



CUSTOMER SHOPPING TRENDS DASHBOARD



Author : Mohammad Sakibul Islam



[Customer Shopping Trends Dataset](#)



Current Date
Sep 18, 2024



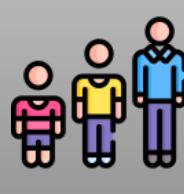
Purpose of Dashboard: Identify trends in customer purchasing patterns for gaining actionable insights



Product Category Analysis



Location Based Analysis



Age Group Analysis



Seasonal Purchase Analysis



Payment & Shipping Analysis



Rating & Promotional Analysis



Subscription Analysis

Number of Customers
3,900

#Subscribed Customers
2,811

Category
4

Total Sales (USD)
230,517

Avg Rating
3.95

FILTERS

Jan 1, 2022 - Dec 31, 2022

Age Group

Gender

Category

Location

Season

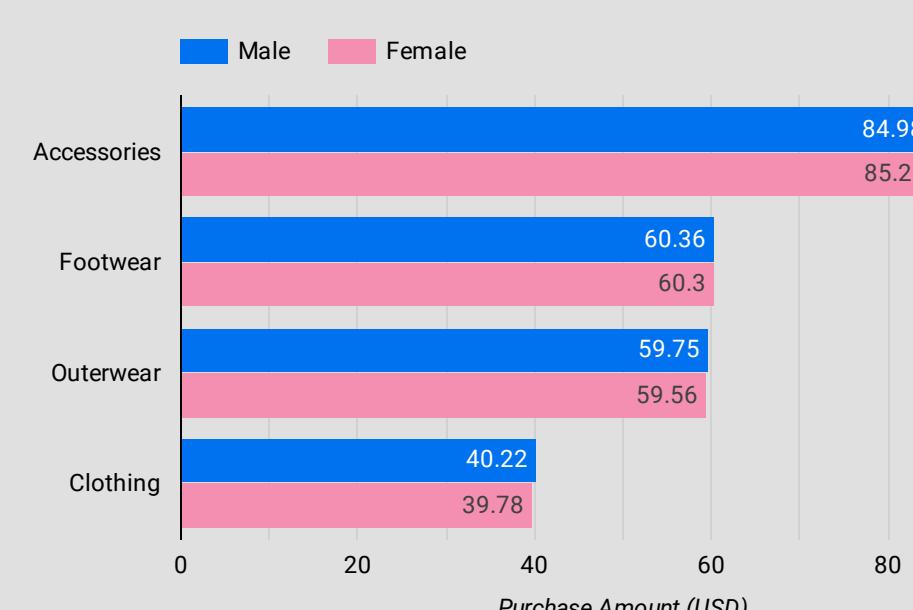
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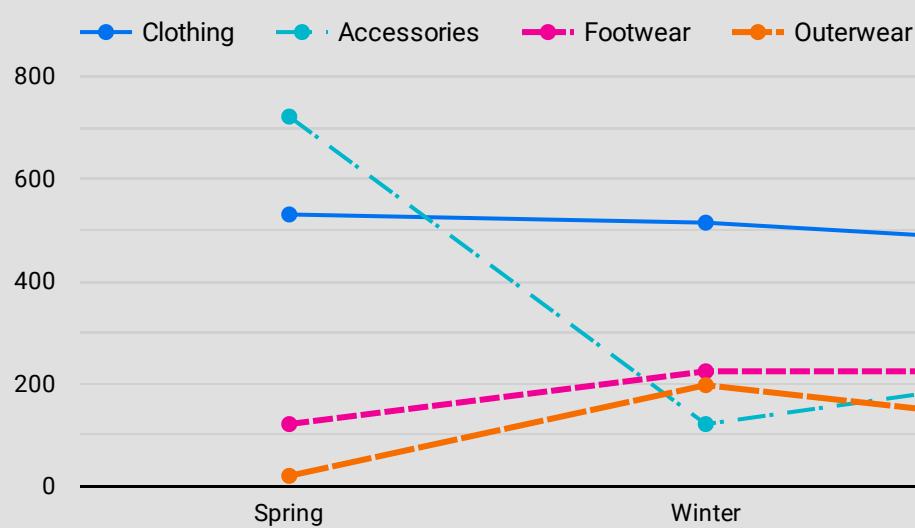
Gender based Product Category Preferences



