Total Customers

Customer ID
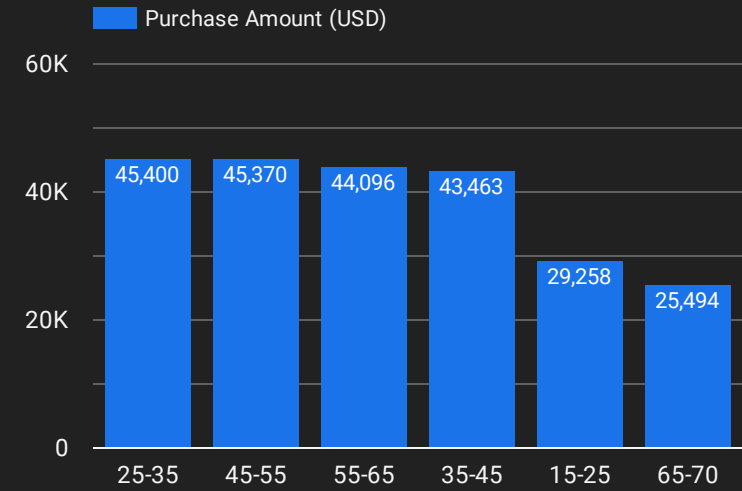## 3,900

Sum of purchase amount

Purchase Amount (USD)
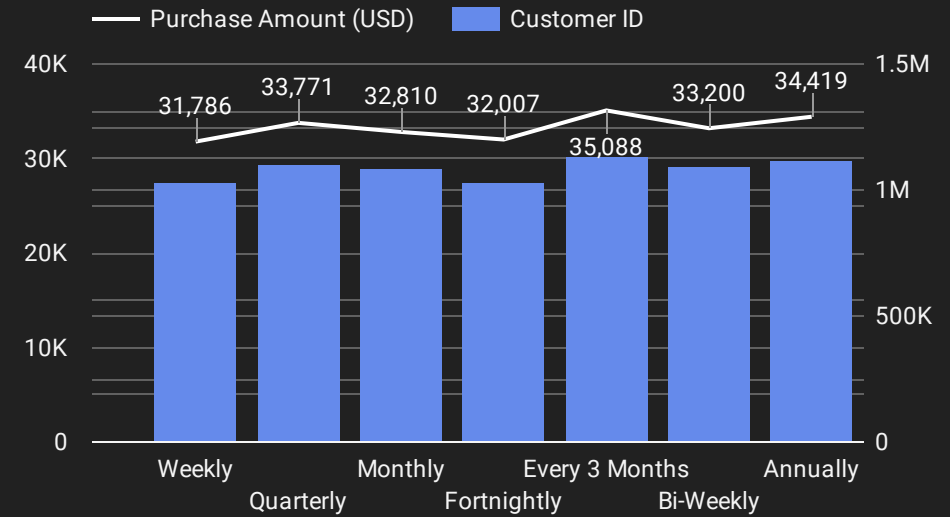## 233,081
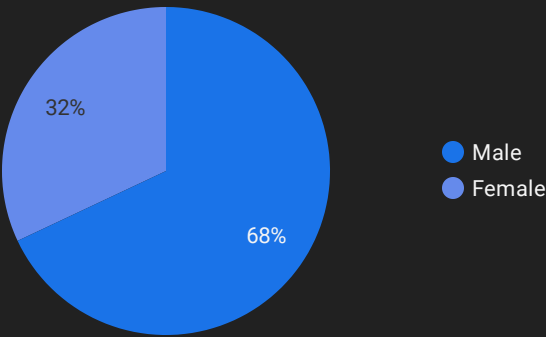
Purchase amount by age groups

■ Purchase Amount (USD)

Age Group	Purchase Amount (USD)
25-35	45,400
45-55	45,370
55-65	44,096
35-45	43,463
15-25	29,258
65-70	25,494

