Customer insights

$5bn	1.00M	48.50	49.51	182.03	49M
Total Sales	**Total Customer**	**Average of age**	**Avg Site Visit**	**Avg Purchase Gap**	**Total Online Sales**

Date
All ⌄

Location
All ⌄

Payment Method
All ⌄

Sales By Age

Sales By Marital Status

Marital Status
- 🔵 Divorced — 33.39%
- 🔵 Married — 33.31%
- 🟠 Single — 33.3%

Sales by Gender

Gender
- 🔵 Other — 33.4%
- 🔵 Female — 33.32%
- 🟠 Male — 33.28%
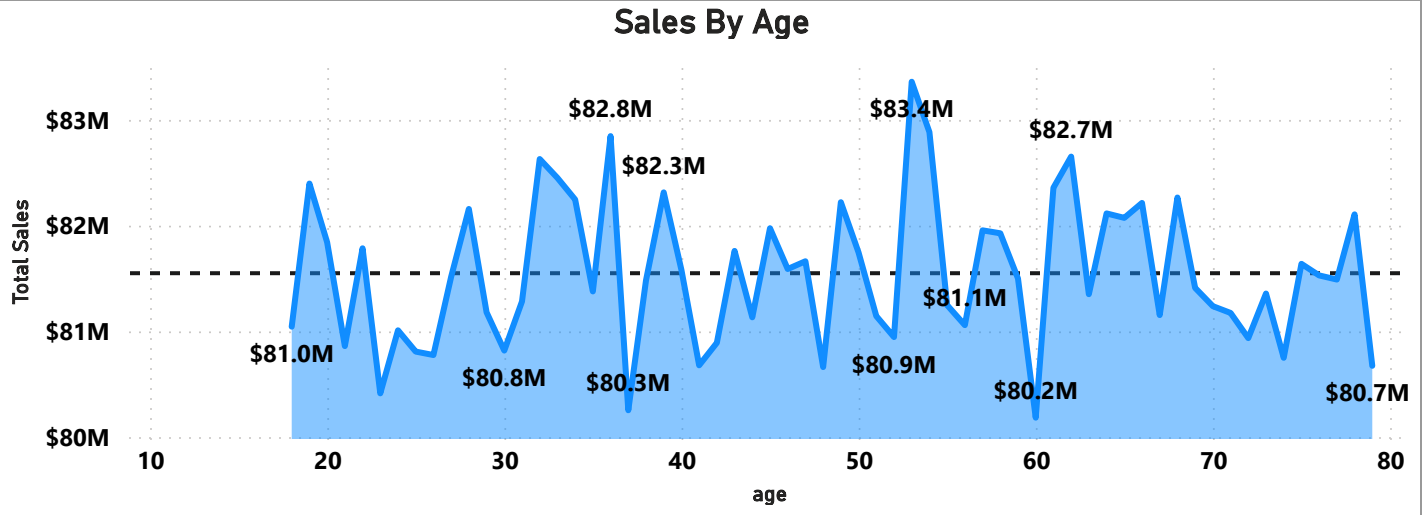
customer_state	customer_city	Sum of total_sales
State Z	City B	$42,41,43,144
	City C	$42,31,96,443
