

# CUSTOMER SHOPPING BEHAVIOR

Subscription\_Status

No

Yes

Gender

Female

Male

First Shipping\_Type  
by Category

Accessories

Clothing

Footwear

Outerwear

Shipping\_Type

☐ 2-Day Shipping

☐ Express

☐ Free Shipping

☐ Next Day Air

☐ Standard

☐ Store Pickup

4K

No. of Customers

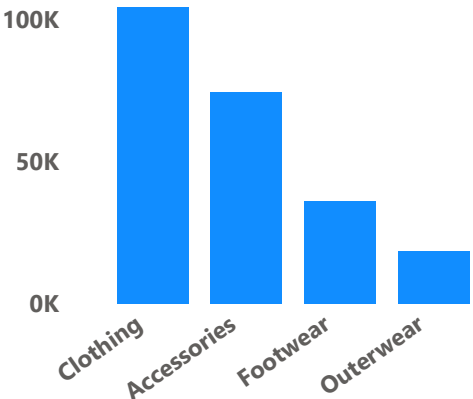
\$59.76

Avg Purchase Amount

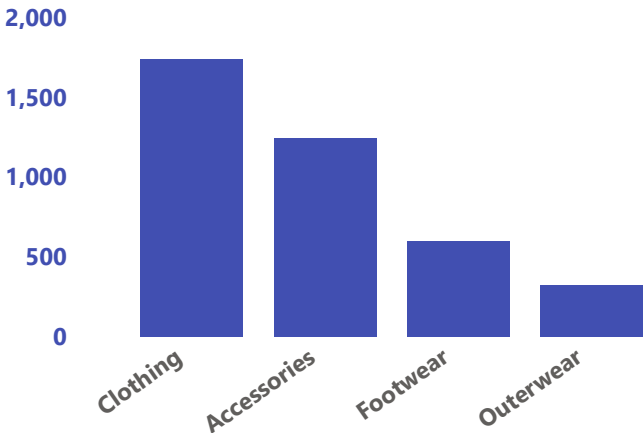
3.75

Avg Review Rating

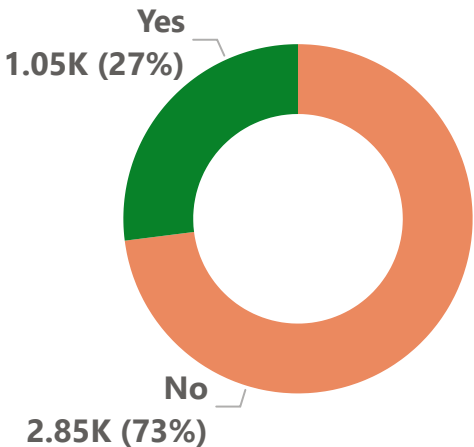
REVENUE BY CATEGORY



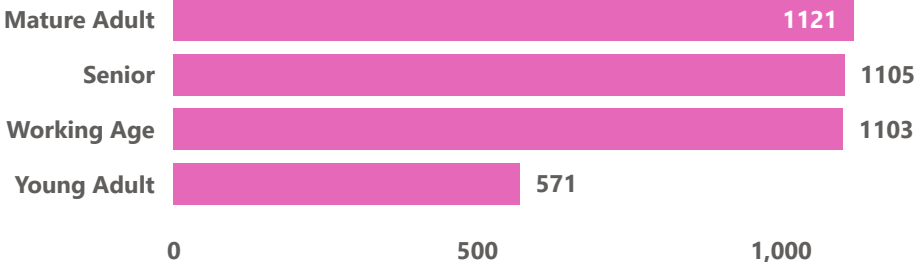
SALES BY CATEGORY



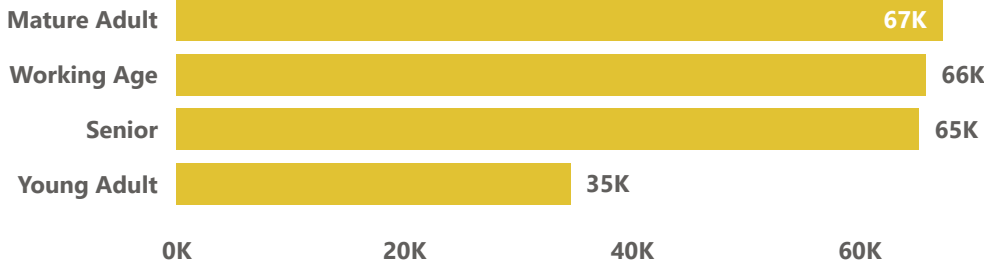
% OF CUSTOMER BY SUBSCRIPTION STATUS



SALES BY AGE GROUP



REVENUE BY AGE\_GROUP



### Rating

Average

Good

High

Need to im...

