

CustomerCount

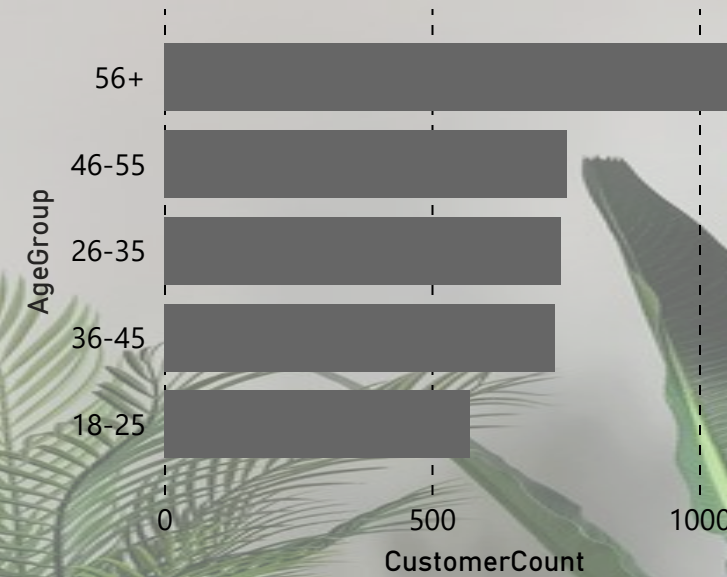
4K

At 1105, 56+ had the highest CustomerCount and was 93.52% higher than 18-25, which had the lowest CustomerCount at 571.

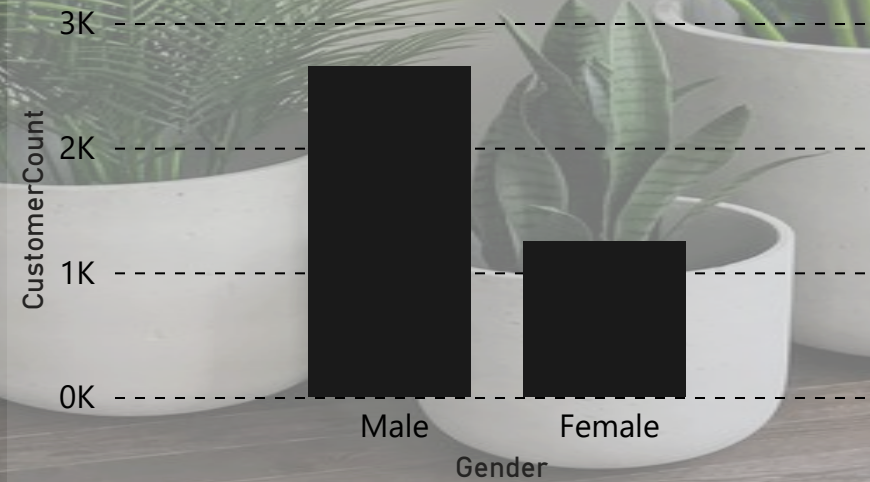
56+ accounted for 28.33% of CustomerCount.

Across all 5 AgeGroup, CustomerCount ranged from 571 to 1105.

