

SHOPPING TRENDS | GEOGRAPHICAL ANALYSIS

State

All

Gender

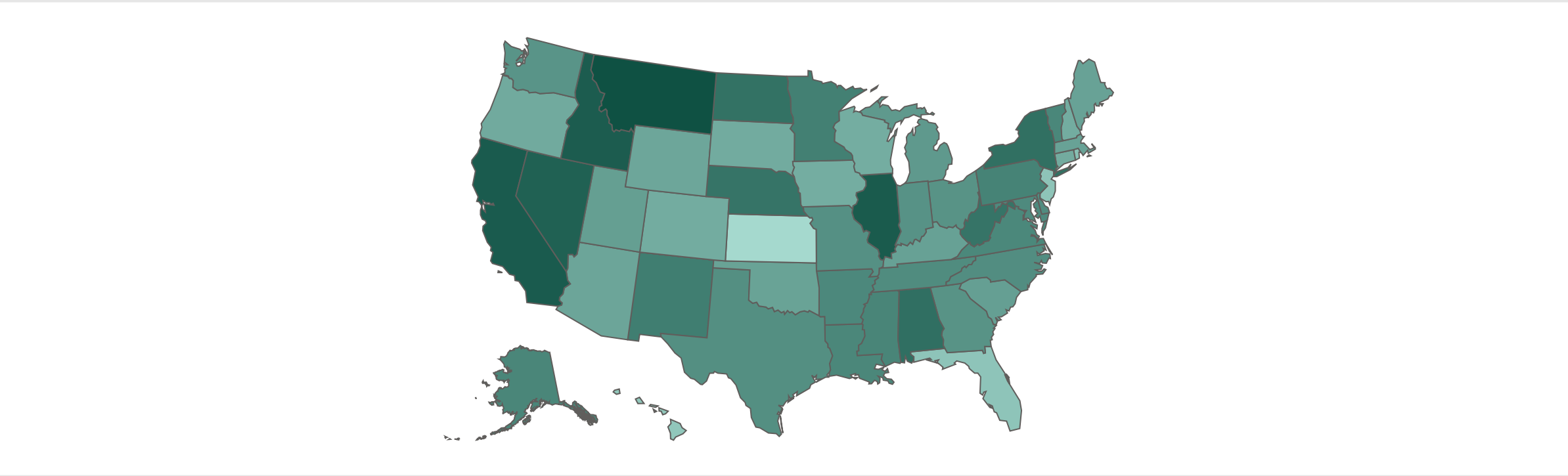
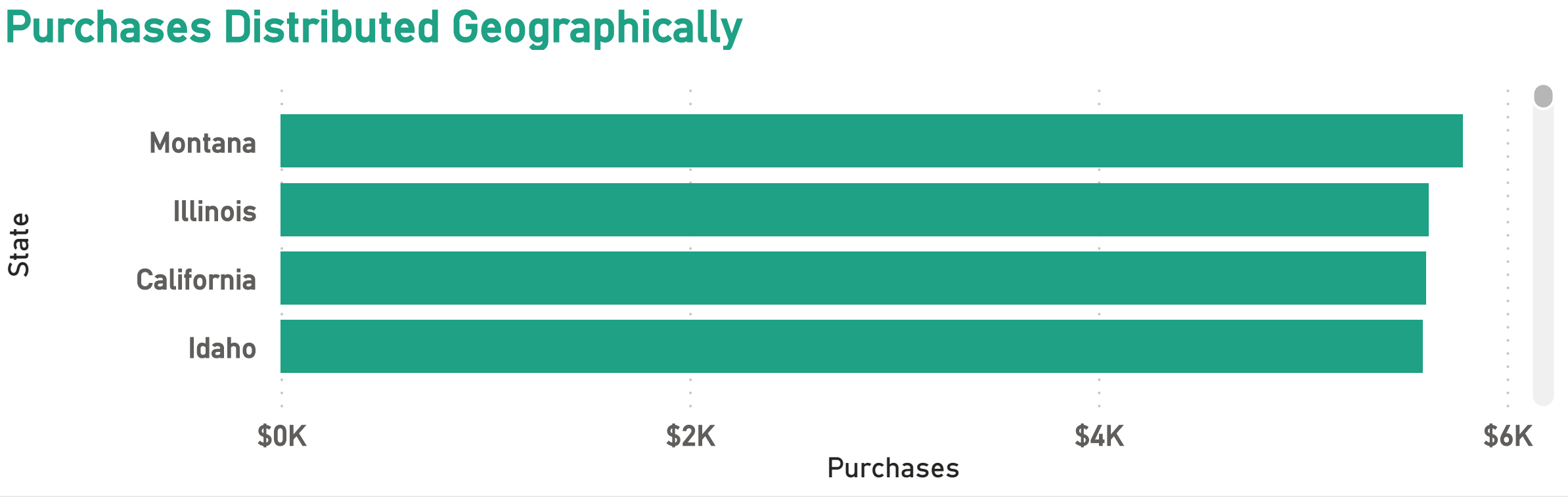
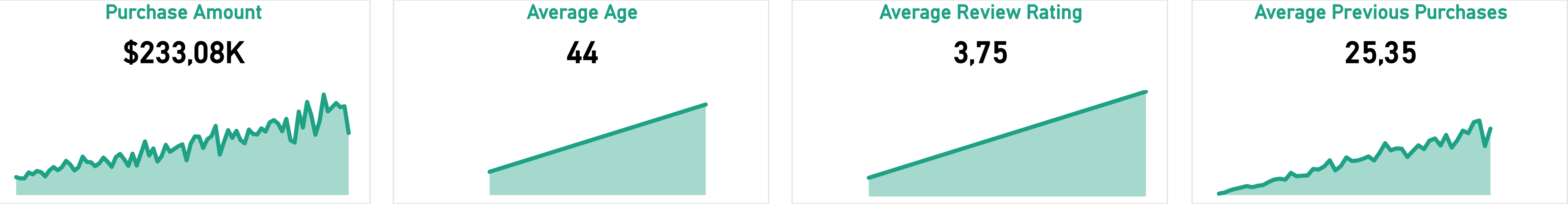
All

