Customer Data Analysis

Clothes and Accessories

Location   Item Purchased   Payment Method

All   All   All
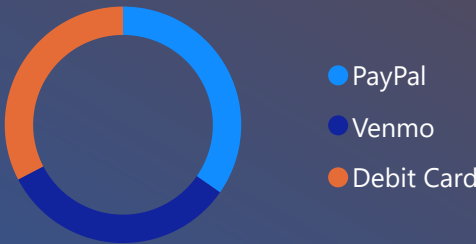
♀ Female	♂ Male

233K
Sum of Purchase Amount (USD)

2000
Total subscribers

Most Used Payment Method

- PayPal
- Venmo
- Debit Card

Revenue Genrated By Gender
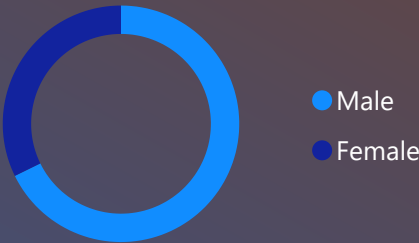
- Male
- Female

Promo Code Used on Purchase

- No
- Yes
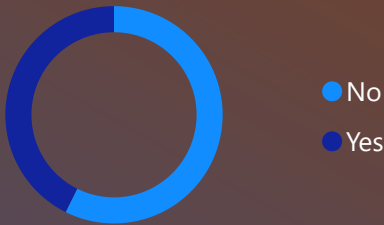
Sum of Previous Purchases by Season

- Winter
- Spring
- Fall
- Summer
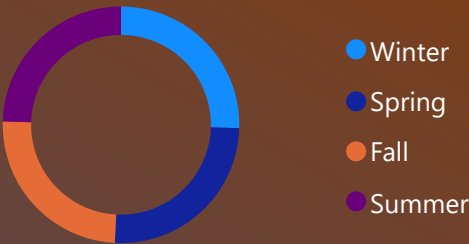
Top 5 Highest Sales Location

Montana
Illinois
California
Idaho
Nevada

Top 4 Highest Rating to category

1,500
1,000
500

Clothing   Accessories   Footwear   Outerwear
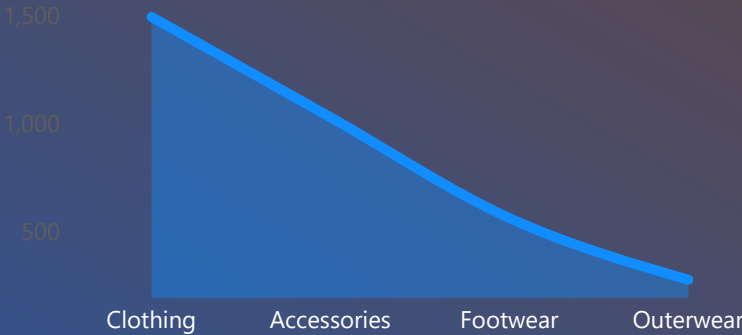
Top 5 Highest Sold Colours

Yellow   Teal   Violet   Turquoise   White
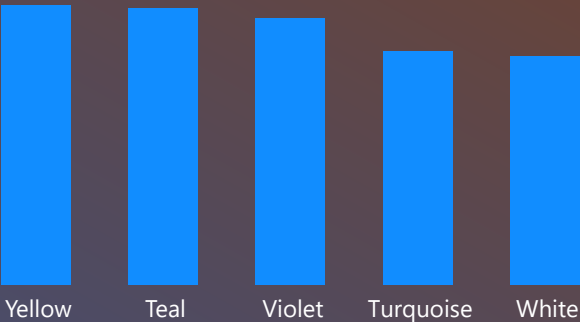
FLOW CHART FOR SALES DASHBOARD

🔒 Gender	🔒 Subscription Stat...	🔒 Category	🔒 Season	🔒 Frequency of Pur...	🔒 Payment Method
Male	No	Clothing	Winter	Bi-Weekly	

Sum of Pur...
233081

Male
157890

Female
75191

No
95245

Yes
62645

Clothing
43307

Accessories
30735

Footwear
13918

Outerwear
7285

Spring
11908

Winter
11538

Fall
10597

Summer
9264

Bi-Weekly
2043

Quarterly
1915

Every 3 Mo...
1794

Monthly
1735

Annually
1523

Weekly
1361

Fortnightly
1167

Venmo
606

Cash
384

Debit Card
366

PayPal
329

Credit Card
182

Bank Transfer
176