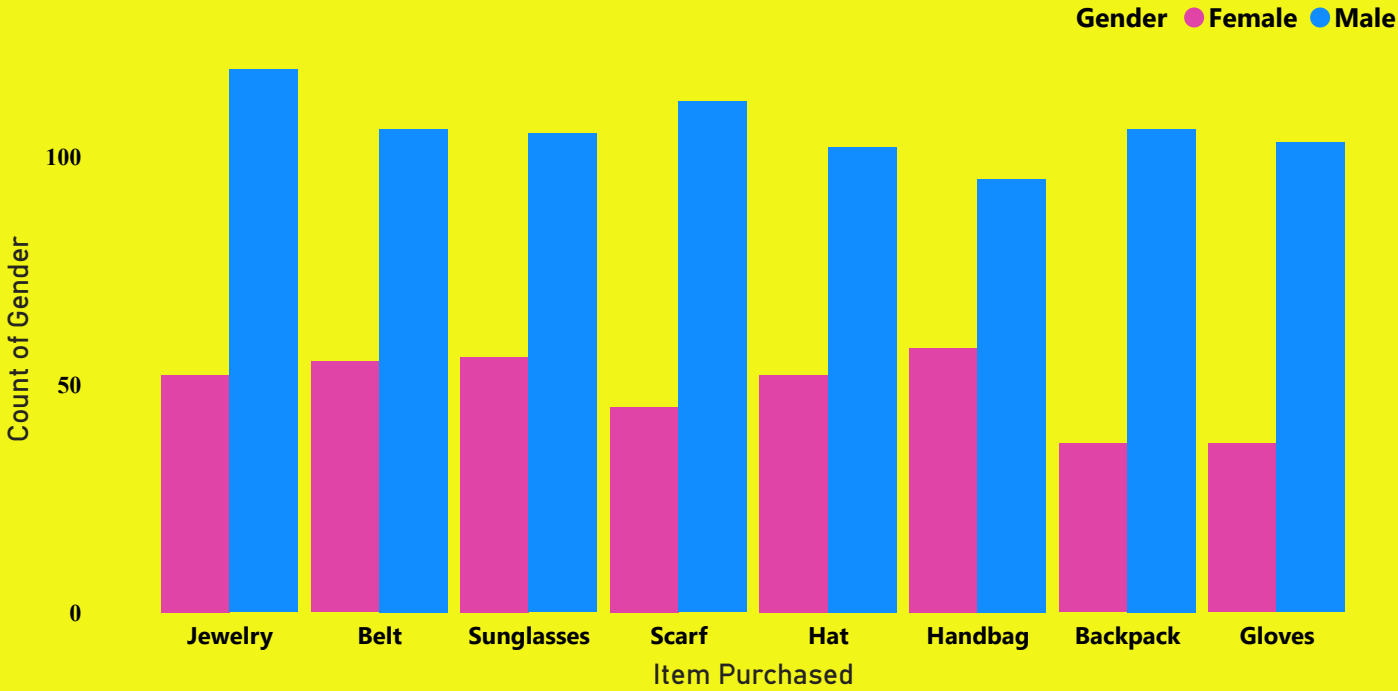
4673

Sum of Review Rating

Count of Gender by Category and Gender



Count of Gender by Item Purchased and Gender



For Clothing-

SHOPPING TRENDS ANALYSIS DASHBOARD (1)

Category: Clothing

Accessories

Clothing

Footwear

Outerwear

104K

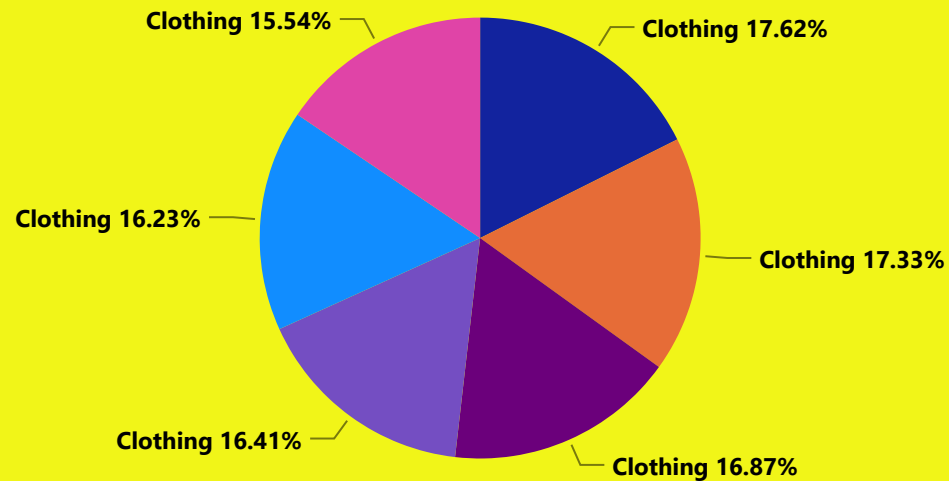
Sum of Purchase Amount (USD)