	City A	$42,09,42,655
	City D	$41,88,18,253
	Total	**$1,68,71,00,496**
State Y	City D	$42,23,19,319
	City B	$42,19,06,510
	City C	$42,08,60,017
	City A	$42,03,43,774
	Total	**$1,68,54,29,620**
State X	City B	$42,26,59,710
	City D	$42,08,59,666
	City A	$42,06,23,090
	City C	$41,93,87,184
	Total	**$1,68,35,29,650**
Total		**$5,05,60,59,765**
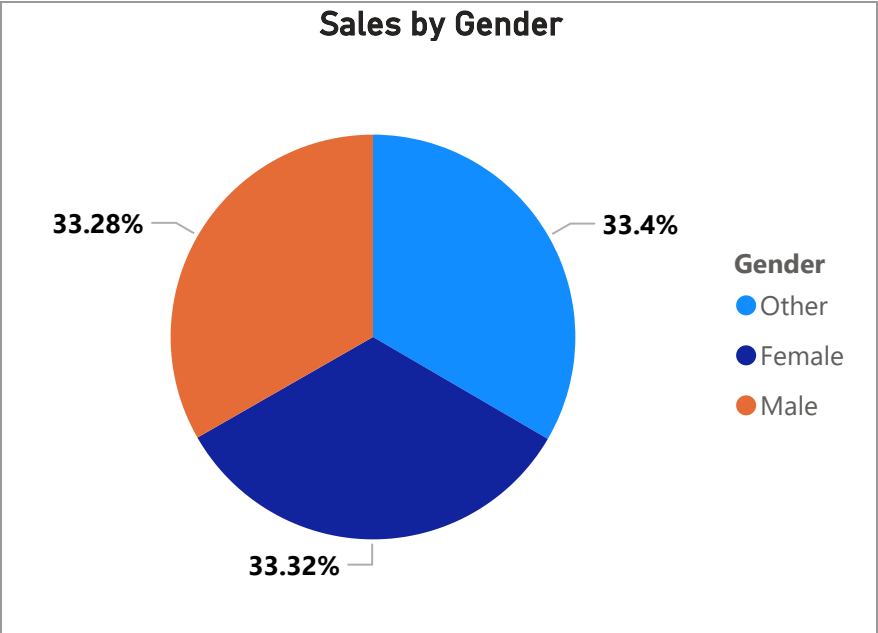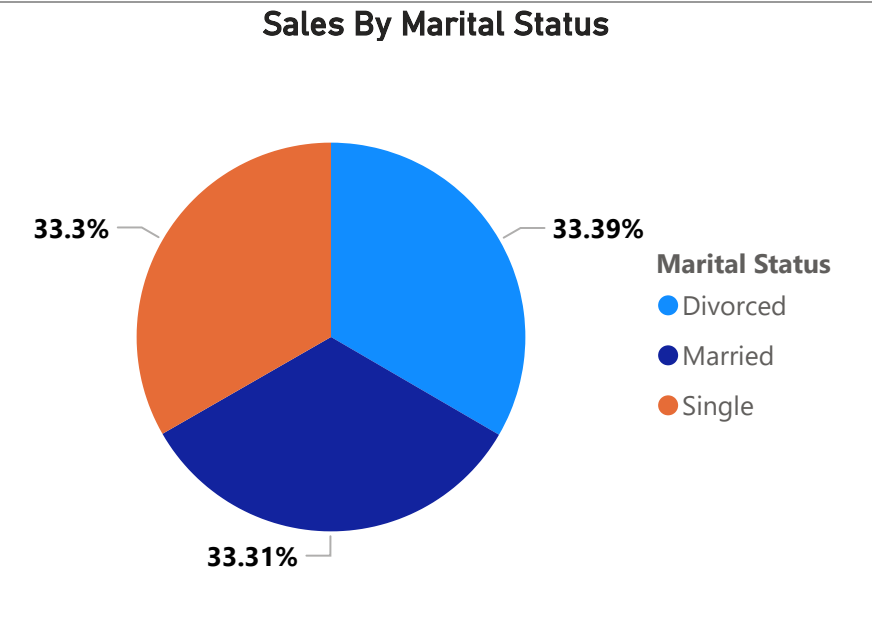
Product insights

$5bn	250M	$500.39M	4M	496K	5M
Total Sales	Total Item Sold	Return Value	Total Returned Item	Total Stock	Review Count

