Shipping Type Season Customer Segmentation Analysis using Power BI ΑII \vee Sum of Purchase Amount (USD) by Category and Sum of Previous Purchases by Item Purchased \vee Location Category Shipping Type Previou... ΑII \vee **Shipping Type** ○2-Day Shi... ○ Express ○ Free Ship... ○ Next Day... Sum of Purchase Amount (USD) by Size and Payment Method Sum of Purcha **Payment Met...** ■ Bank Transfer ■ Cash ■ Credit Card Socks Scarf Swe.. Sho. of Purchase Amount Item Purchased Count of Item Purchased and Sum of Review Rating by Sum of Purchase Amount (USD) by Category Category and Discount Applied Category ■ Count of Item Purchased ■ Sum of Review Rating (44.73%) (15.49%) Clothing Count of It... Accessories Footwear Outerwear Size Footwear Accessories Clothing Outerwear 74K (31.83%) — Sum of Purchase Amount (USD) by Age Group Count of Frequency of Purchases by Location Sum of Purcha... 100 Count of Frequency of Purc 18-35 Older 46-55 36-45 Sum of Purchase Amount (USD) Louisiana Nevada New York Delaware Maryland Vermont Missouri Arkansas Georgia Indiana Maine Ohio Virginia South C... Colorado New Me... West Vir... Oklaho... Washin... North D... North C... Wiscons... Mississi... Kentucky Connect... Location

