Customer Purchase Behavior Analysis

500

Total Customer count
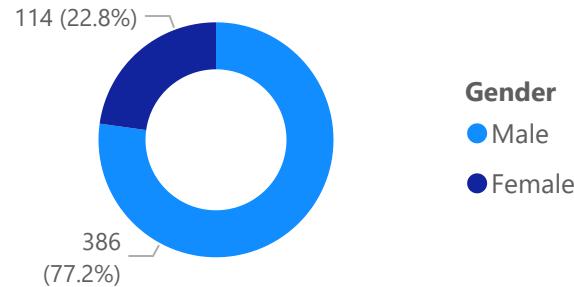
30K

Total Sales
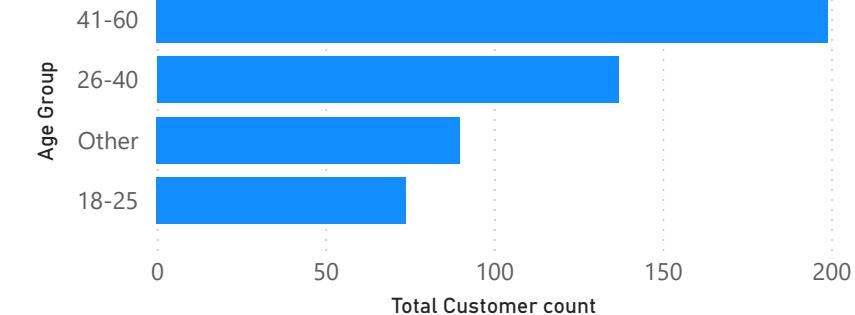
3.78

Average Rating

Count of Customer by Gender

114 (22.8%)

386 (77.2%)

Gender
- Male
- Female
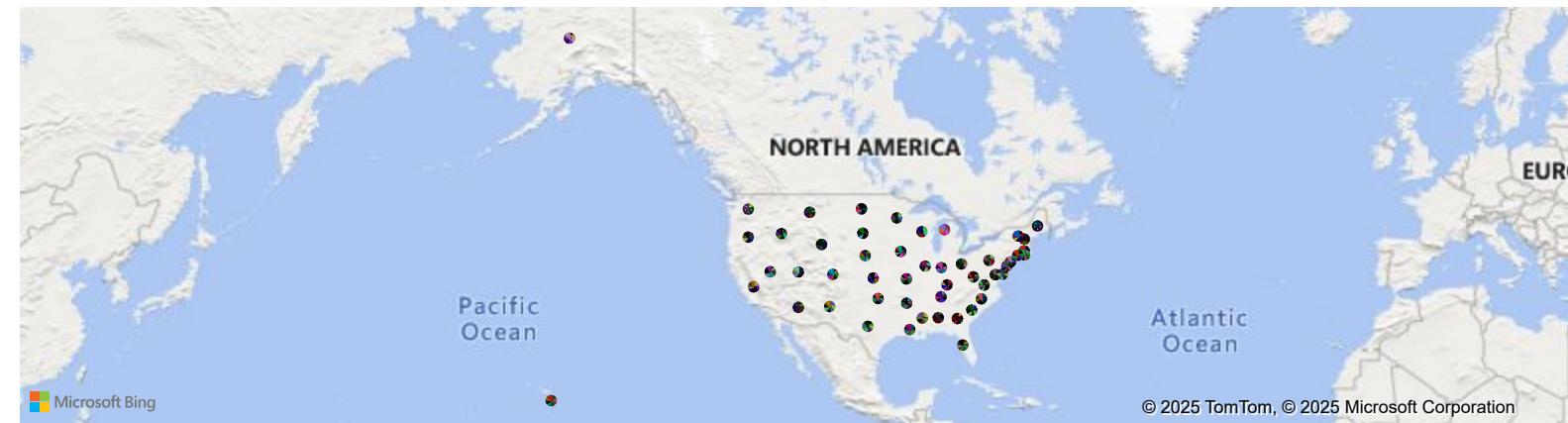
Age Group Distribution
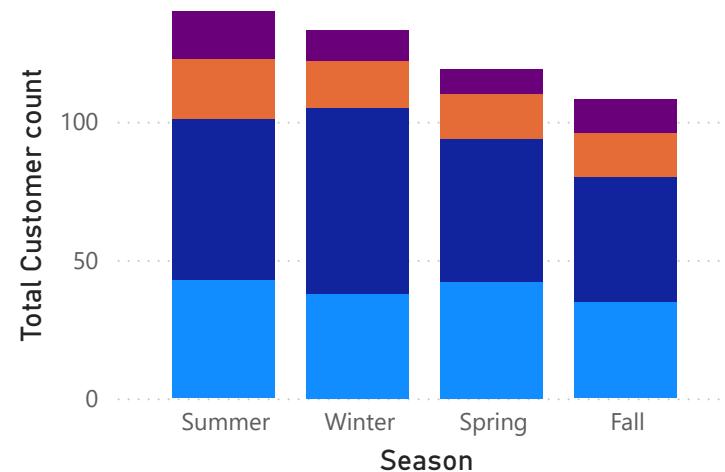
Customer Location Map