44K

Sum of Previous Purchases

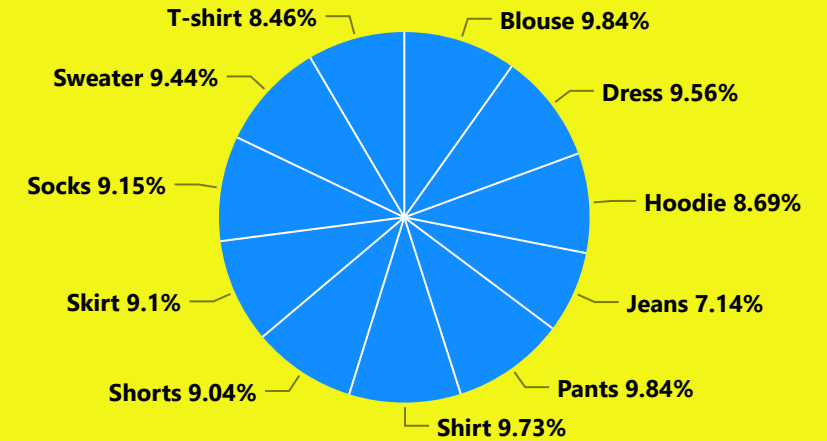
Count of Category by Payment Method and Category

Payment Method ● Credit Card ● Cash ● Debit Card ● Bank Transfer ● PayPal ● Venmo



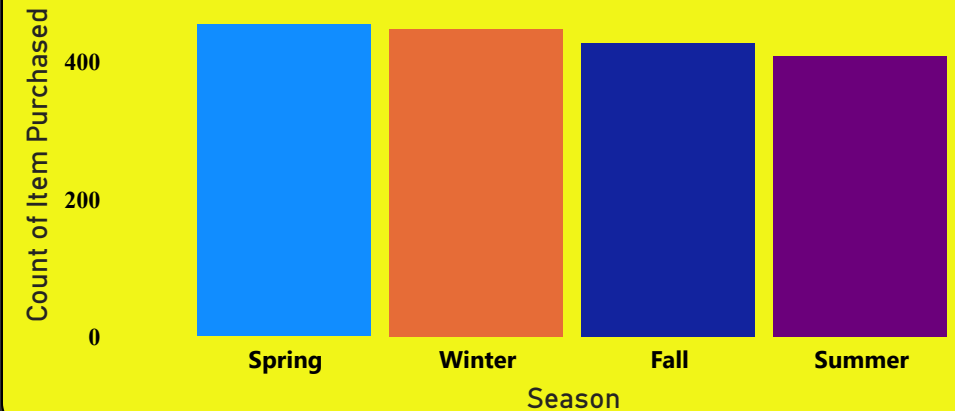
Count of Item Purchased by Category and Item Purchased

Category ● Clothing



Count of Item Purchased by Season and Season

Gender ● Spring ● Winter ● Fall ● Summer



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SHOPPING TRENDS ANALYSIS DASHBOARD (2).

Category: Clothing

Accessories

Footwear

Clothing

Outerwear

1737

Count of Customer ID

6467

Sum of Review Rating

Count of Gender by Category and Gender



Count of Gender by Item Purchased and Gender



For Footwear-

SHOPPING TRENDS ANALYSIS DASHBOARD (1)

