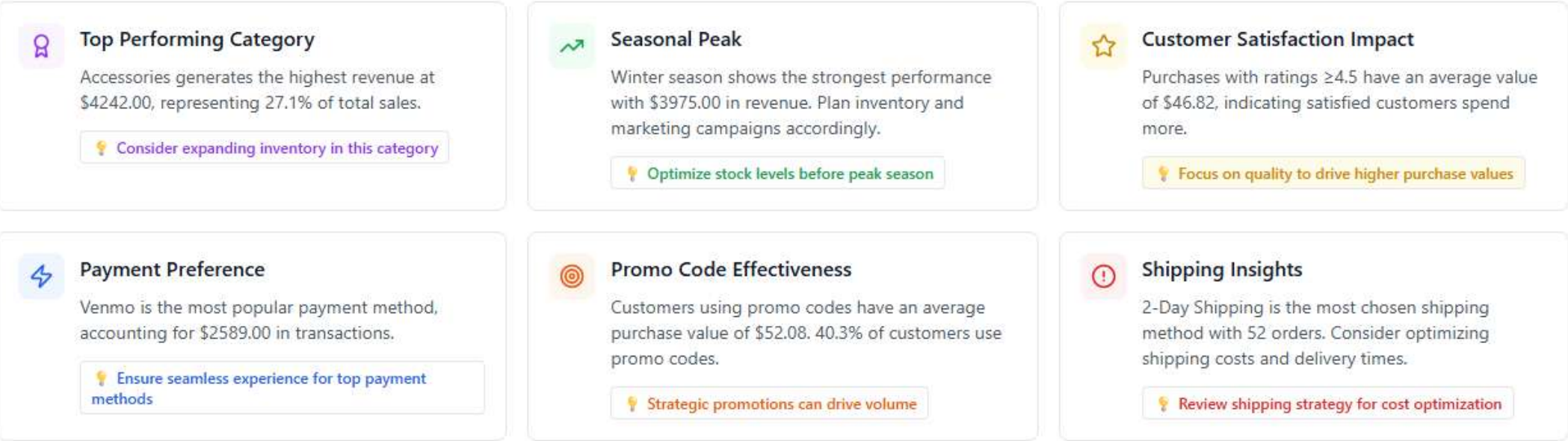


Shopping Trends Dashboard

Comprehensive analytics and insights from customer shopping data



💡 Key Insights & Recommendations



Overview

Customers

Products

Detailed Analysis

Advanced Analytics & Findings

Deep dive into customer behavior and trends

Customer Loyalty Analysis

Repeat Customers

0.0%

Avg Previous Purchases

25.7

Customer Lifetime Value

\$52.23

Discount & Promotion Impact

Discount Effectiveness

100.0% of purchases used discounts

Avg purchase with discount: \$52.23

Promo Code Usage

40.3% of customers used promo codes

Promo codes drive engagement and can increase order frequency

Shipping & Delivery Insights

2-Day Shipping

52

17.3% of orders

Standard

45

15.0% of orders

Store Pickup

45

15.0% of orders

Next Day Air

45

15.0% of orders

Overview

Customers

Products

Detailed Analysis

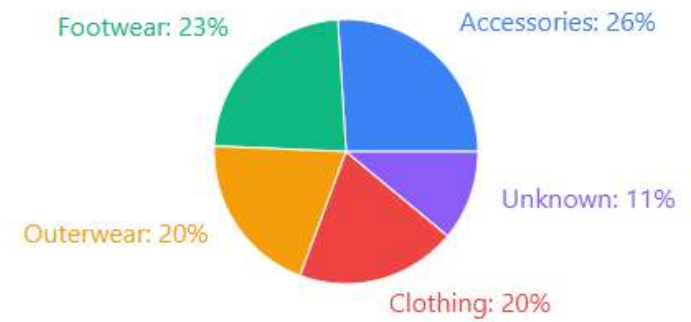
Revenue by Age Group

Total and average revenue across different age segments



Category Distribution

Product categories by number of purchases



Payment Methods

Distribution of payment methods used by customers



Product Performance Summary

Key metrics about product sales and performance

Total Products Sold **10**

Most Popular Category **Accessories**

Avg Items per Customer **1.0**

🏆 Top 10 Products by Revenue

1	Sneakers	39 sales	★ 3.6	Avg: \$44.69	\$1743.00 Total Revenue
2	Shorts	30 sales	★ 3.5	Avg: \$54.83	\$1645.00 Total Revenue
3	Sandals	32 sales	★ 4.0	Avg: \$49.72	\$1591.00 Total Revenue
4	Shoes	26 sales	★ 3.8	Avg: \$58.12	\$1511.00 Total Revenue
5	Shirt	26 sales	★ 3.7	Avg: \$57.12	\$1485.00 Total Revenue
6	Sweater	27 sales	★ 3.5	Avg: \$53.37	\$1441.00 Total Revenue
7	Blouse	25 sales	★ 3.8	Avg: \$55.12	\$1378.00 Total Revenue
8	Jeans	25 sales	★ 3.5	Avg: \$46.64	\$1166.00 Total Revenue
9	Handbag	20 sales	★ 3.6	Avg: \$53.00	\$1060.00 Total Revenue
10	Coat	21 sales	★ 3.8	Avg: \$48.14	\$1011.00 Total Revenue

