

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

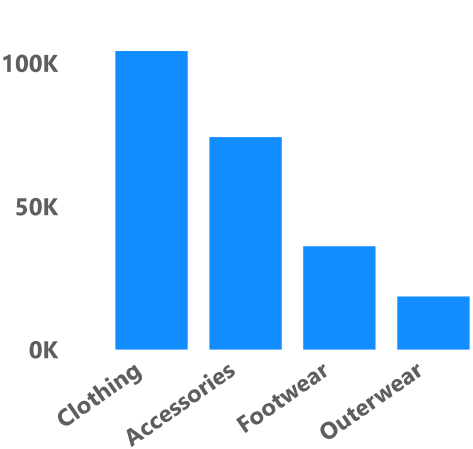
\$59.76

Avg Purchase Amount

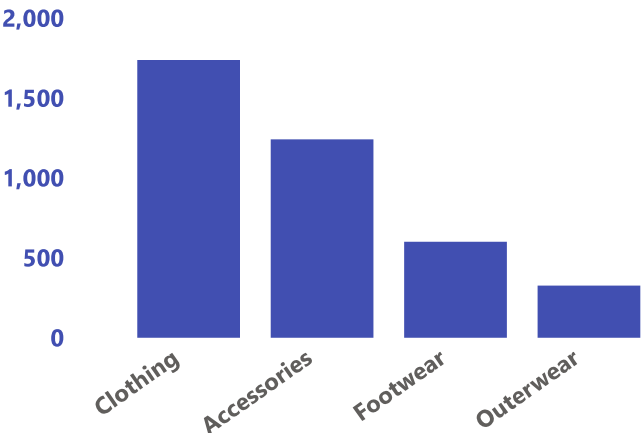
3.75

Avg Review Rating

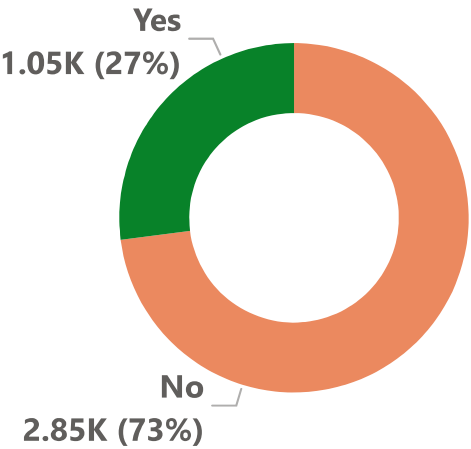
REVENUE BY CATEGORY



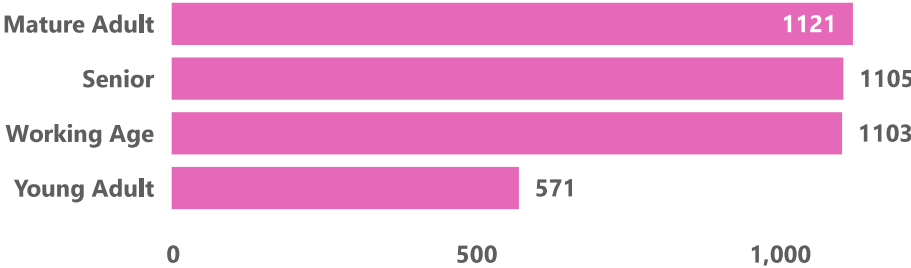
SALES BY CATEGORY



% OF CUSTOMER BY SUBSCRIPTION STATUS



SALES BY AGE GROUP



REVENUE BY AGE_GROUP