Category: Footwear

Accessories

Clothing

Footwear

Outerwear

36K

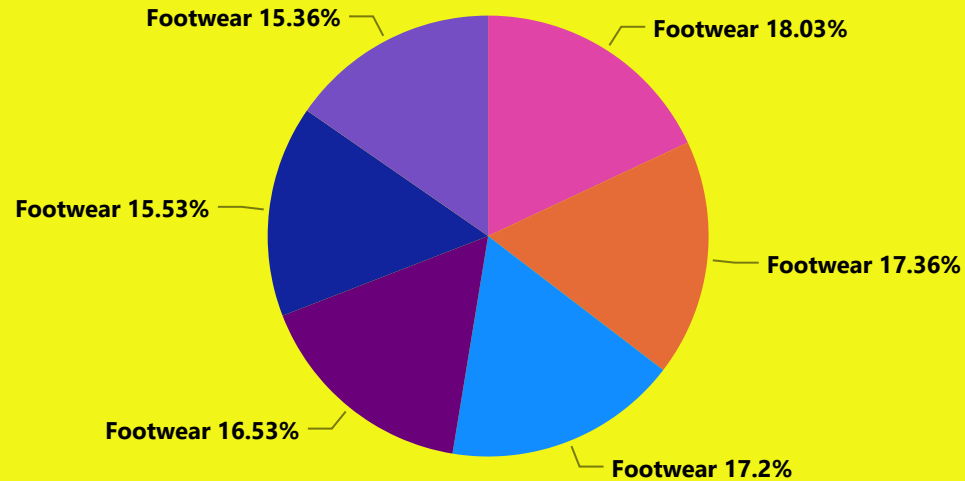
Sum of Purchase Amount (USD)

15K

Sum of Previous Purchases

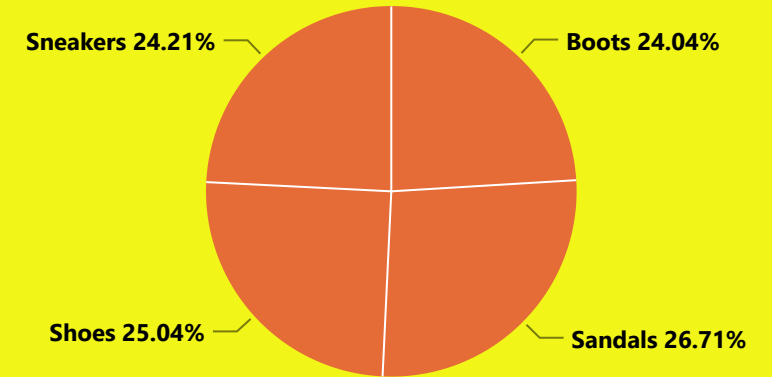
Count of Category by Payment Method and Category

Payment Method ● Venmo ● Cash ● PayPal ● Debit Card ● Credit Card ● Bank Transfer



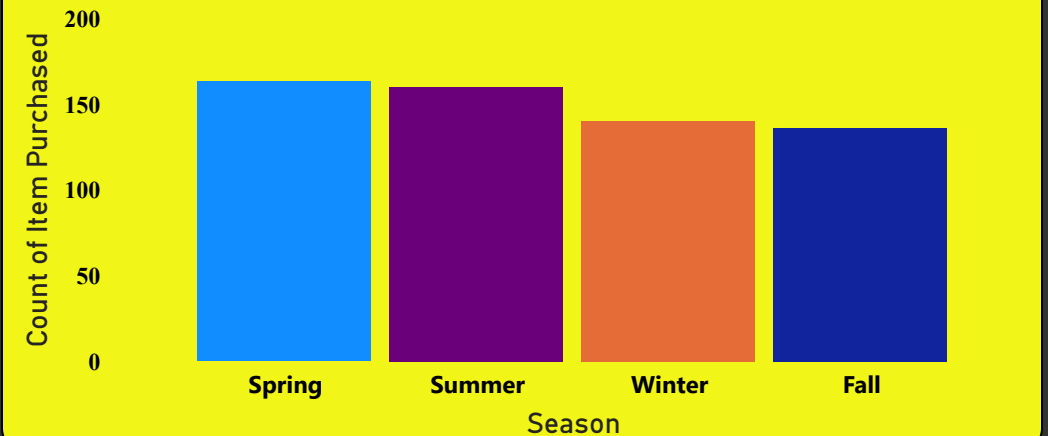
Count of Item Purchased by Category and Item Purchased

Category ● Footwear



Count of Item Purchased by Season and Season

Gender ● Spring ● Summer ● Winter ● Fall



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SHOPPING TRENDS ANALYSIS DASHBOARD (2)

