

# SHOPPING TRENDS | GEOGRAPHICAL ANALYSIS

State

All

Gender

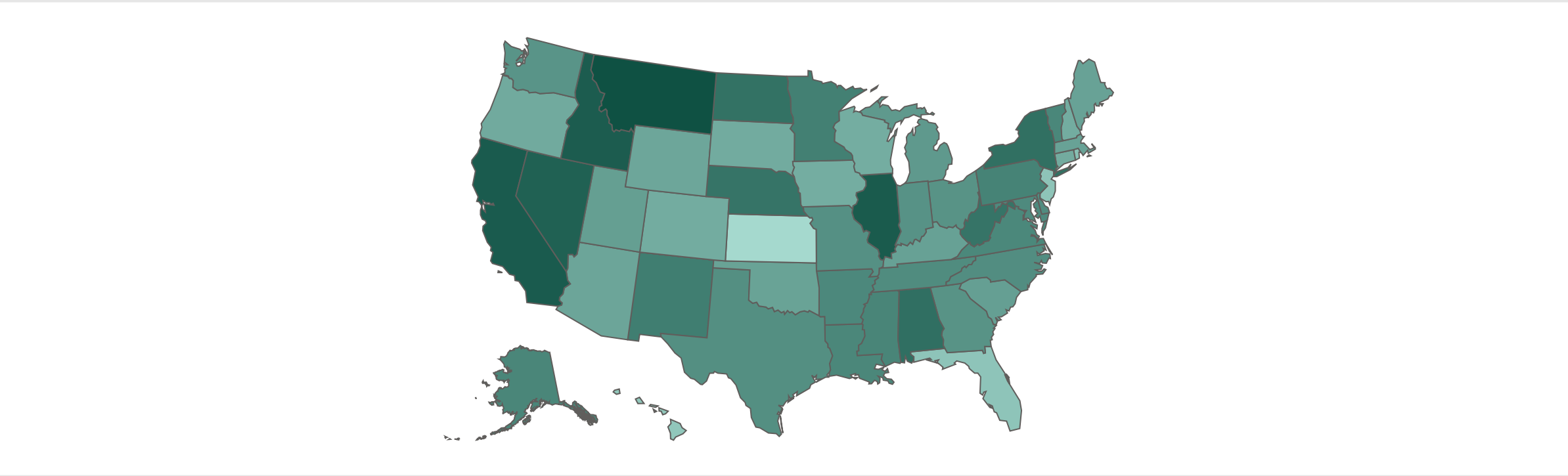
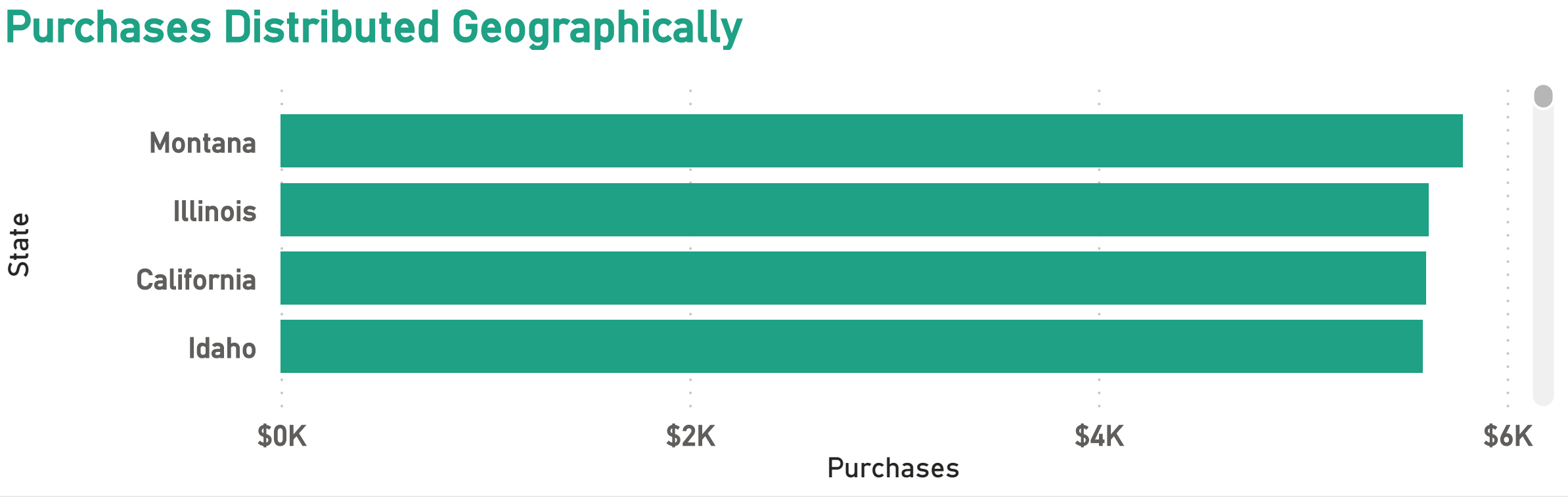
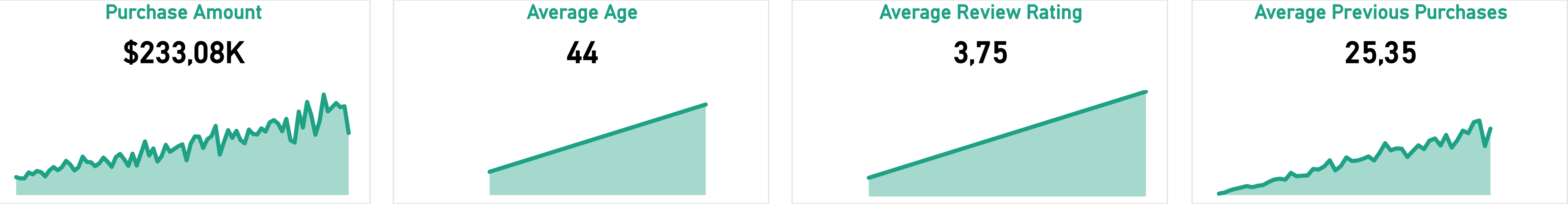
All