Season

All

Payment Method

All



Purchase Summary							
State	Bank Transfer	Cash	Credit Card	Debit Card	PayPal	Venmo	Total
Alabama	\$646	\$411	\$1,077	\$1,197	\$901	\$1,029	\$5,261
Alaska	\$854	\$419	\$1,112	\$618	\$907	\$957	\$4,867
Arizona	\$577	\$558	\$863	\$991	\$835	\$502	\$4,326
Arkansas	\$891	\$1,349	\$632	\$466	\$886	\$604	\$4,828
California	\$387	\$859	\$1,106	\$1,122	\$1,286	\$845	\$5,605
Colorado	\$721	\$693	\$906	\$664	\$780	\$458	\$4,222
Connecticut	\$679	\$980	\$590	\$558	\$903	\$516	\$4,226
Delaware	\$750	\$612	\$522	\$695	\$974	\$1,205	\$4,758
Florida	\$551	\$419	\$848	\$592	\$802	\$586	\$3,798
Georgia	\$638	\$748	\$1,271	\$751	\$418	\$819	\$4,645
Hawaii	\$970	\$672	\$490	\$731	\$535	\$354	\$3,752
Idaho	\$705	\$780	\$1,092	\$1,006	\$1,185	\$819	\$5,587
Illinois	\$669	\$1,235	\$834	\$579	\$596	\$1,704	\$5,617
Indiana	\$1,036	\$801	\$821	\$651	\$631	\$715	\$4,655
Iowa	\$623	\$1,014	\$424	\$863	\$569	\$708	\$4,201
Kansas	\$442	\$593	\$953	\$548	\$542	\$359	\$3,437
Kentucky	\$497	\$777	\$640	\$770	\$1,030	\$688	\$4,402
Louisiana	\$404	\$841	\$1,088	\$804	\$705	\$404	\$4,846
Total	\$36,544	\$40,002	\$40,310	\$38,742	\$40,109	\$37,374	\$233,081