Gender-based Average purchase amount(USD) per unit item for Category



Seasonal Trends in Product Categories





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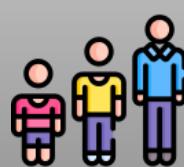
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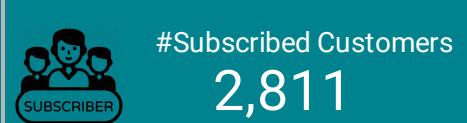
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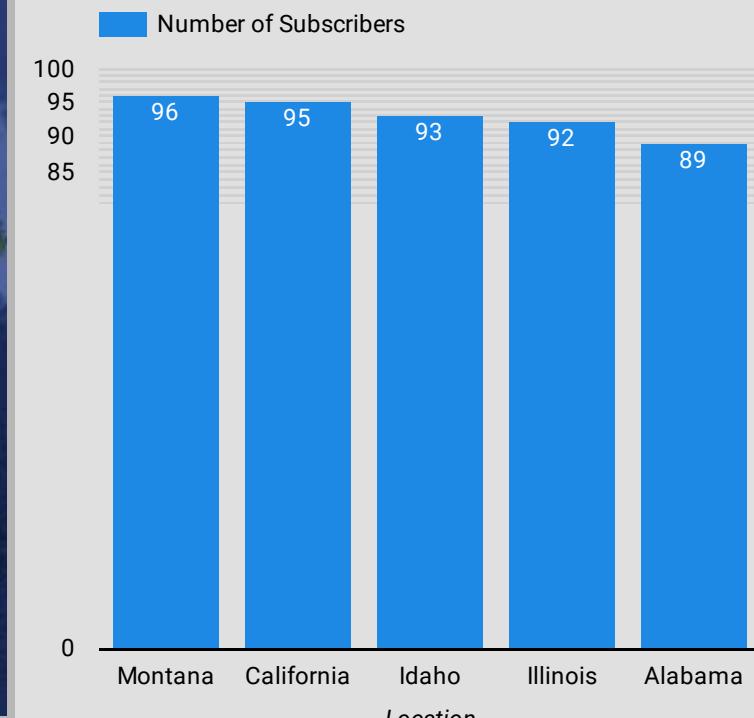
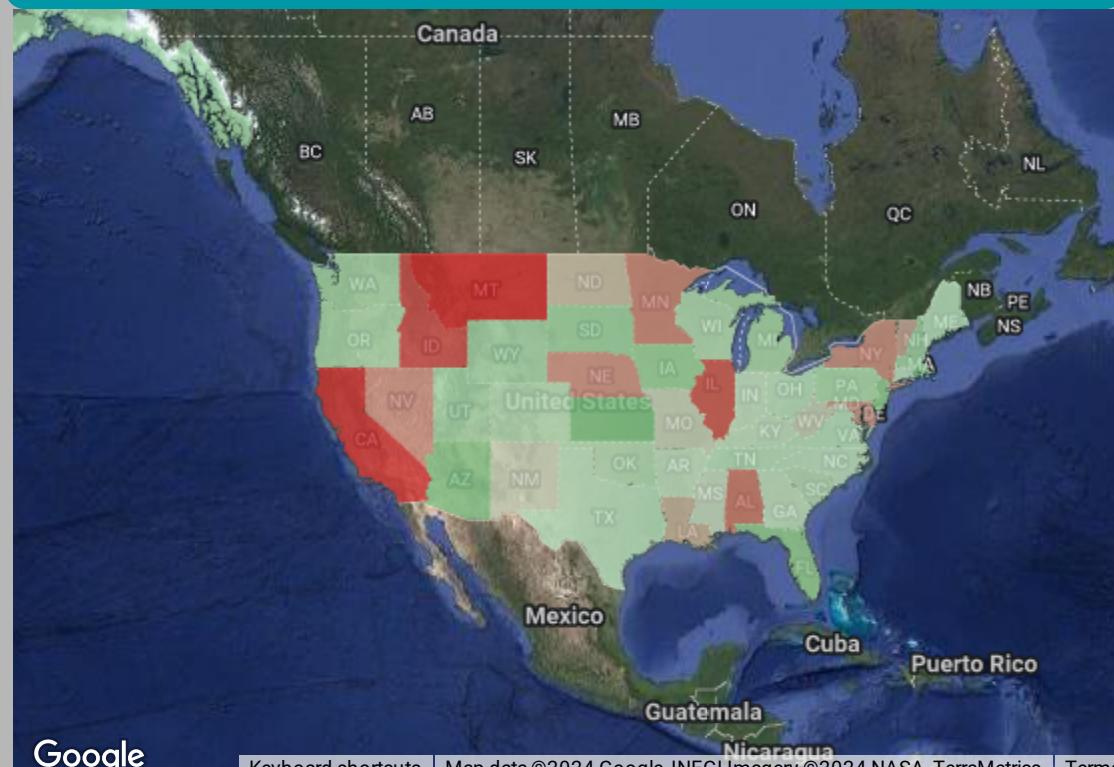


