

# CUSTOMER BEHAVIOUR DASHBOARD

3.900K

Number of Customers

59.76

Average Purchase Amount

3.75

Average Review Rating

233K

Revenue

Subscription  
Status

No

Yes

Gender

Female

Male

Category

Accessories

Clothing

Footwear

Outerwear

Shipping Type

2-Day  
Shipping

Next Day  
Air

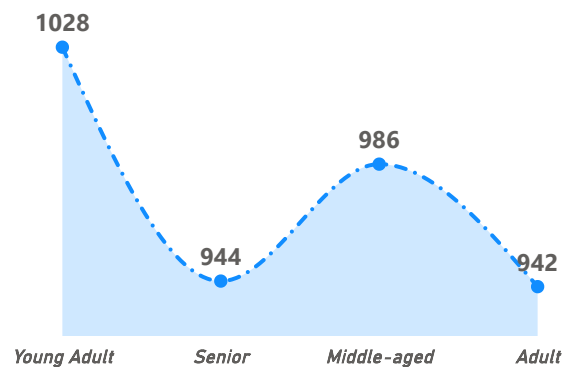
Express

Standard

Free  
Shipping

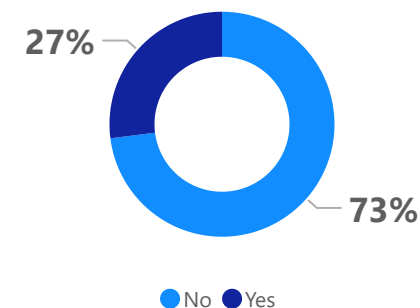
Store  
Pickup

Sales by Age Group

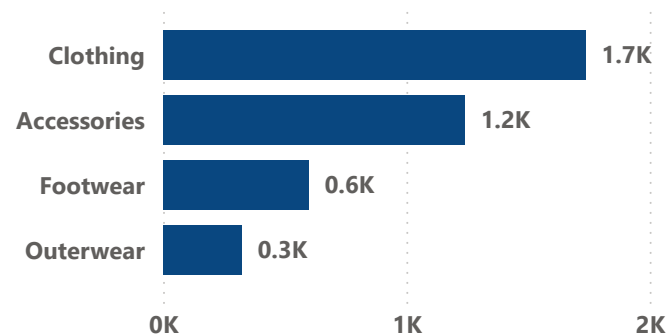


| Age Group   | Total Revenue | Total Customers |
|-------------|---------------|-----------------|
| Young Adult | 62143         | 1028            |
| Middle-aged | 59197         | 986             |
| Adult       | 55978         | 942             |
| Senior      | 55763         | 944             |
| Total       | 233081        | 3900            |

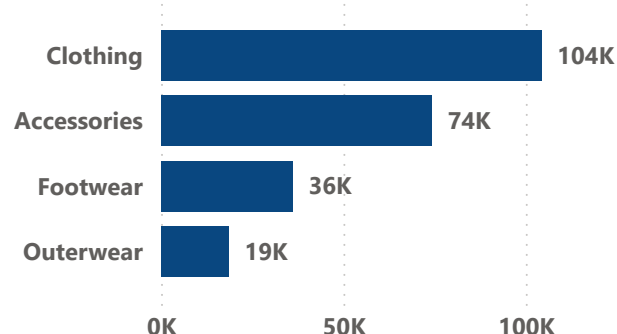
% of Customers by Subscription  
Status



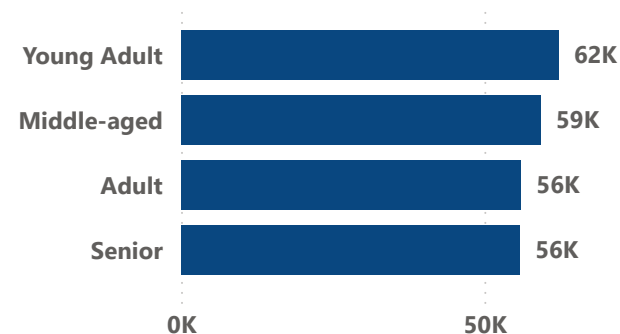
Items Sold by Category



Revenue by category



Revenue by Age Group



Customers by Discount  
Applied

