

# Customer Segmentation of Prism's Users

Member Registration Date

01/01/2020

31/12/2021

Latest Purchase Date

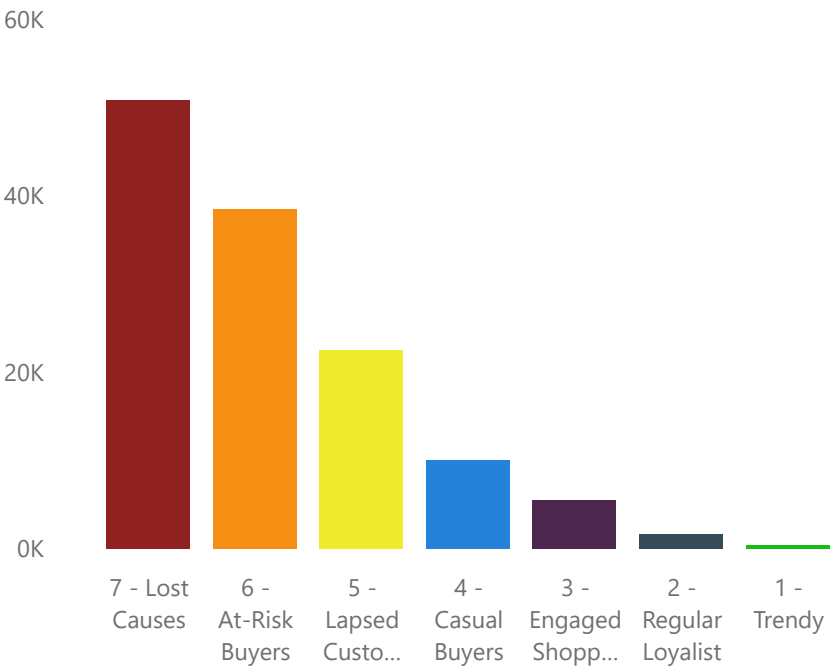
01/01/2020

03/11/2021

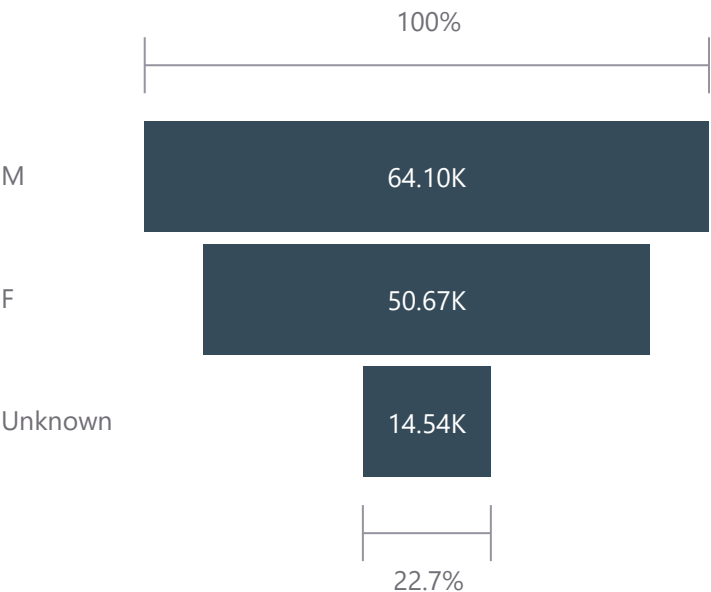
Customer Segments

All

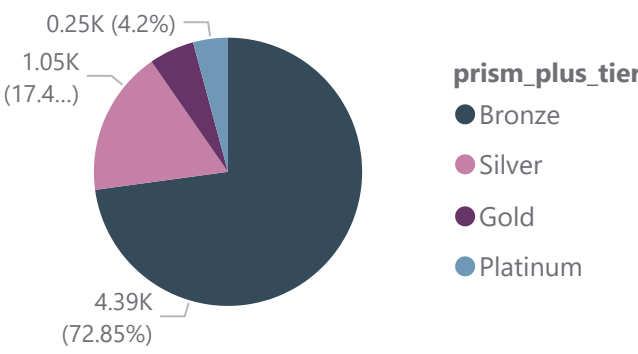
Customer Segments



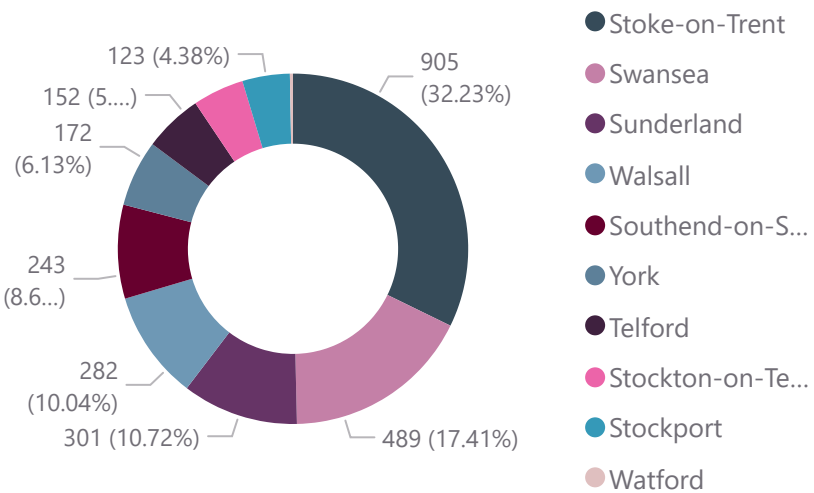
Members by Gender