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

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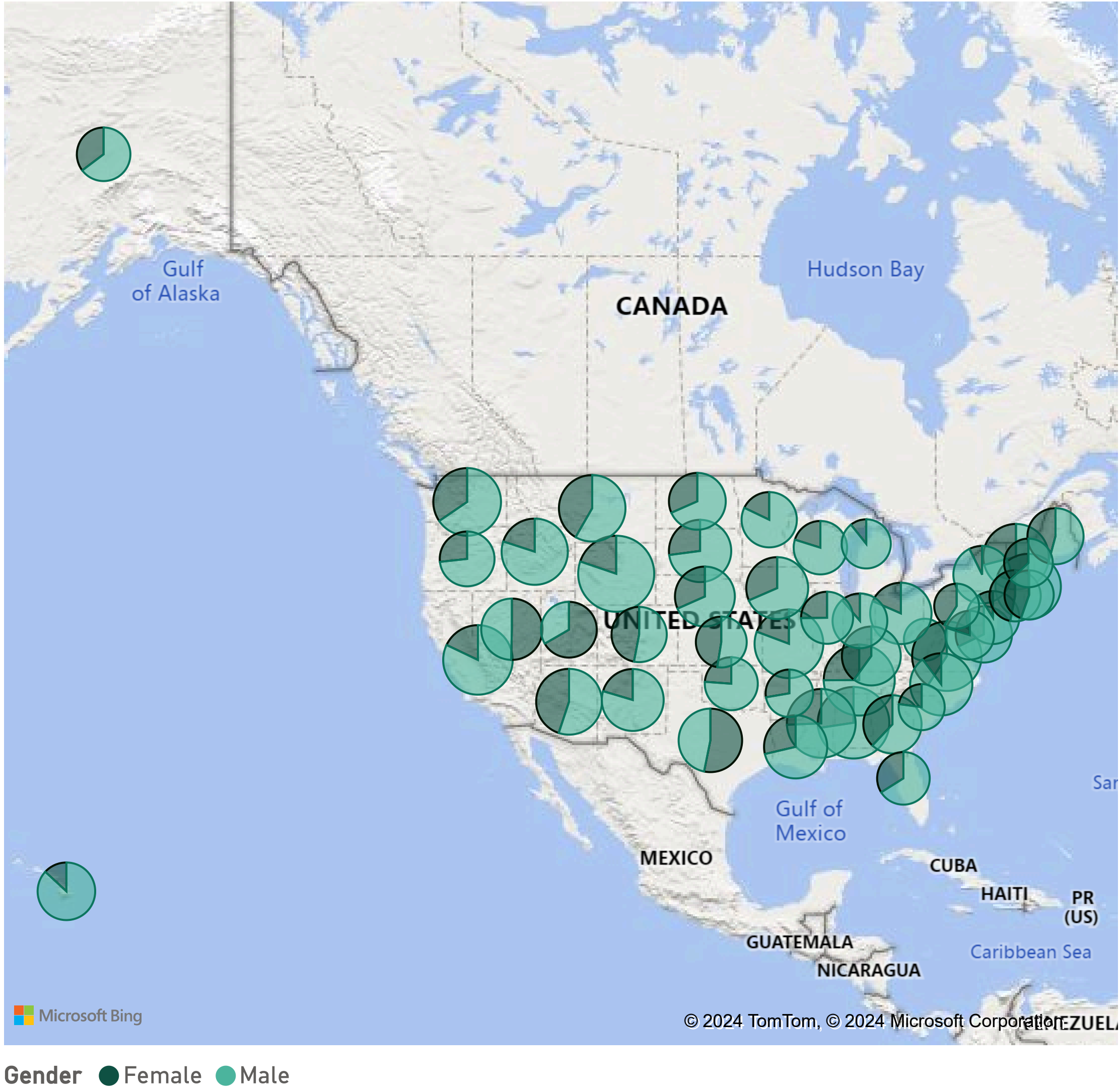
Payment Method