Date

All ⌄

Product Name

All ⌄

Material

All ⌄

Category

All ⌄

Brand

All ⌄

Gender

All ⌄

Return Percentage by Color

- Green: 25.11%
- Black: 24.94%
- Red: 24.77%
- White: 24.69%
- Blue: 24.68%
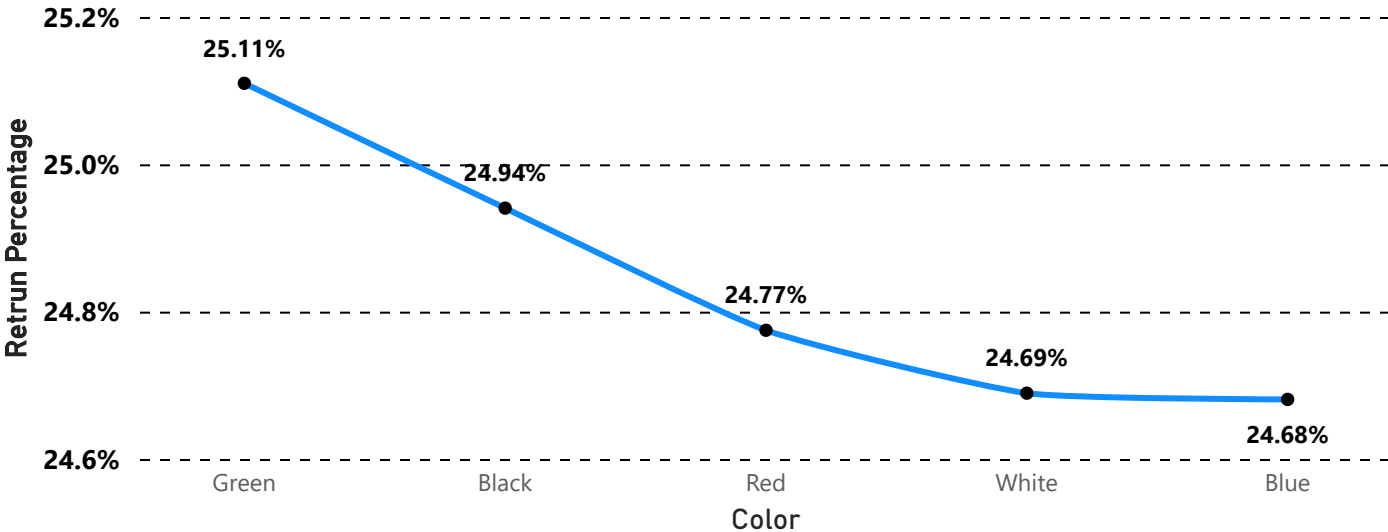
Product Purchased by Size

- Large: 34.15%
- Medium: 33.78%
- Small: 32.07%

product_size
- Large
- Medium
- Small
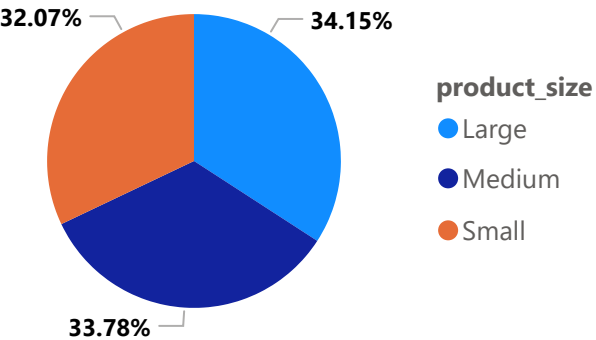
Returned Products by Rating