Rating



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Regional Variations in Customer Preferences



Product Category popularity by region

Category / Number of Customers

Top 5 - Location	Clothing	Accessories	Footwear	Outerwear	Grand total
Montana	45	28	12	11	96
California	47	31	11	6	95
Idaho	42	29	12	10	93
Illinois	46	27	11	8	92
Alabama	41	25	15	8	89



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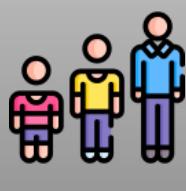
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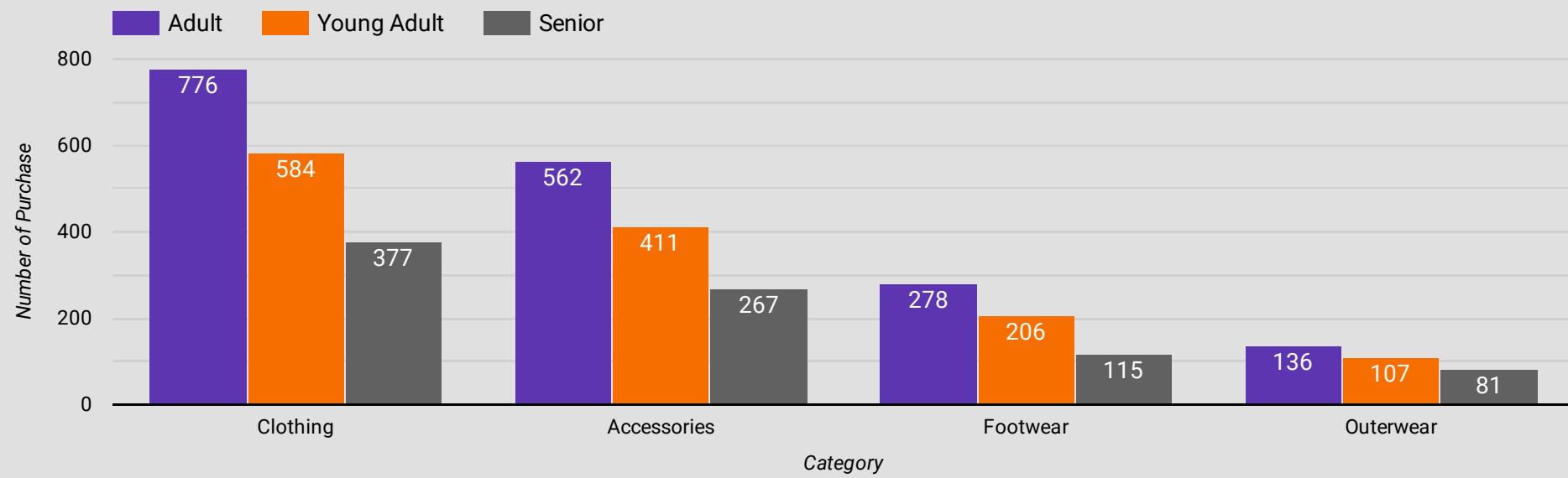
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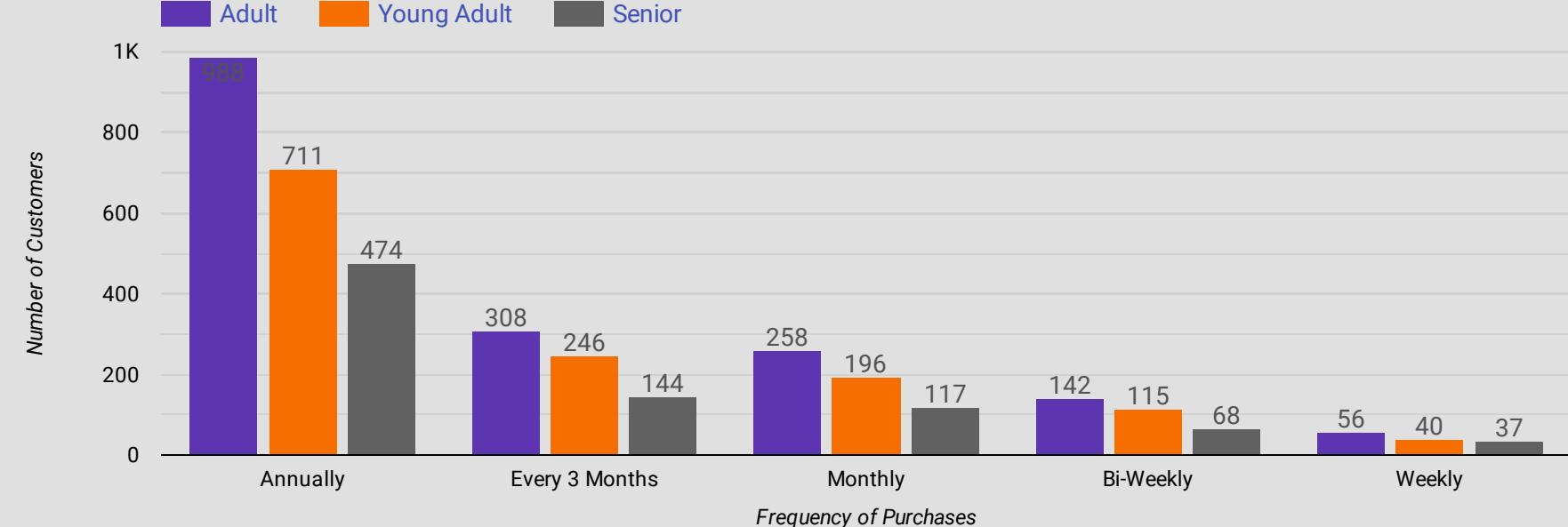
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Number of purchase on product Categories by Age Group