Purchase frequency

—— Purchase Amount (USD) ■ Customer ID

Values: 31,786 · 33,771 · 32,810 · 32,007 · 35,088 · 33,200 · 34,419

Categories: Weekly, Quarterly, Monthly, Fortnightly, Every 3 Months, Bi-Weekly, Annually

Gender Distribution

- ● Male — 68%
- ● Female — 32%

Rating w.r.t category and item purchased

Legend: ■ Gloves ■ Sandals ■ Boots ■ Hat ■ T-shirt ■ Skirt ■ Handbag ■ Sweater ■ Jacket ■ Belt

Category	Values (bottom to top)
Footwear	3.84, 3.81
Accessories	3.86, 3.81, 3.78, 3.76
Outerwear	3.76
Clothing	3.78, 3.78, 3.77
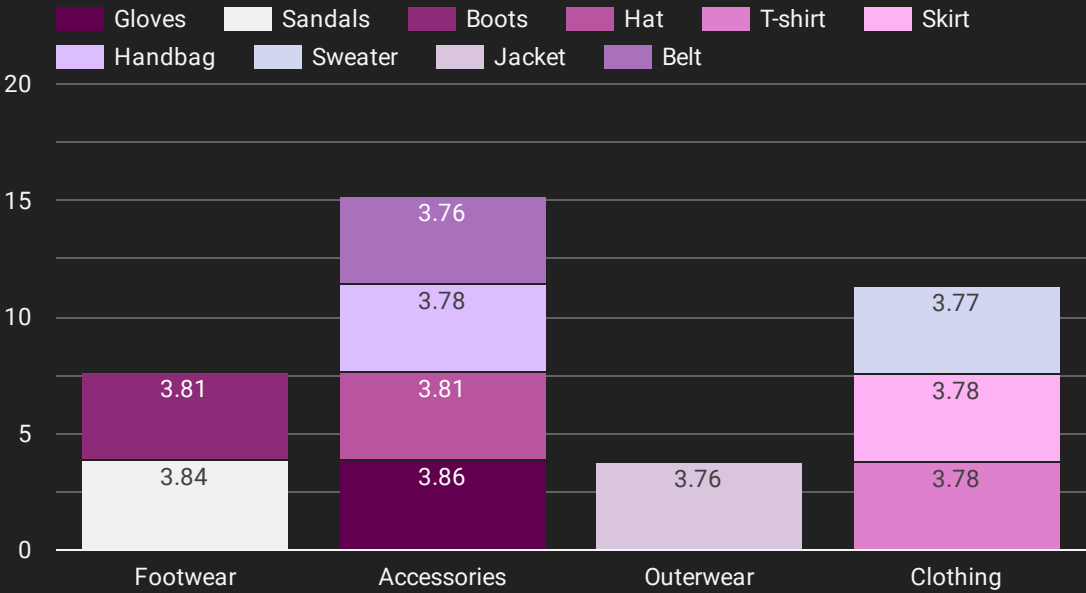
Average purchase amount by location

Pie values: 10.6%, 10.4%, 10.4%, 10%, 9.9%, 9.9%, 9.9%, 9.8%, 9.8%, 9.2%

- ● Alaska
- ● Pennsylvania
- ● Arizona
- ● West Virginia
- ● Nevada
- ● Washington
- ● North Dakota
- ● Virginia
- ● Utah
- ● Others
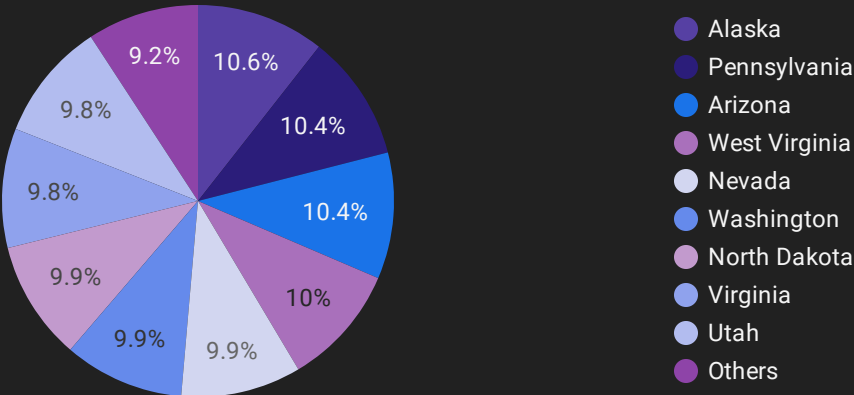
Location wise item purchased