Category: Footwear

Accessories

Footwear

Clothing

Outerwear

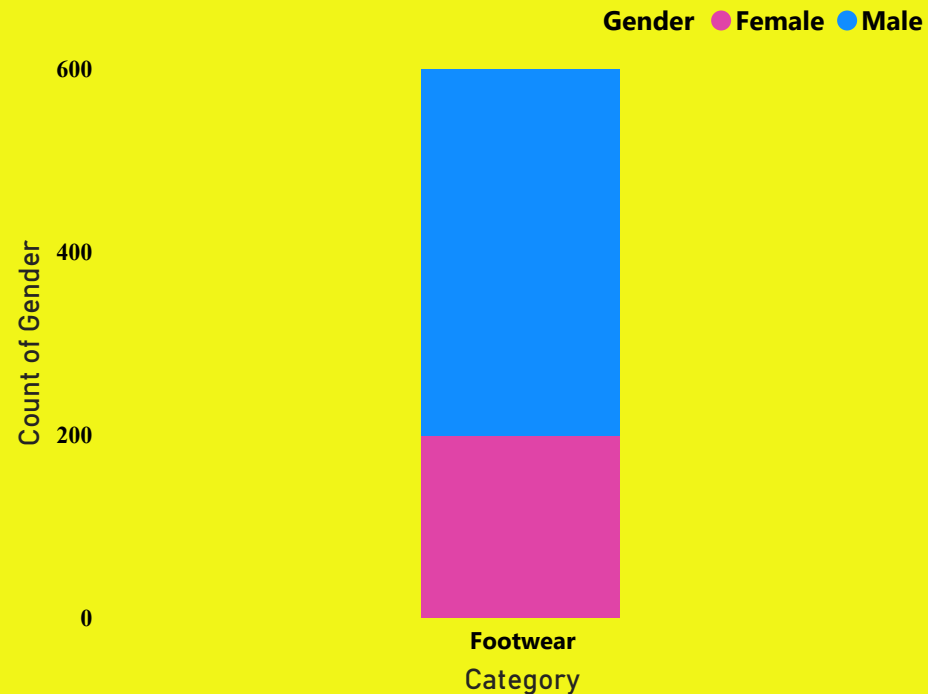
599

Count of Customer ID

2271

Sum of Review Rating

Count of Gender by Category and Gender



Count of Gender by Item Purchased and Gender



For Outerwear-

SHOPPING TRENDS ANALYSIS DASHBOARD (1).

Category: Outerwear

Accessories

Clothing

Footwear

Outerwear

19K

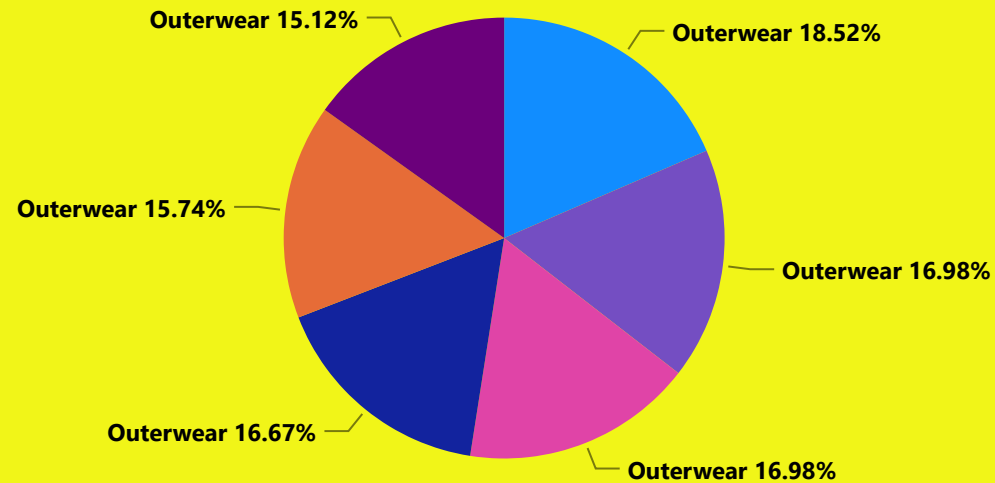
Sum of Purchase Amount (USD)

8086

Sum of Previous Purchases

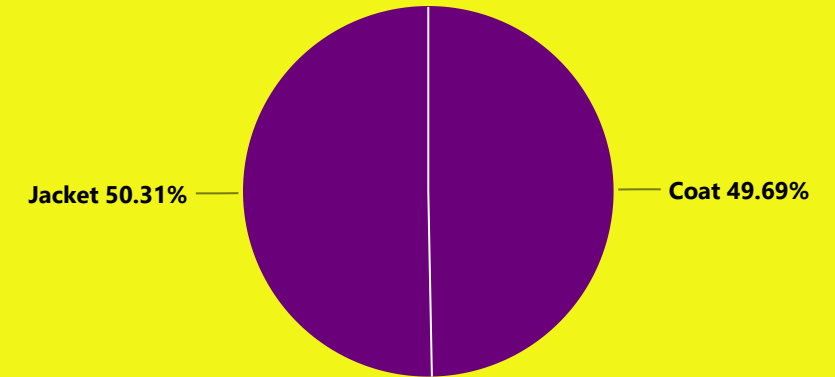
Count of Category by Payment Method and Category.