Purchase Frequency by Age Group





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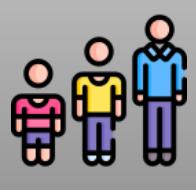
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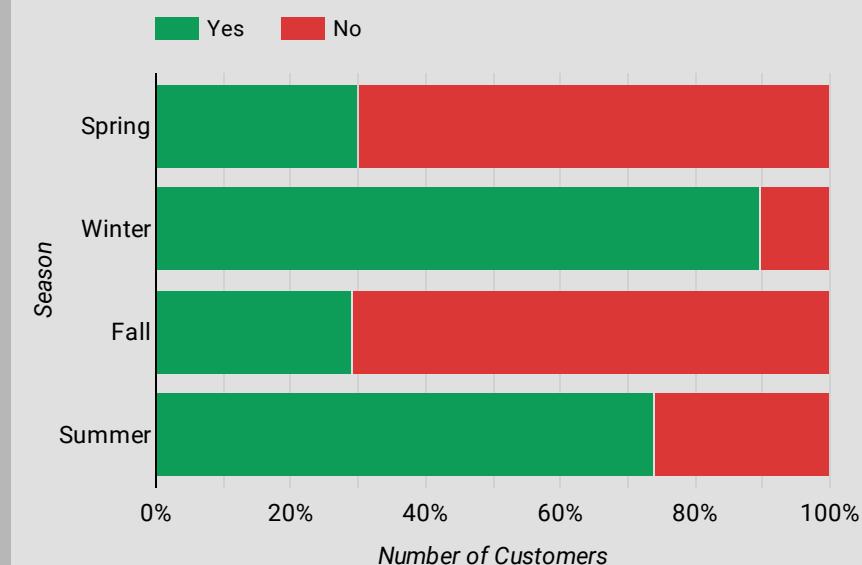
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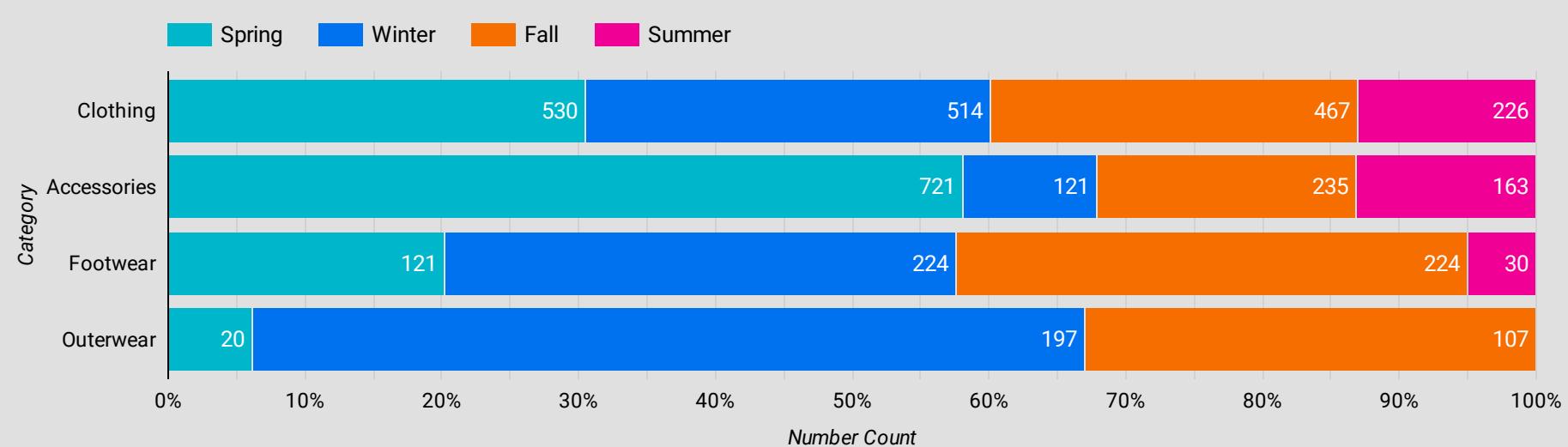
Seasonal Bestsellers: Unveiling Popularity Trends in Product Sales