Item Purchased 20 ● ○ ◯ 25
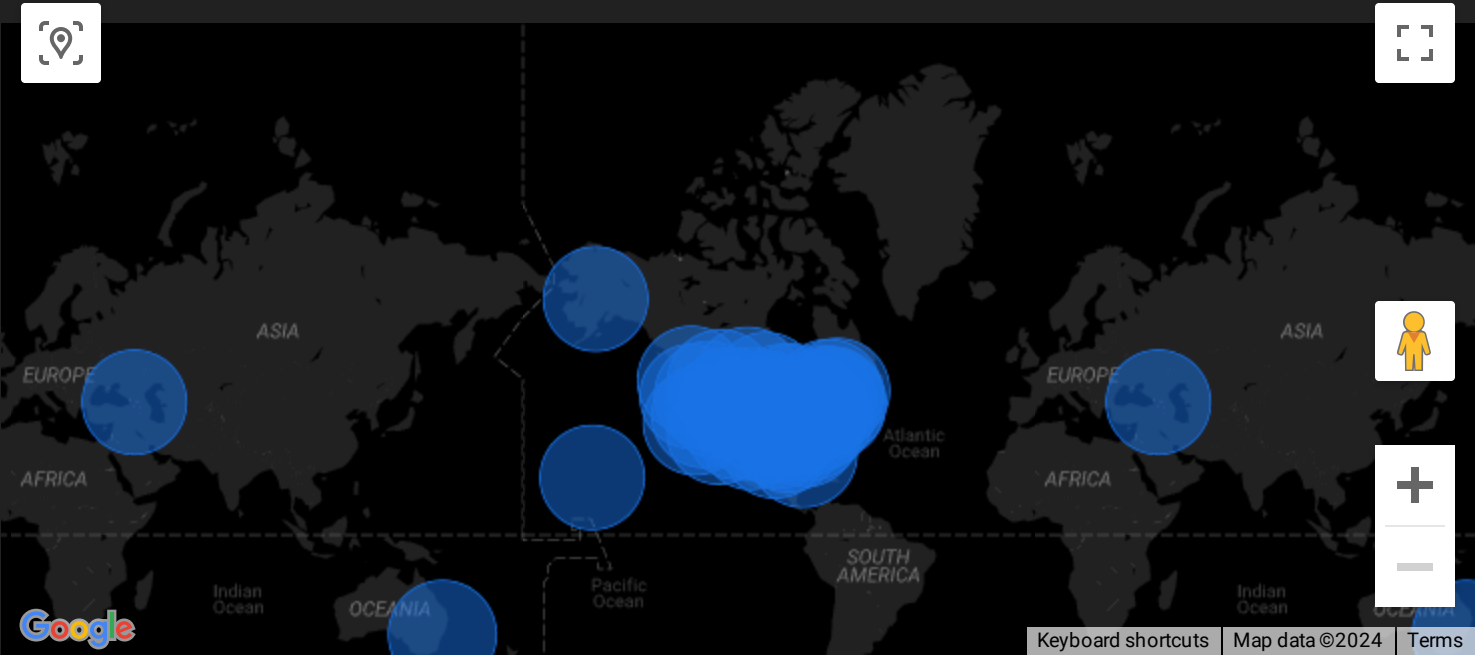
Subscription status affecting purchase amount

Subscription Status	Rating Dist	Purchase Amount (USD)
No	4-5	████████████████████
	3-4	██████████████████
	2-3	████
Yes	4-5	███
	3-4	███
	2-3	▏

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