CustomerCount by AgeGroup

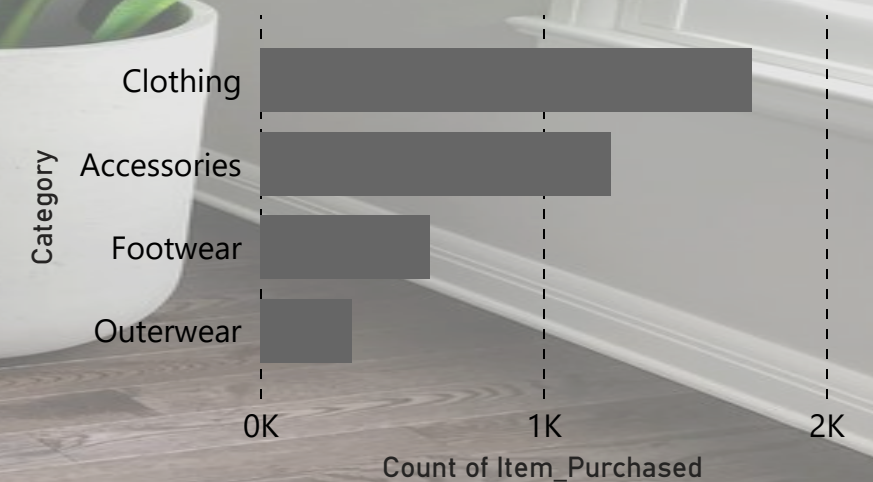


CustomerCount by Gender



Sum of Purchase_Amount_USD	Item_Purchased
10410	Blouse
10332	Shirt
10320	Dress
10090	Pants
10010	Jewelry
9649	Sunglasses
9635	Belt
9561	Scarf
9462	Sweater
9433	Shorts
9402	Skirt
9375	Hat
233081	

Count of Item_Purchased by Category



Item_Purchased

Backpack

Belt

Blouse

Boots

Coat

Dress

Gloves

Handbag

Hat

Hoodie



Key influencers Top segments

What influences
AvgPurchaseAmount to

Increase ▾ ?

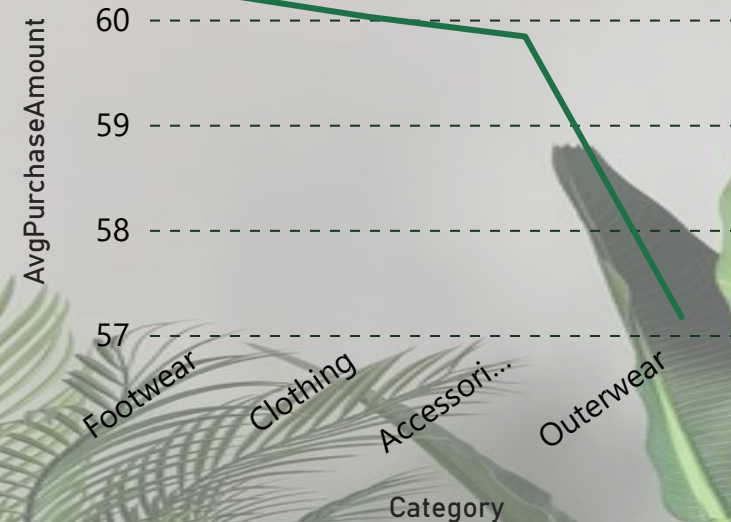
When...

