🚀 Here's a look into the "**Customer Purchase Behaviour**" dashboard, which offers valuable insights into various key metrics, helping drive business decisions.

**💡 Key Insights:**

* **Total Sales**: Displays the overall revenue generated across all products or categories.
* **Average Sales**: Shows the mean sales value per transaction or customer, useful for understanding sales patterns.
* **Average Rating**: Highlights the average customer review score for purchased items, indicating product satisfaction.
* **Total Customer Count**: Displays the total number of unique customers, giving insight into customer base size and reach.

**💡 Charts:**

* **Top 5 Items by Sales and Average Rating (with parameters)**: Filters top-performing items across multiple categories viz. Accessories, Outerwear, Clothing and Footwear based on sales and customer ratings.
* **Sales by Gender and Age**: Visualizes the breakdown of sales performance across different gender and age groups, highlighting key demographics.
* **Sales Distribution by Season and Category (Gender Percentage)**: Provides detailed insight into how sales are distributed by season and category, segmented by gender percentage contribution.
* **Customers with Subscription, Shipping Type, and Frequency of Purchase**: Illustrates the proportion of customers with active subscriptions, preferred shipping methods, and their purchase frequency.
* **Average Sale by Payment Method:** Displays average sales value grouped by payment methods, providing a visual comparison of performance across payment types.
* **Total Sales, Average Rating, and Customer Count by Location**: Shows total sales, customer satisfaction (ratings), and customer count across various locations for regional performance analysis.

These visualizations offer a dynamic and comprehensive view of customer behaviour, sales trends, and performance across categories.