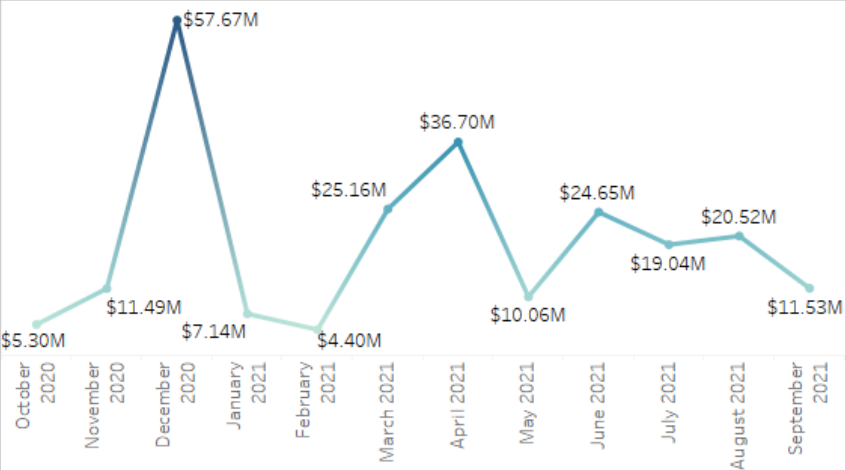# Customer Analysis

Select Category
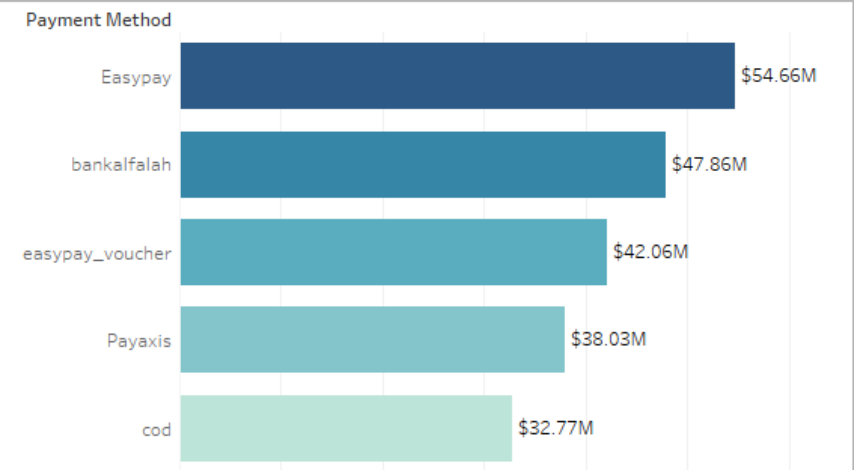All

Total Revenue: $233.65M
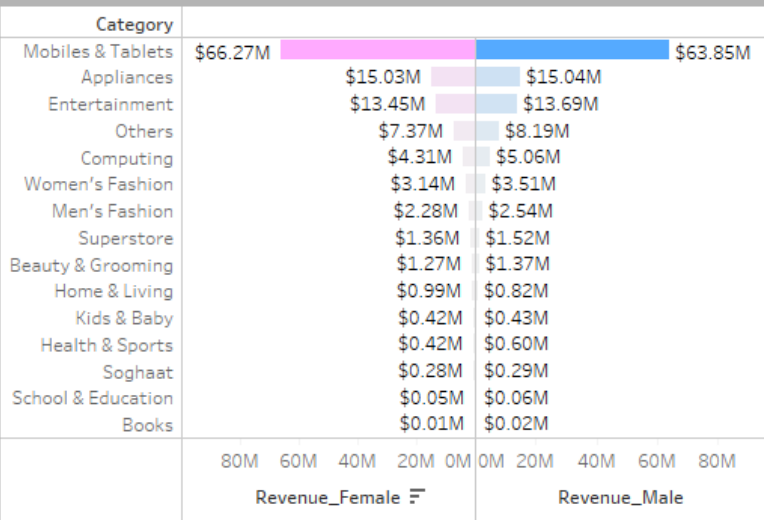
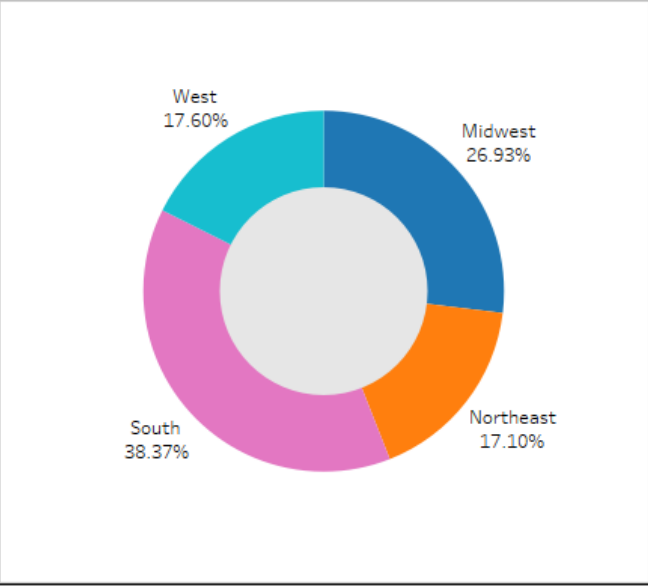### Revenue by Month

- October 2020: $5.30M
- November 2020: $11.49M
- December 2020: $57.67M
- January 2021: $7.14M
- February 2021: $4.40M
- March 2021: $25.16M
- April 2021: $36.70M
- May 2021: $10.06M
- June 2021: $24.65M
- July 2021: $19.04M
- August 2021: $20.52M
- September 2021: $11.53M

Payment by Types

Payment Method

Payment Method	Revenue
Easypay	$54.66M
bankalfalah	$47.86M
easypay_voucher	$42.06M
Payaxis	$38.03M
cod	$32.77M

Revenue per Category per Gender

Category	Revenue_Female	Revenue_Male
Mobiles & Tablets	$66.27M	$63.85M
Appliances	$15.03M	$15.04M
Entertainment	$13.45M	$13.69M
Others	$7.37M	$8.19M
Computing	$4.31M	$5.06M
Women's Fashion	$3.14M	$3.51M