Seasonal variation: Comparison of Discounts Applied



Seasonal Purchase Distribution Across Product Categories





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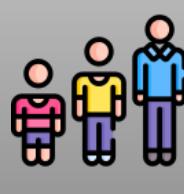
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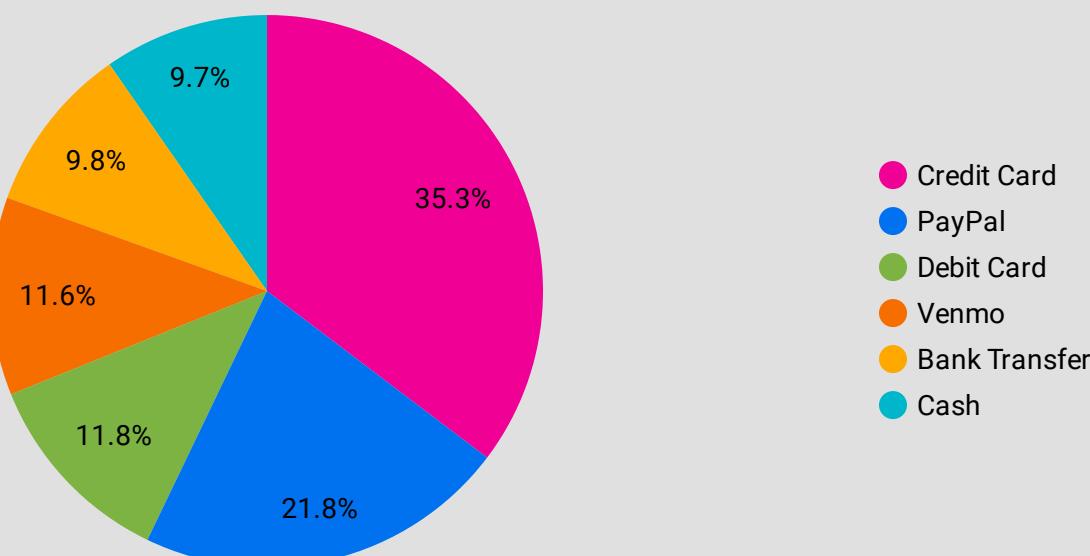
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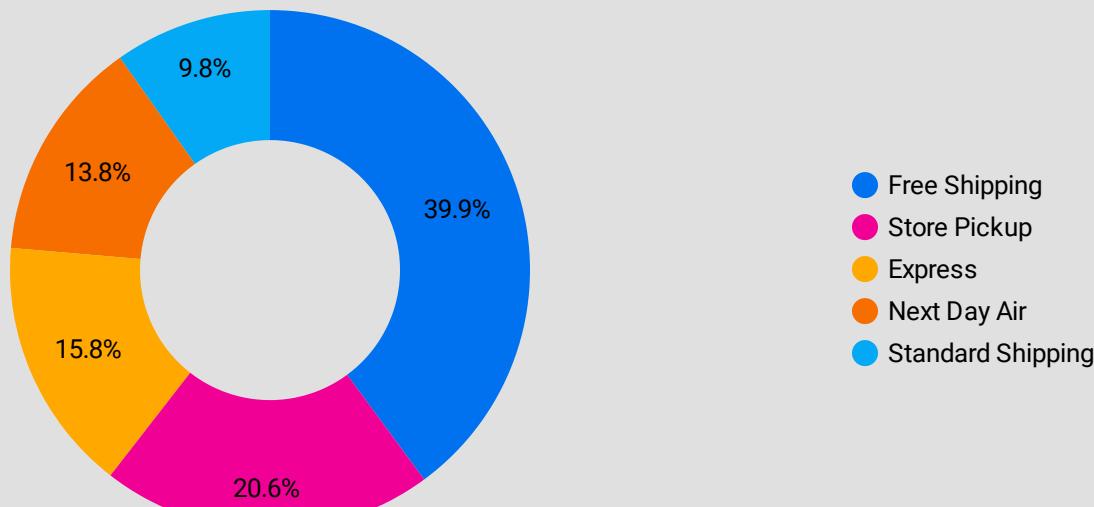
Rating
0 5