Debit Card

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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	5	\$328	15	\$869	20	\$1,197
Alaska	3	\$218	6	\$400	9	\$618
Arizona	6	\$445	8	\$546	14	\$991
Arkansas	2	\$129	7	\$337	9	\$466
California	3	\$201	14	\$921	17	\$1,122
Colorado	6	\$312	7	\$352	13	\$664
Connecticut	5	\$262	7	\$296	12	\$558
Delaware	3	\$223	8	\$472	11	\$695
Florida	4	\$201	8	\$391	12	\$592
Georgia	6	\$285	7	\$466	13	\$751
Hawaii	2	\$96	10	\$635	12	\$731
Idaho	3	\$201	11	\$805	14	\$1,006
Illinois	2	\$146	8	\$433	10	\$579
Indiana	1	\$74	10	\$577	11	\$651
Iowa	4	\$272	10	\$591	14	\$863
Kansas	5	\$260	5	\$288	10	\$548
Kentucky	6	\$308	8	\$462	14	\$770
Louisiana	3	\$259	10	\$645	13	\$904
Maine	5	\$316	7	\$373	12	\$689
Maryland	1	\$100	7	\$396	8	\$496
Massachusetts	5	\$191	13	\$790	18	\$981
Total	181	\$11,309	455	\$27,433	636	\$38,742