53K, 118K, 106K, 124K, 125K, 118K, 96K, 103K, 121K, 117K, 54K

Product Wise Rating

- Large: $1,727M
- Medium: $1,709M
- Small: $1,619M

product size
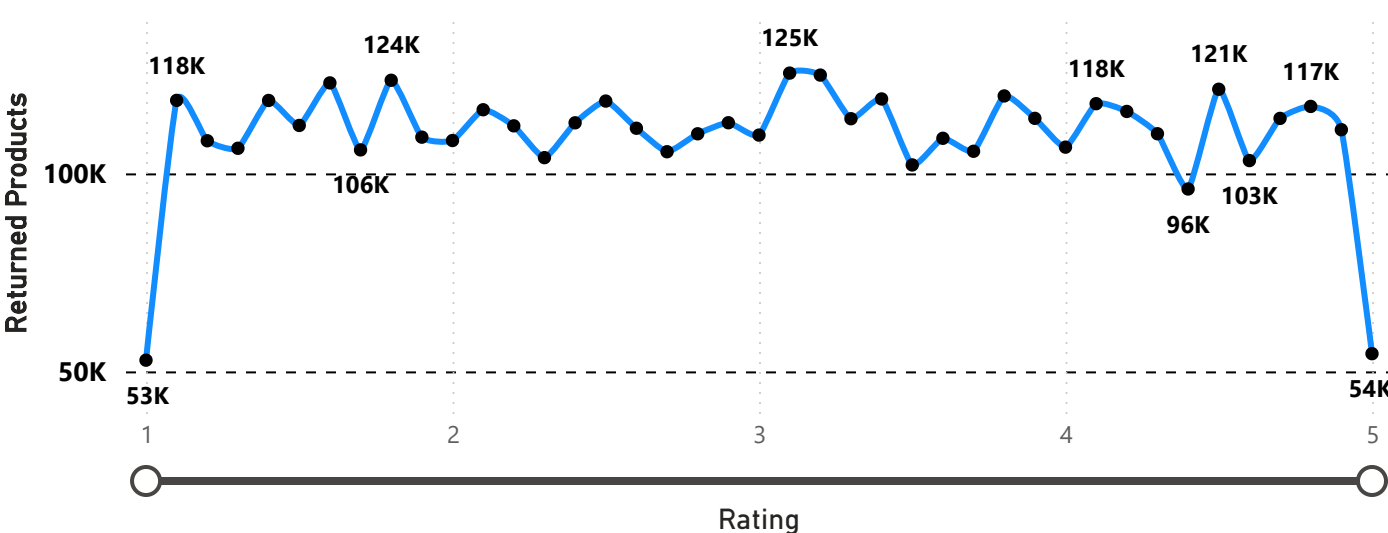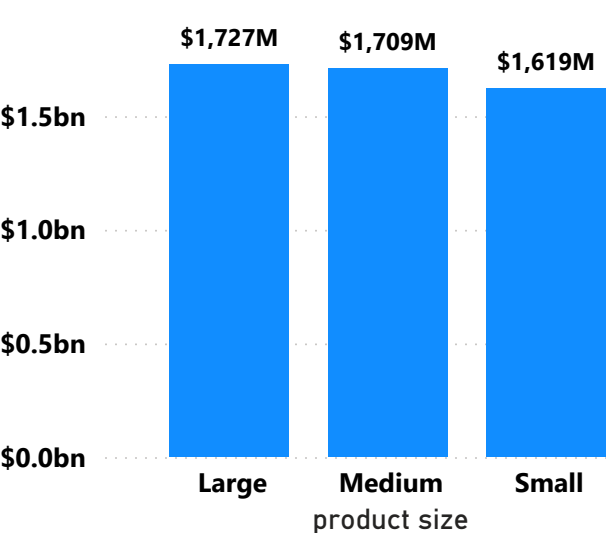
Promotion and Store Details

$5bn	49.48	$500.39M	49M	496K	$0.24991
Total Sales	Avg in Store Orders	Return Value	Total Online Sales	Total Stock	Average Discount