Subscription

Payment Method Preferences



Shipping Type Preferences





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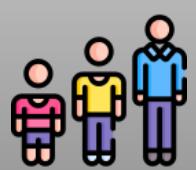
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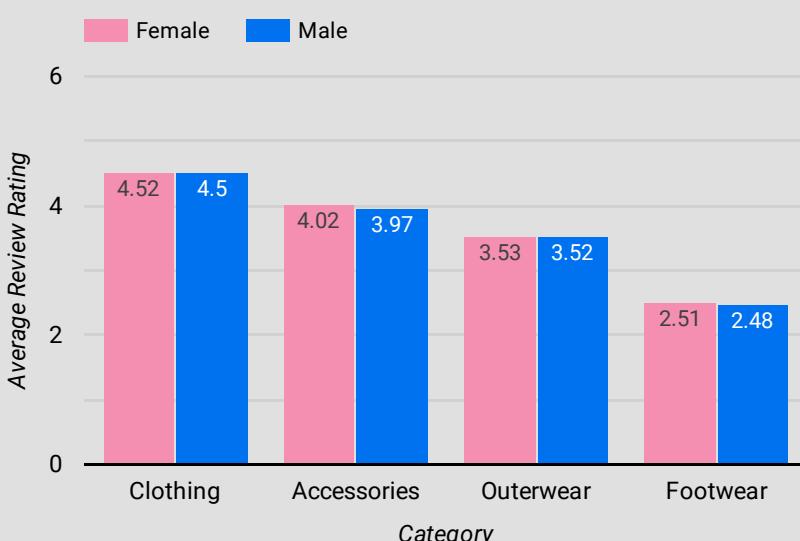
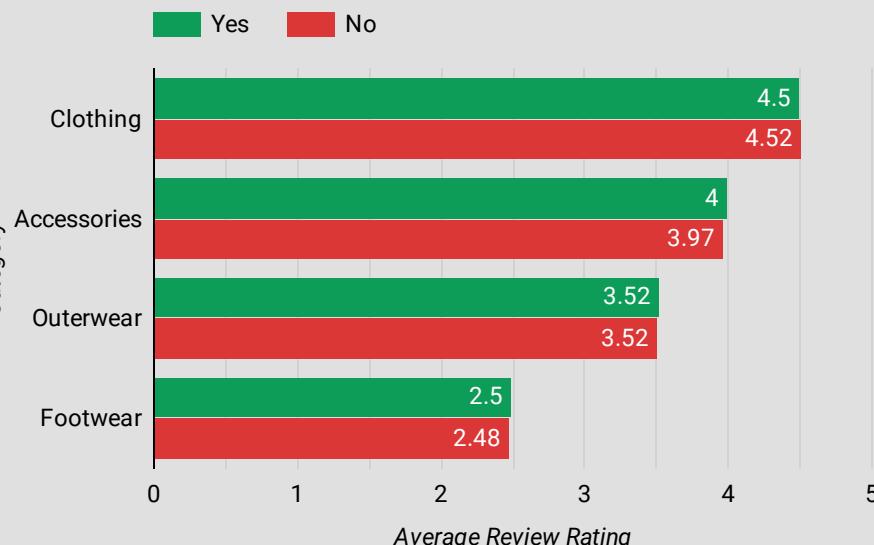
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Promo Code Impact: Average Review Ratings Across Categories