Men's Fashion	$2.28M	$2.54M
Superstore	$1.36M	$1.52M
Beauty & Grooming	$1.27M	$1.37M
Home & Living	$0.99M	$0.82M
Kids & Baby	$0.42M	$0.43M
Health & Sports	$0.42M	$0.60M
Soghaat	$0.28M	$0.29M
School & Education	$0.05M	$0.06M
Books	$0.01M	$0.02M

Percentage of Revenue by Region

- West: 17.60%
- Midwest: 26.93%
- Northeast: 17.10%
- South: 38.37%

Revenue by State

- WA $3.8M
- MT $3.3M
- ND $2.4M
- MN $5.4M
- ME $2.8M
- OR $2.5M
- ID $1.7M
- WY $1.0M
- SD $2.0M
- WI $4.1M
- MI $5.2M
- NY $11.4M
- UT $2.0M
- NE $2.8M
- IA $6.3M
- IL $9.1M
- OH $8.1M
- CA $13.9M
- CO $3.8M
- KS $3.3M
- MO $8.0M
- KY $7.0M
- DC $1.3M
- AZ $3.1M
- NM $2.2M
- OK $4.2M
- NC $6.4M
- MS $6.5M
- GA $5.2M
- TX $15.5M
- LA $3.7M
- FL $8.5M
- RI $0.3M

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Revenue by Age

- <20: $6.97M
- 20-30: $39.88M
- 30-40: $44.78M
- 40-50: $39.49M
- 50-60: $37.82M
- 60-70: $41.09M
- >70: $23.62M