Date
All ▼

Channel
All ▼

Payment Method
All ▼

Material
All ▼

Product Name
All ▼

Category
All ▼

Total Sales by Store in City

● Increase ● Decrease ● Total

- City A: $5bn
- City B: $5bn
- City C: $5bn
- City D: $5bn
- Total: $20bn

Store in City

Online Purchase by promotion type

- 20% Off: 17.1M
- Flash Sale: 16.7M
- Buy One Get One Free: 15.6M
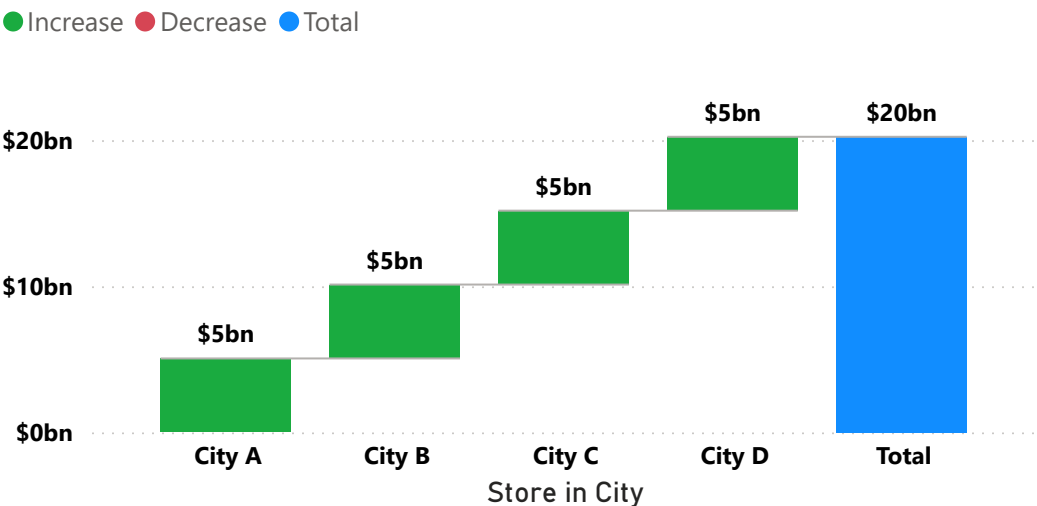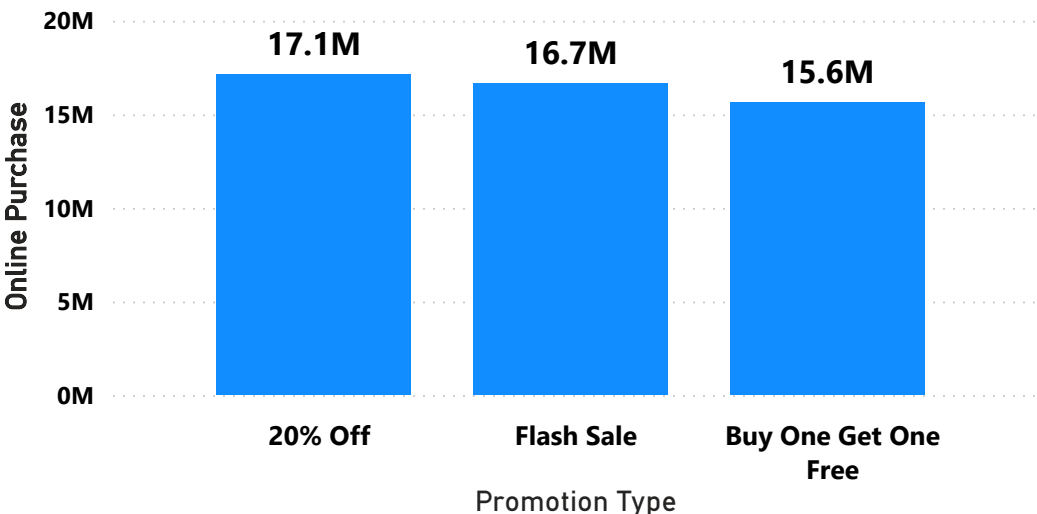
Promotion Type

Total In Store Sales by Promotion Type

- 34.57% — 20% Off
- 33.79% — Flash Sale
- 31.65% — Buy One Get One Free

Online Purchase by promotion type

- Brand X: $86K
- Brand Y: $84K
- Brand Z: $81K

Discount Applied