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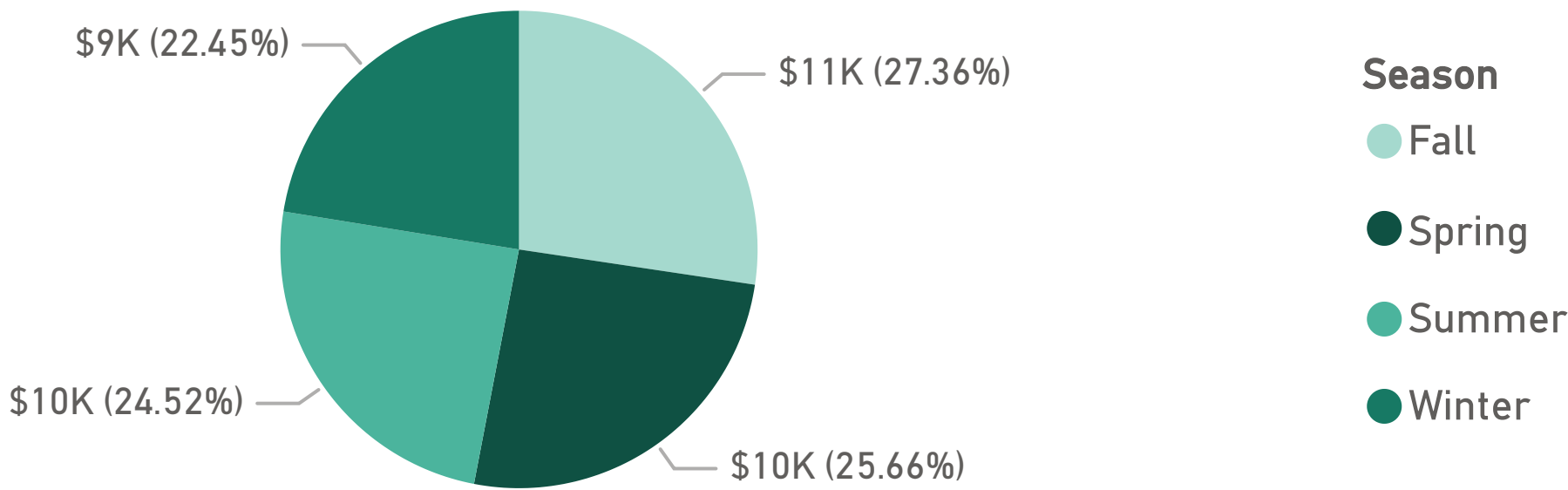
Season

All

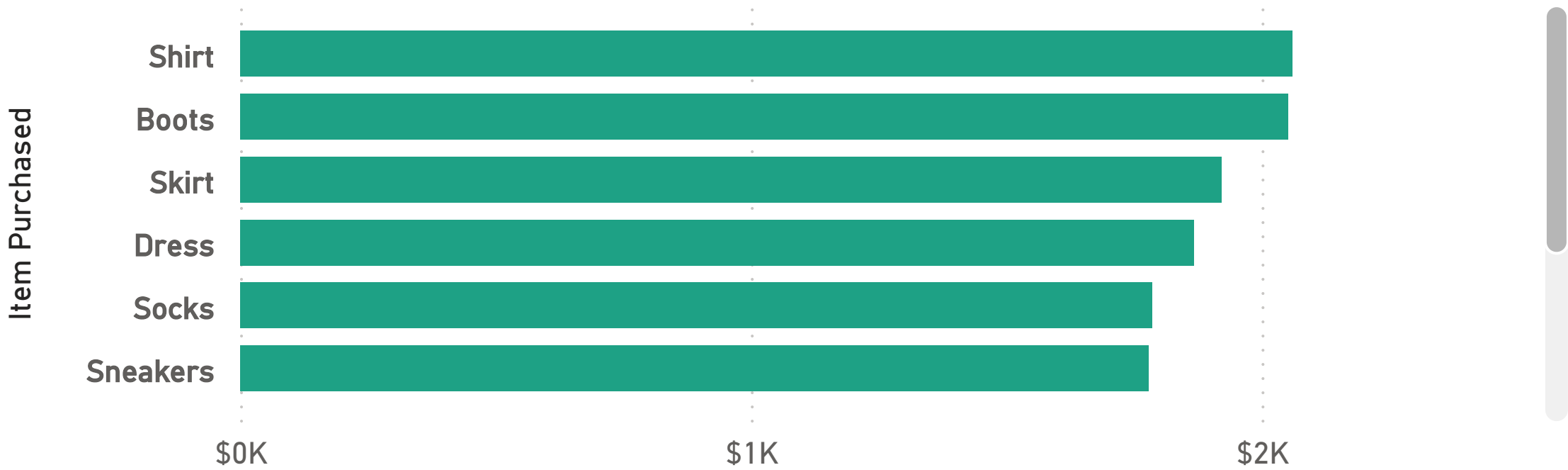
Payment Method

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

## Purchases by Category



## Purchase Amount by Shipping Type