SHOPPING TRENDS | GEOGRAPHICAL ANALYSIS

State

All

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Gender

All

▼

Season

All

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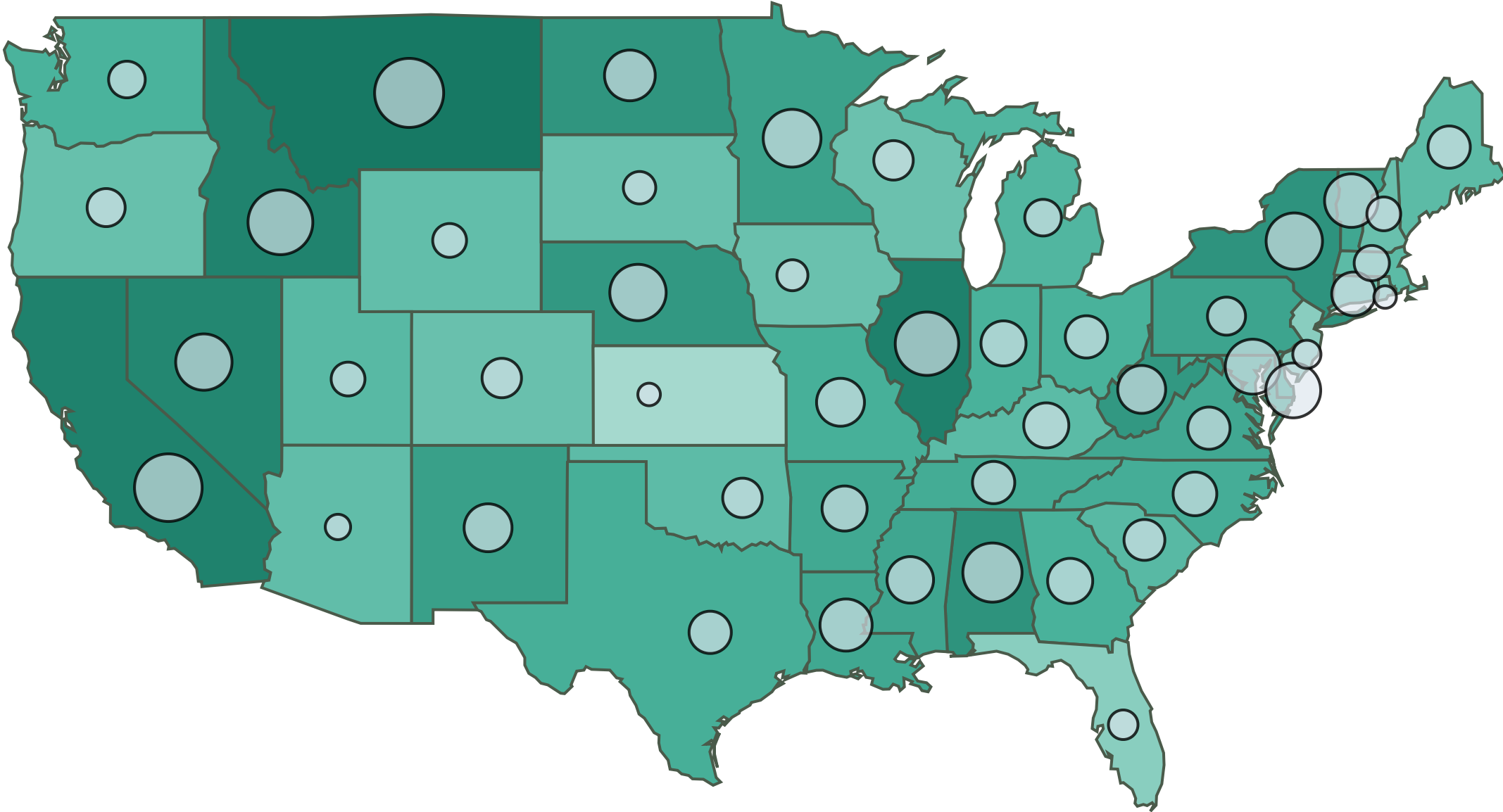
Payment Method

All

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Purchase Summary by Gender

Gender	Female		Male		Total	
State	Count of Gender	Purchase Amount	Count of Gender	Purchase Amount	Count of Gender	Purchase Amount
Alabama	27	\$1,678	62	\$3,583	89	\$5,261
Alaska	24	\$1,730	48	\$3,137	72	\$4,867
Arizona	25	\$1,658	40	\$2,668	65	\$4,326
Arkansas	25	\$1,741	54	\$3,087	79	\$4,828
California	29	\$1,736	66	\$3,869	95	\$5,605
Colorado	26	\$1,527	49	\$2,695	75	\$4,222
Connecticut	27	\$1,615	51	\$2,611	78	\$4,226
Delaware	25	\$1,271	61	\$3,487	86	\$4,758
Florida	20	\$1,036	48	\$2,762	68	\$3,798
Georgia	30	\$1,773	49	\$2,872	79	\$4,645
Hawaii	14	\$805	51	\$2,947	65	\$3,752
Idaho	34	\$1,872	59	\$3,715	93	\$5,587
Illinois	30	\$1,919	62	\$3,698	92	\$5,617
Indiana	17	\$978	62	\$3,677	79	\$4,655
Iowa	17	\$1,060	52	\$3,141	69	\$4,201
Kansas	30	\$1,475	33	\$1,962	63	\$3,437
Kentucky	30	\$1,681	49	\$2,721	79	\$4,402
Louisiana	27	\$1,759	57	\$3,089	84	\$4,848
Maine	27	\$1,701	50	\$2,687	77	\$4,388
Maryland	28	\$1,539	58	\$3,256	86	\$4,795
Massachusetts	16	\$852	56	\$3,532	72	\$4,384
Total	1248	\$75,191	2652	\$157,890	3900	\$233,081