Customer ID 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 ▶

Microsoft Bing

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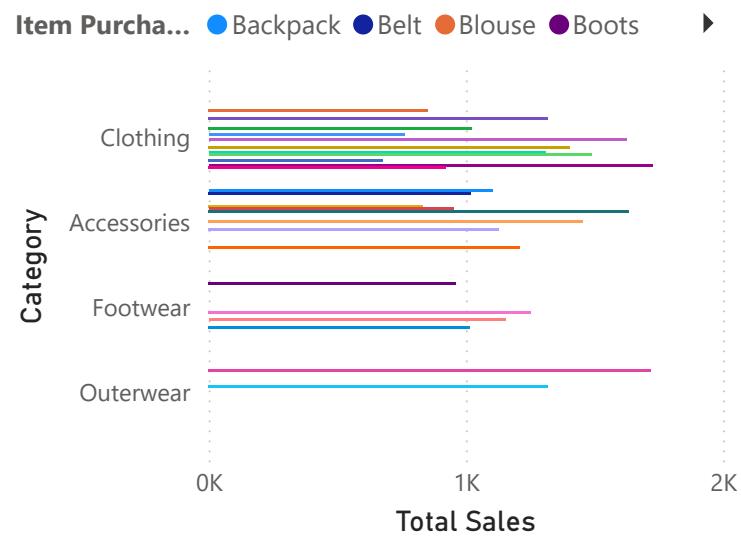
Total Customer count by Season and Category

Category ● Accessori... ● Clothing ● Footwear ● Outerw...
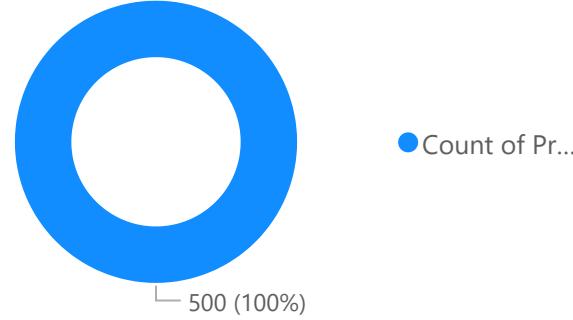
Total Sales by Category and Item Purchased

Item Purcha... ● Backpack ● Belt ● Blouse ● Boots ▶
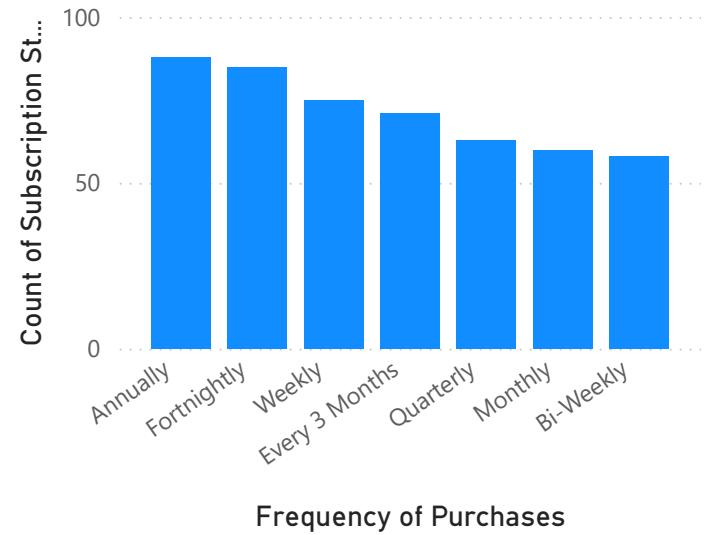
Count of Promo Code Used

- Count of Pr...

500 (100%)
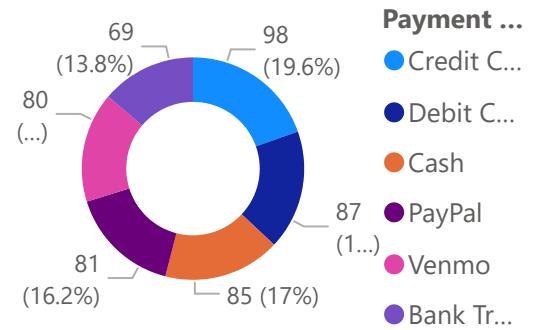
Sum of Previous Purchases by Purchase Amount (USD)

Sum of Previous Purchases

Count of Subscription Status by Frequency of Purchases

Frequency of Purchases

Total Customer count by Payment Method

Payment ...
- ● Credit C...
- ● Debit C...
- ● Cash
- ● PayPal
- ● Venmo
- ● Bank Tr...

98 (19.6%)
69 (13.8%)
80 (...)
81 (16.2%)
85 (17%)
87 (1...)

Total Customer count by Shipping Type

Shipping Type