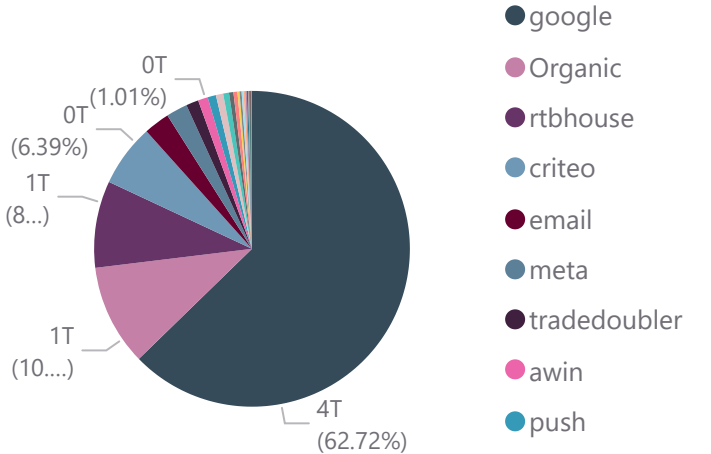
Members per Plus Tier



Members by City



Members per Traffic Source



# Total Orders, Total Returns and Average Order Value (AOV) per Segment

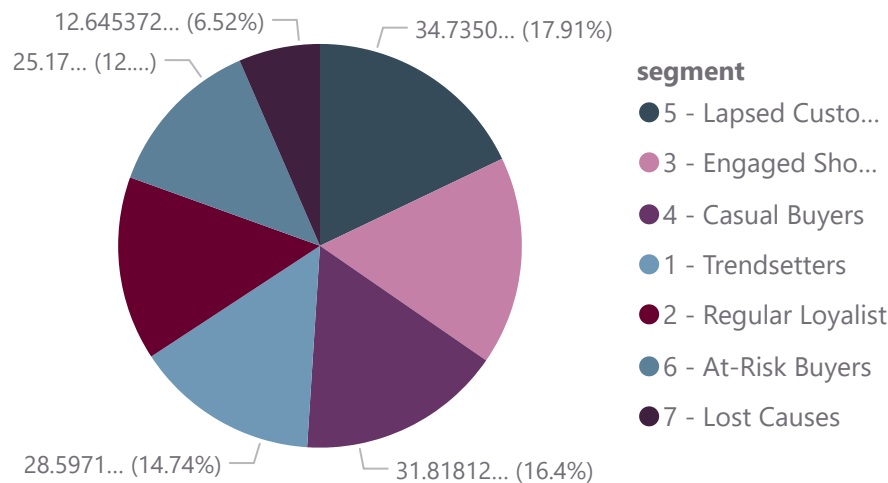
Month

All

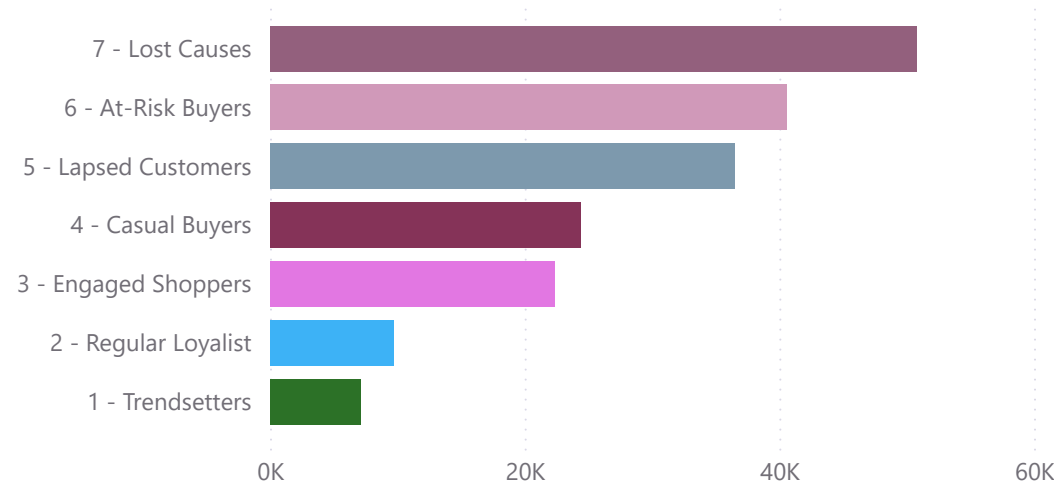
Year

All

AOV per Segment



Total Orders per Segment



Total Return of Items per Segment