Gender-based Average ratings for product categories



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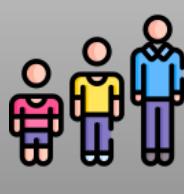
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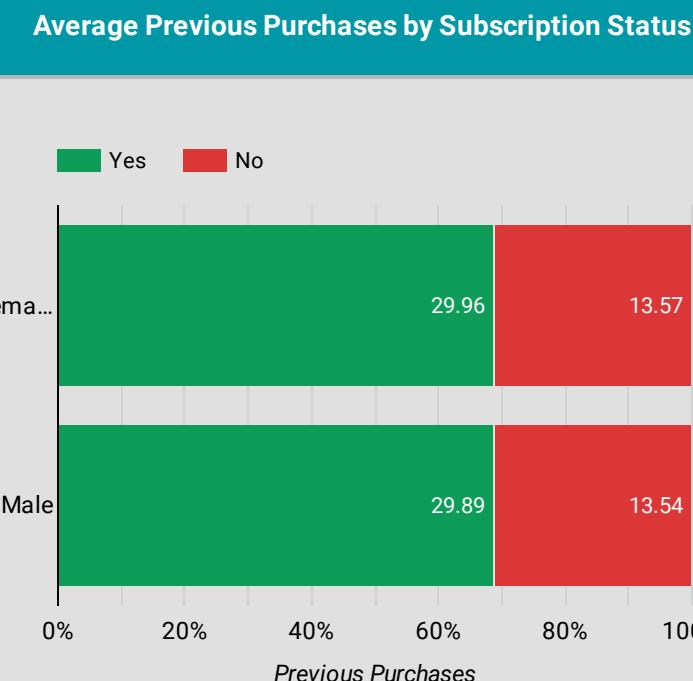
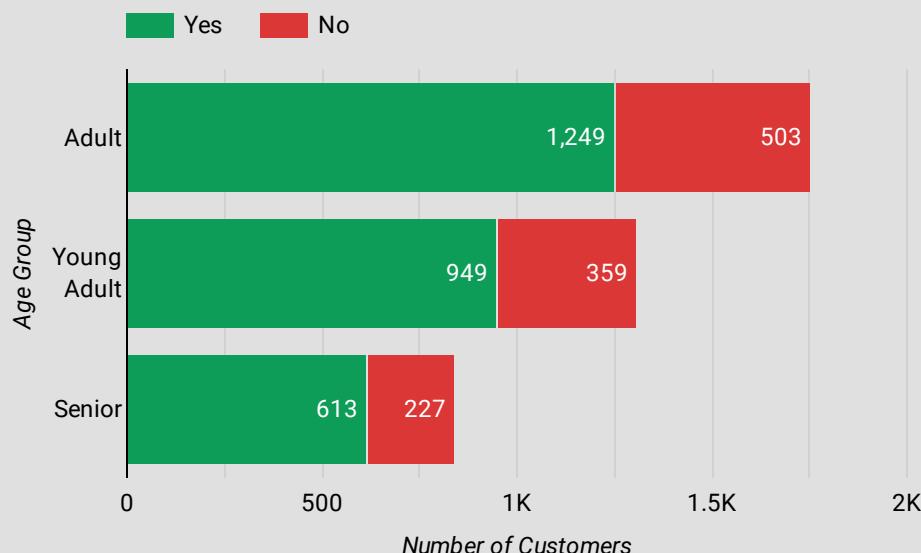
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Subscription Status across Age group



Promo Code Usage by Subscription Status