Payment Method ● PayPal ● Bank Transfer ● Venmo ● Credit Card ● Cash ● Debit Card



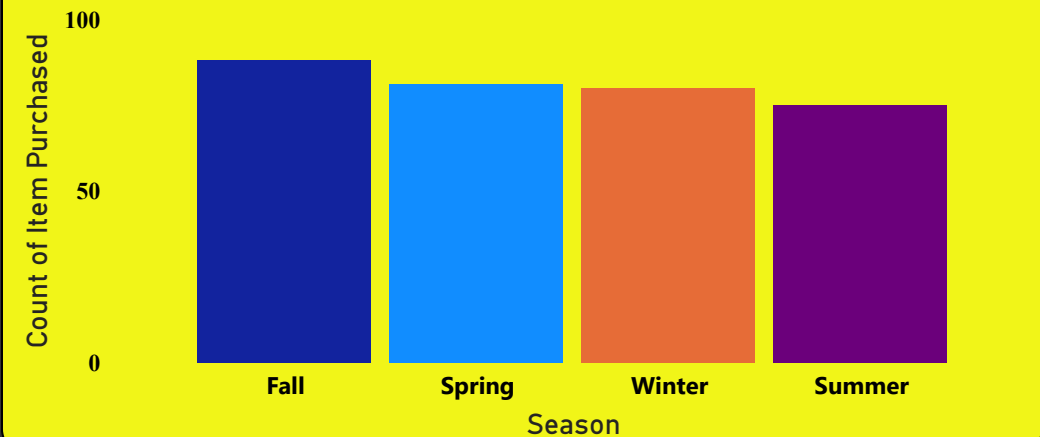
Count of Item Purchased by Category and Item Purchased

Category ● Outerwear



Count of Item Purchased by Season and Season

Gender ● Fall ● Spring ● Winter ● Summer



SHOPPING TRENDS ANALYSIS DASHBOARD (2)

Category: Outerwear

Accessories

Footwear

Clothing

Outerwear

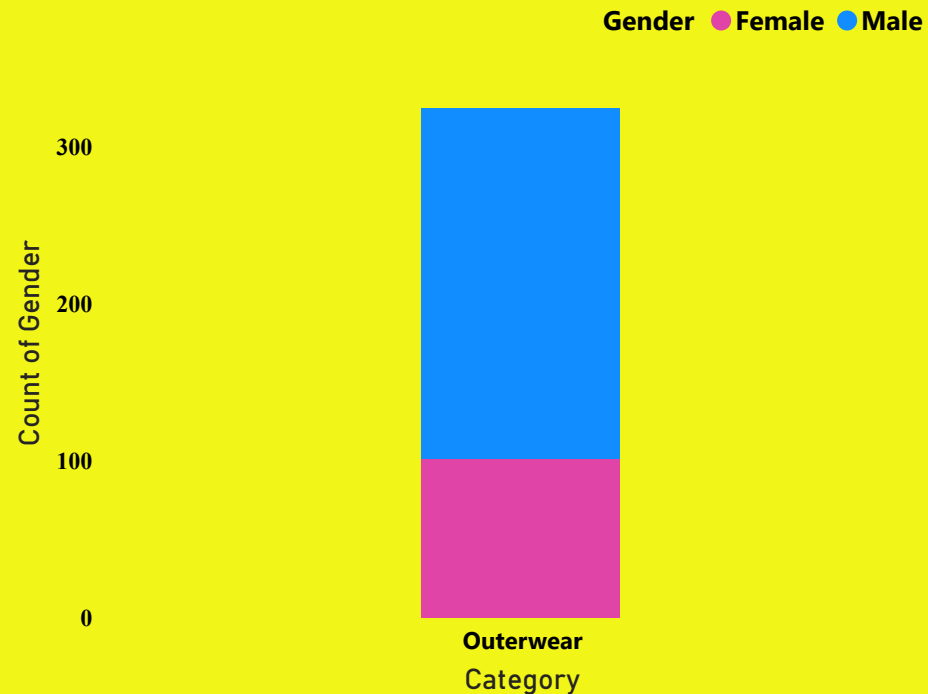
324

Count of Customer ID

1214

Sum of Review Rating

Count of Gender by Category and Gender



Count of Gender by Item Purchased and Gender

