

Shopping Trends Dashboard

Comprehensive analytics and insights from customer shopping data

 ↗ +12.5%

\$15,669.00

Total Revenue

 ↗ +8.2%

\$52.23

Avg Purchase Value

 ↗ +15.3%

300

Total Customers

 ↘ -0.3

3.68

Avg Review Rating

 ↗ +5.7%

100.0%

Subscription Rate

 ↘ 100.0%

100.0%

Discount Usage

💡 Key Insights & Recommendations

Top Performing Category

Accessories generates the highest revenue at \$4242.00, representing 27.1% of total sales.

 Consider expanding inventory in this category

Seasonal Peak

Winter season shows the strongest performance with \$3975.00 in revenue. Plan inventory and marketing campaigns accordingly.

 Optimize stock levels before peak season

Customer Satisfaction Impact

Purchases with ratings ≥4.5 have an average value of \$46.82, indicating satisfied customers spend more.

 Focus on quality to drive higher purchase values

Payment Preference

Venmo is the most popular payment method, accounting for \$2589.00 in transactions.

 Ensure seamless experience for top payment methods

Promo Code Effectiveness

Customers using promo codes have an average purchase value of \$52.08. 40.3% of customers use promo codes.

 Strategic promotions can drive volume

Shipping Insights

2-Day Shipping is the most chosen shipping method with 52 orders. Consider optimizing shipping costs and delivery times.

 Review shipping strategy for cost optimization

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

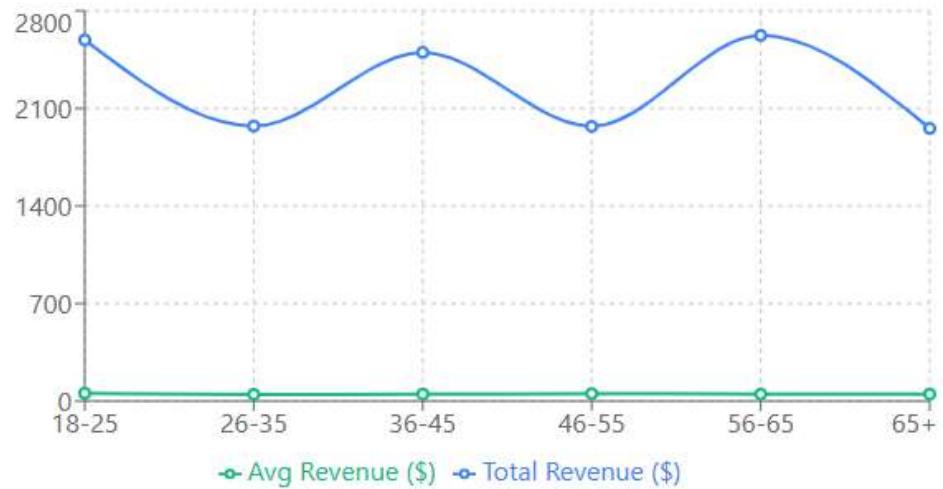
45

15.0% of orders

Overview

Revenue by Age Group

Total and average revenue across different age segments



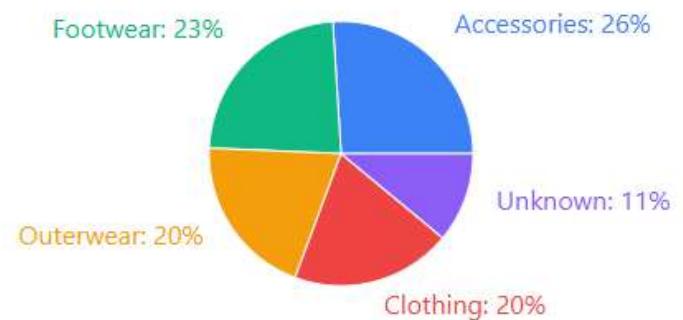
Customers

Products

Detailed Analysis

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)



Overview

Customers

Products

Detailed Analysis

Customer Demographics

Customer count and spending by gender



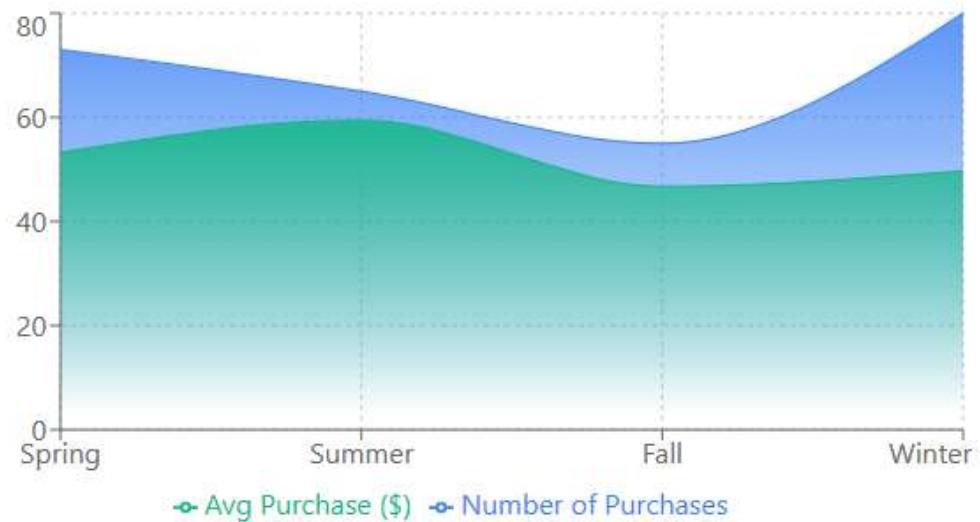
Purchase Frequency Analysis

Customer behavior by purchase frequency



Seasonal Trends

Purchase patterns across different seasons



Review Ratings Distribution

Customer satisfaction ratings breakdown

