**Fashion App - Summary insights from the collected data**

1. **Demographics & Device Usage**

* Most respondents are **females aged 18–24**, and nearly all use **smartphones** to shop — emphasizing the need for a **mobile-first design**.

1. **Shopping Behaviour**

* Shopping frequency is mostly once a month or rarely, indicating a need for features that boost engagement and retention (e.g., reminders, exclusive offers).

1. **Top Frustrations**

Common pain points include:

* Extra costs at checkout
* Size/fit issues
* Inaccurate product images
* Poor tracking & cancellation experience
* App glitches and payment issues

1. **Feature Preferences**

Users highly value:

* Smart size recommendations
* Visual try-on (virtual fitting)
* Price drop alerts
* Order tracking improvements
* Personalized product suggestions

1. **Most Valued Elements (Rating-Based)**

Based on average scores, the most appreciated features are:

* Customer reviews
* Detailed product photos
* Size guide

1. **Additional Feedback**

Users want better **order tracking**, the ability to **cancel after shipping**, and clearer **delivery expectations** — a clear opportunity to improve post-order transparency.