Very High

Very Poor

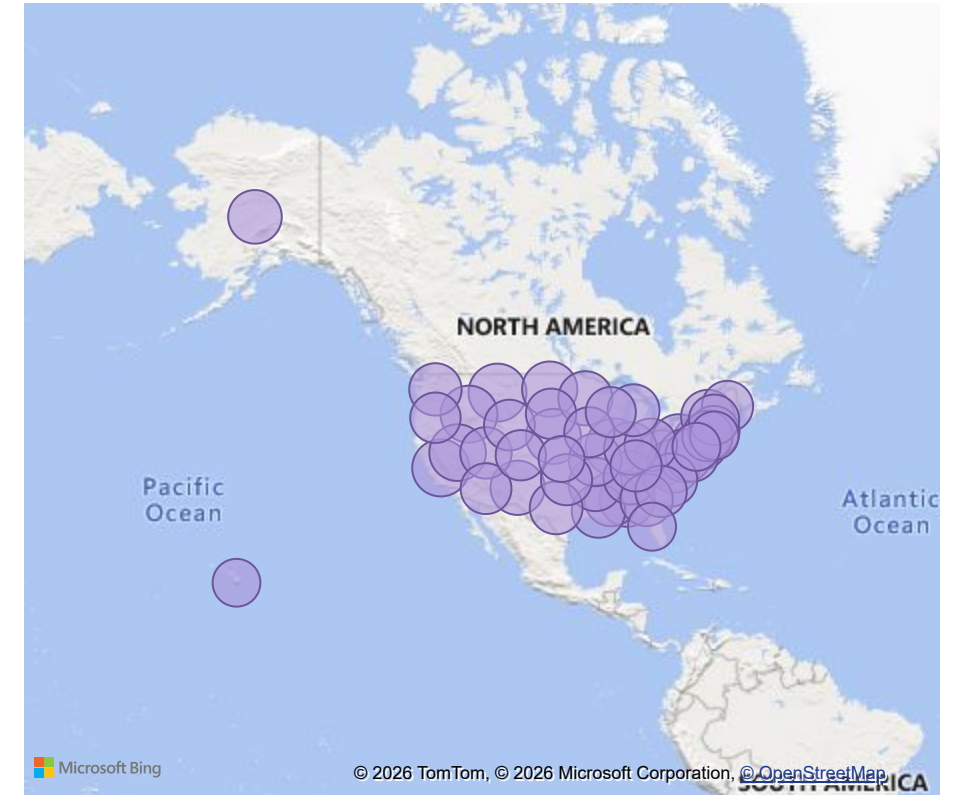
971

Winter Count

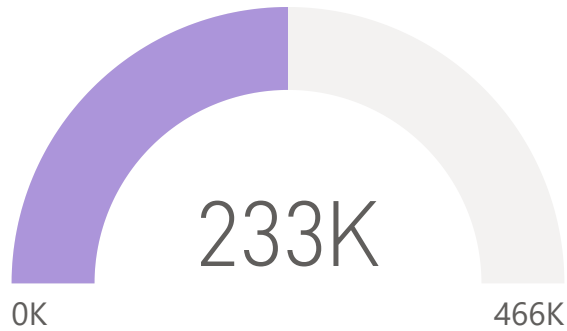
49

Blue Color Clothing

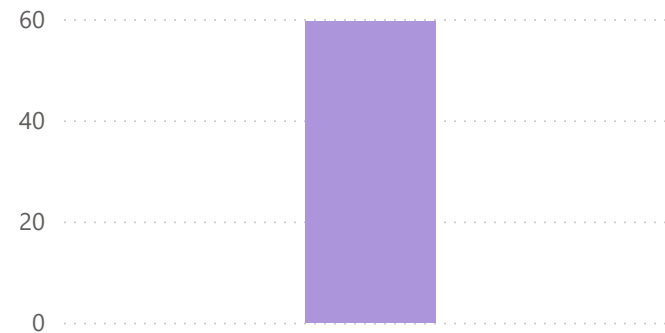
### Location Wise Purchased



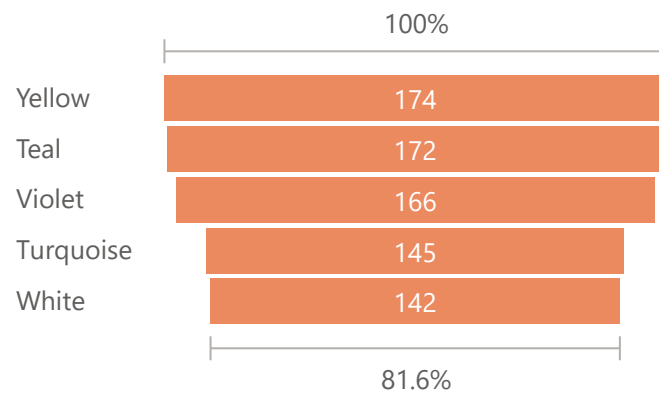
### Sum of Purchase\_Amount\_USD



### Purchased by male



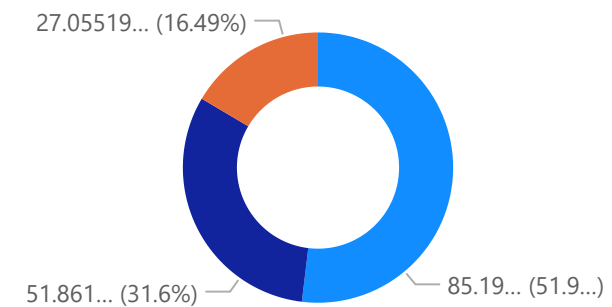
### Count of Category by Color



### Count of Customer\_ID by Shipping\_Type



### Avg Purchase Amount by Purchasing Power



3900

Unique  
Customer\_ID