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State

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Gender

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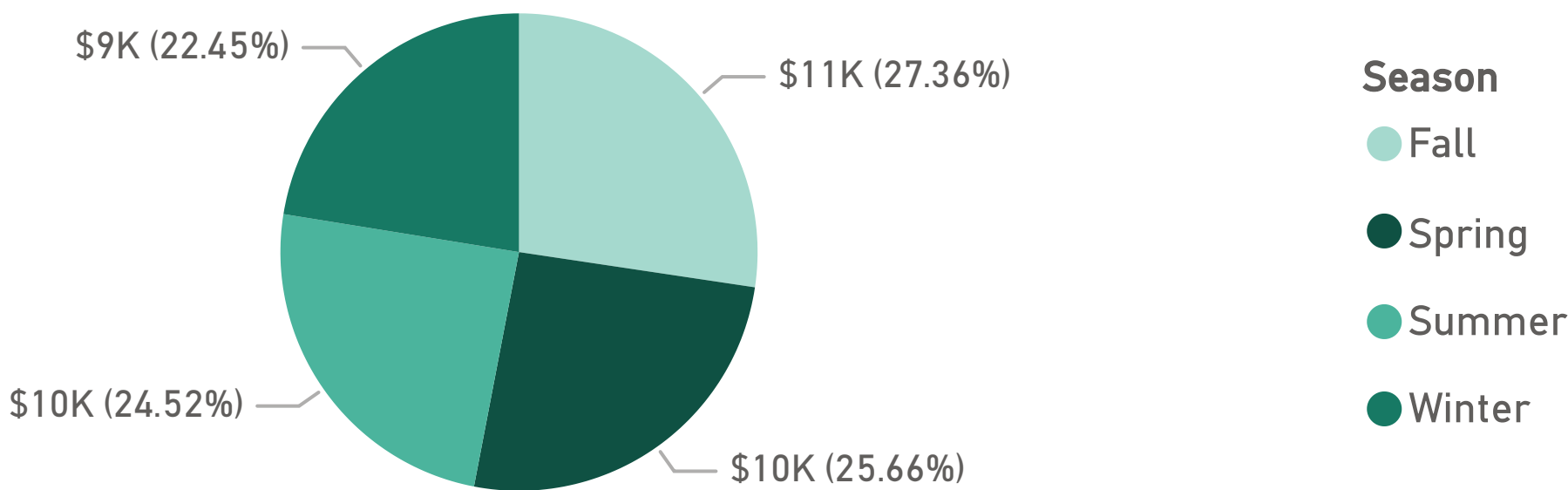
Season

All

Payment Method

Debit Card

Season Purchase Amount Distribution



Top 10 Items by Purchases



Purchases Frequency by Season

Frequency of Purchases	Fall	Spring	Summer	Winter	Total
Annually	26	20	35	20	101
Bi-Weekly	22	31	24	20	97
Every 3 Months	30	29	16	17	92
Fortnightly	31	21	21	22	95
Monthly	20	24	18	18	80
Quarterly	22	28	24	20	94
Weekly	18	18	20	21	77
Total	169	171	158	138	636

Purchases Frequency by Season (USD)

Frequency of Purchases	Fall	Spring	Summer	Winter	Total
Annually	\$1,759	\$1,141	\$2,107	\$1,025	\$6,032
Bi-Weekly	\$1,132	\$1,762	\$1,555	\$1,489	\$5,938
Every 3 Months	\$1,958	\$1,694	\$814	\$1,168	\$5,634
Fortnightly	\$2,017	\$1,325	\$1,145	\$1,287	\$5,774
Monthly	\$1,079	\$1,290	\$1,084	\$1,160	\$4,613
Quarterly	\$1,541	\$1,711	\$1,540	\$1,299	\$6,091
Weekly	\$1,114	\$1,019	\$1,256	\$1,271	\$4,660
Total	\$10,600	\$9,942	\$9,501	\$8,699	\$38,742

Purchase by Category



Purchase Amount by Shipping Type

