Preview of Dashboard

Customer Behavior Analysis

Subscription_status

No	Yes

Gender

Female	Male

Payment Type

Bank Transfer

Cash

Credit Card

Debit Card

PayPal

Venmo

3.9K
number of customers

$59.76
average purchase amount

3.75
average review rating

% of customers by subscription_status

Yes 27%

No 73%

Revenue by Category (in $)

100K

50K

0K

Clothing   Accessories   Footwear   Outerwear

Sales by Category (in units)

2K

1K

0K

Clothing   Accessories   Footwear   Outerwear

Revenue By Age Group

Young Adult
Middle-aged
Adult
Senior

0K   20K   40K   60K

Sales By Season

Spring
Fall
Winter
Summer

0   500   1,000