Discount & Promo Analysis

Impact of discounts and promotional codes on sales



Discount + Promo

121 orders (40.3%)
Avg: \$52.08

Discount Only

179 orders (59.7%)
Avg: \$52.33

Promo Only

0 orders (0.0%)
Avg: \$0

No Discount

0 orders (0.0%)
Avg: \$0

Top Locations by Revenue

Geographic distribution of sales (Top 10 locations)



- Maine
- Florida
- Massachusetts
- Rhode Island
- Kentucky
- New York
- Oregon
- Texas

Overview

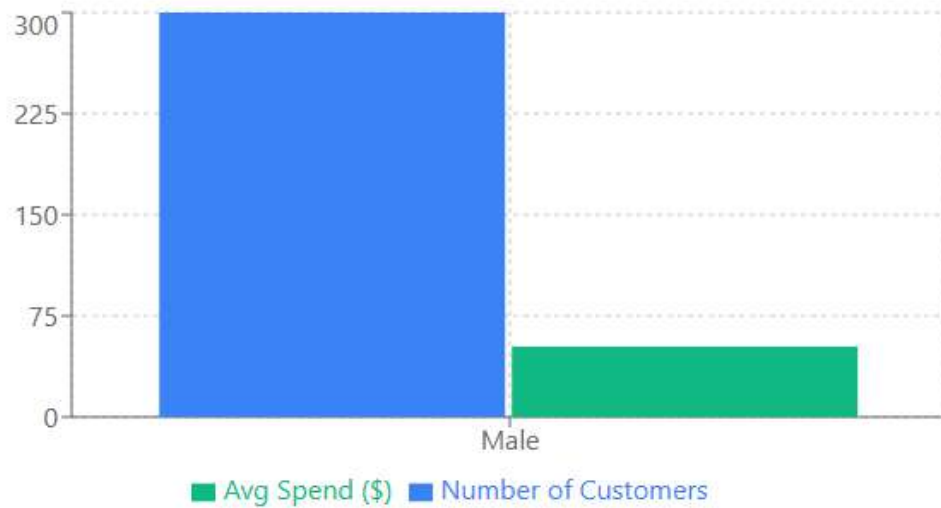
Customers

Products

Detailed Analysis

Customer Demographics

Customer count and spending by gender



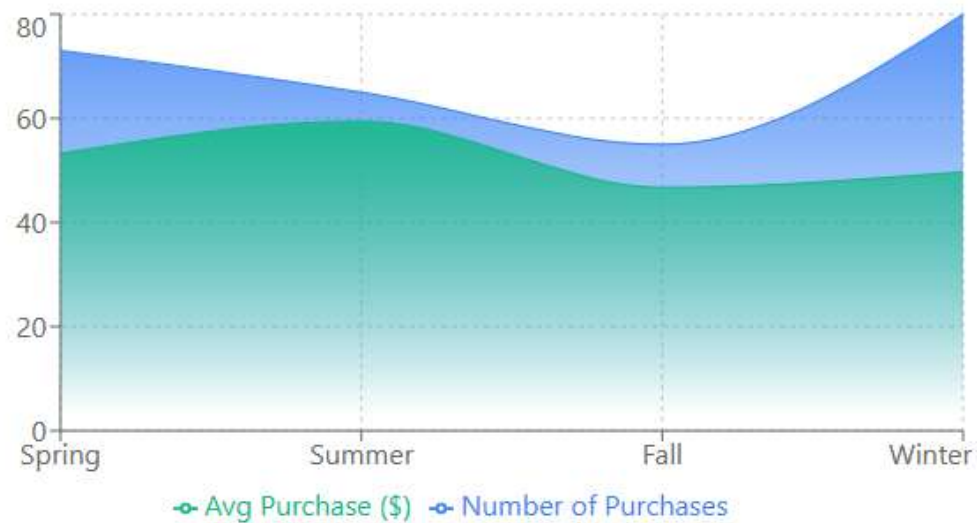
Purchase Frequency Analysis

Customer behavior by purchase frequency



Seasonal Trends

Purchase patterns across different seasons



Review Ratings Distribution

Customer satisfaction ratings breakdown

