

CUSTOMER BEHAVIOUR DASHBOARD

3.900K

Number of Customers

59.76

Average Purchase Amount

3.75

Average Review Rating

233K

Revenue

Subscription Status

No

Yes

Category

Accessories

Clothing

Gender

Female

Male

Footwear

Outerwear

Shipping Type

2-Day Shipping

Next Day Air

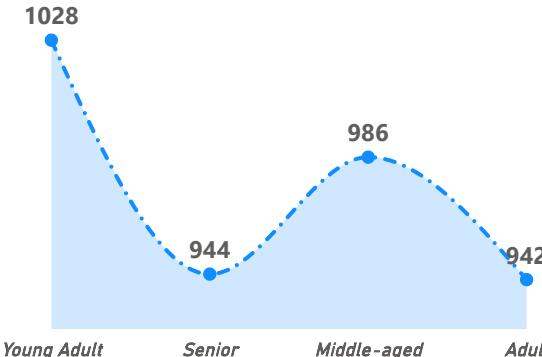
Express

Standard

Free Shipping

Store Pickup

Sales by Age Group



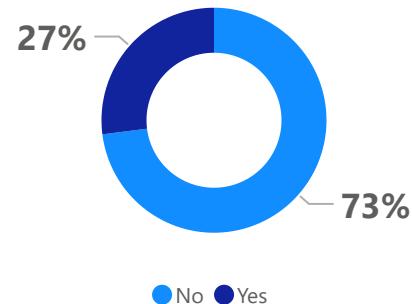
Age Group

Total Revenue

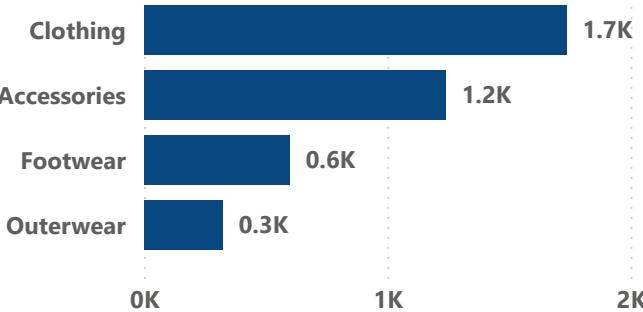
Total Customers

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

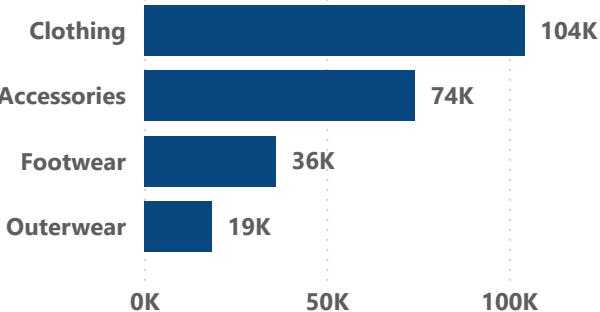
% of Customers by Subscription Status



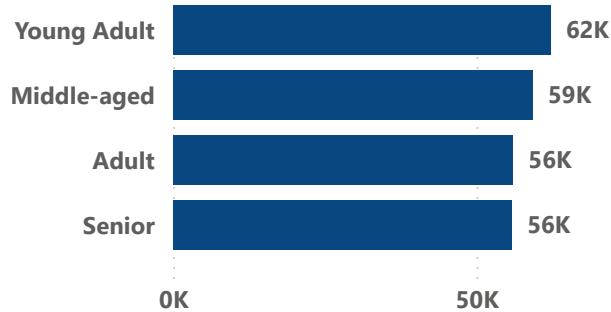
Items Sold by Category



Revenue by category



Revenue by Age Group



Customers by Discount Applied

