Customer Segmentation

Age Group

All

Payment Method

All

Location

All

Category

All

Gender

| Female | Male |

Subscription_Status

| 0 | 1 |

Discount Applied

| 0 | 1 |

Season

All

Count of Total Sales	Total Trangaction	Total revenue	Total Item Purchased
3.9K	8M	233K	4K

Sum of Total Sales by Category

- Clothing
- Accessories
- Footwear
- Outerwear

$0.0bn — $0.5bn
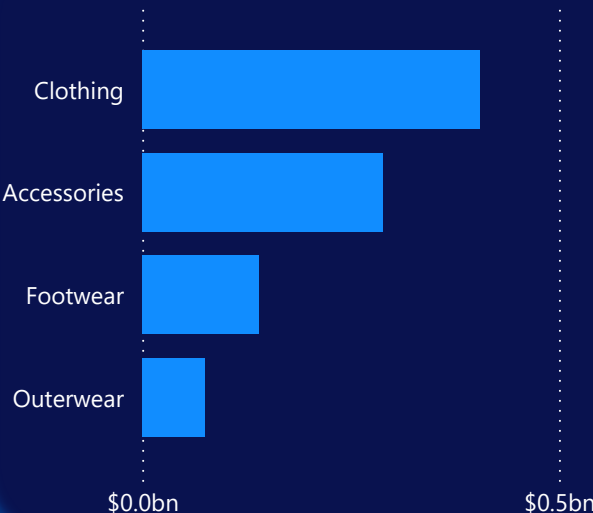
Sum of Total Sales by Age Group and Is_Card

25–34 45–54 55–64 35–44 18–24 65+
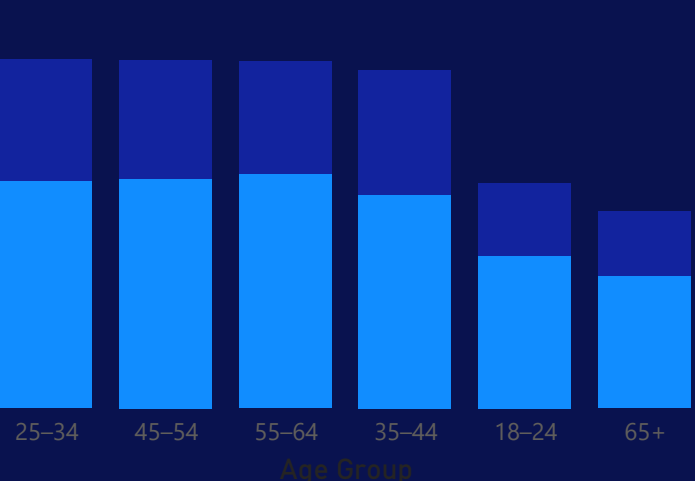
Age Group

Sum of Total Sales by Season

$230M

$225M

Spring   Fall   Winter   Summer

Sum of Total Sales by Age Group

- 25–34
- 45–54
- 55–64
- 35–44
- 18–24
- 65+

$0.0bn — $0.1bn — $0.2bn
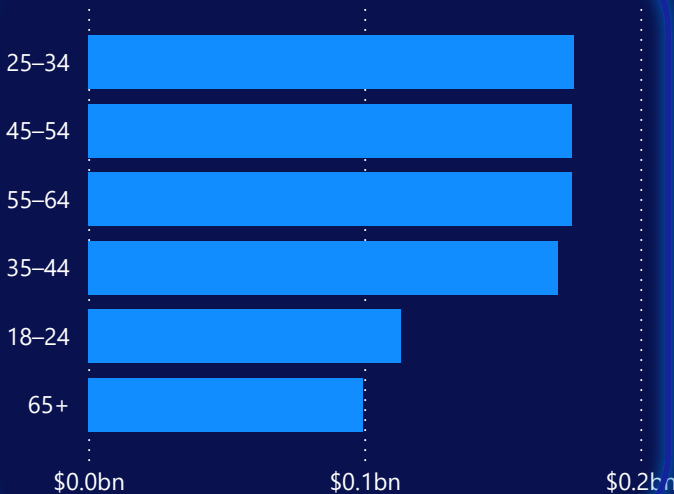
Sum of Total Sales by Payment_Method

$147.... (16.2...) $162.... (17....)
$148... (16....)
$151.0... (16.6...)

Payment Method
- Credit Card
- Venmo
- Cash
- PayPal
- Debit Card
- Bank Transfer
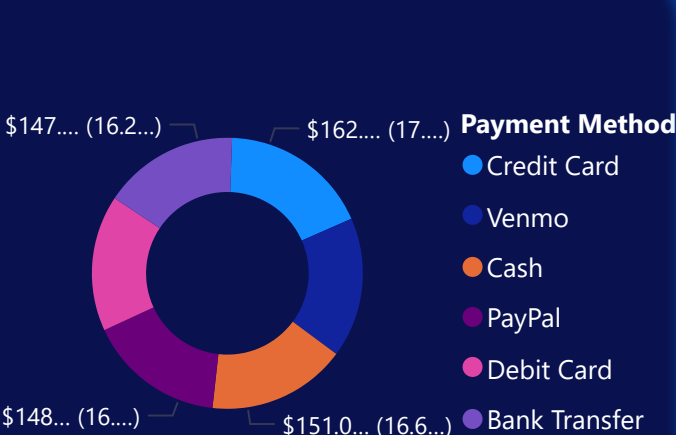
Sum of Total Sales by Location and Season

Season ● Fall ● Spring ● Summer ● Winter