...the average of
AvgPurchaseAmount
increases by

CustomerCount goes down
11.16

0.09

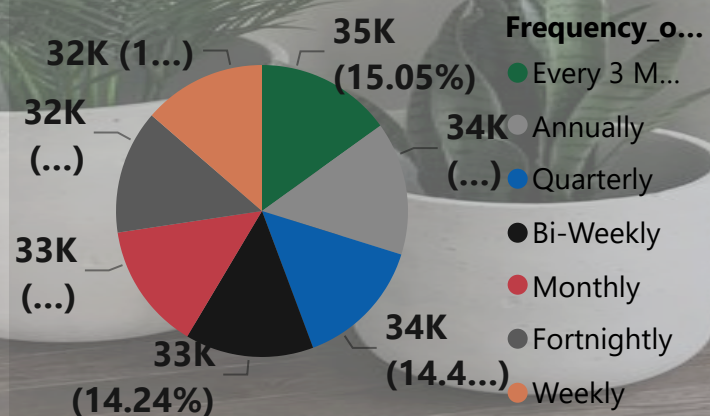
AvgPurchaseAmount by Category



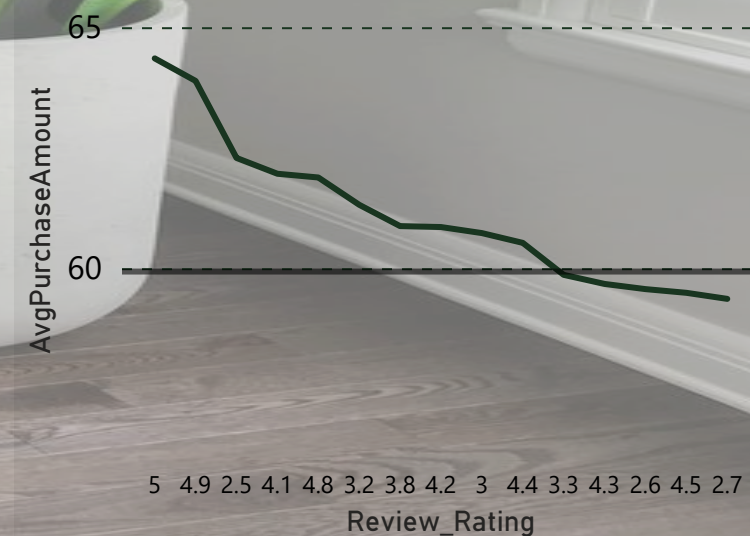
AvgPurchaseAmount by Category



Sum of Purchase_Amount_USD by Frequency_of_Purchases



AvgPurchaseAmount by Review_Rating



AvgPurchaseAmount

59.76



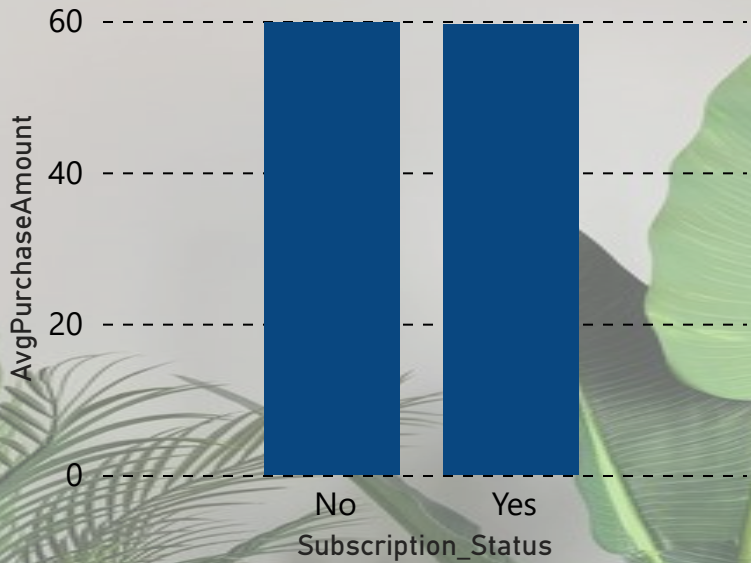
At 61.56, Fall had the highest AvgPurchaseAmount and was 5.40% higher than Summer, which had the lowest AvgPurchaseAmount at 58.41.

Fall had the highest AvgPurchaseAmount at 61.56, followed by Winter, Spring, and Summer.

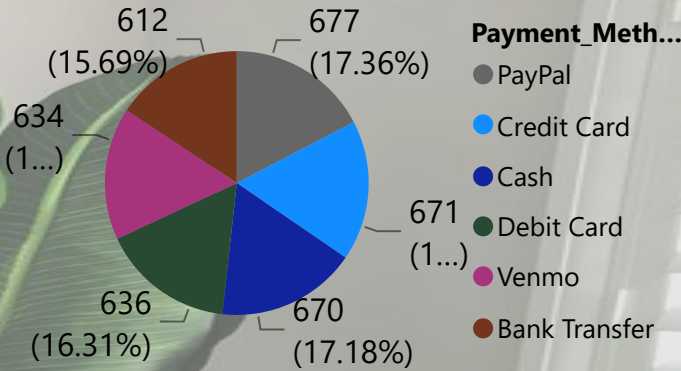
Across all 4 Season, AvgPurchaseAmount ranged from 58.41 to 61.56.

PayPal accounted for 17.36% of CustomerCount.

AvgPurchaseAmount by Subscription_Status



CustomerCount by Payment_Method



High Value

First HighValueCustomer

AvgPurchaseAmount by Season

