# US Customer Purchase Patterns

**Category**
All

**Gender**
All

**Age Range**
18    70

**Location**
All

**Item Purchased**
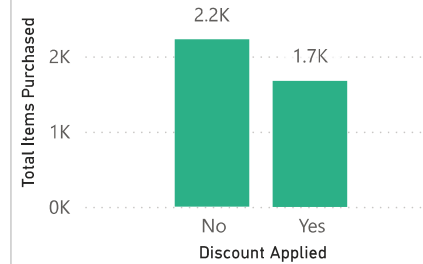All

**Color**
All

## 3900
Customer Sample Size

## 3.75
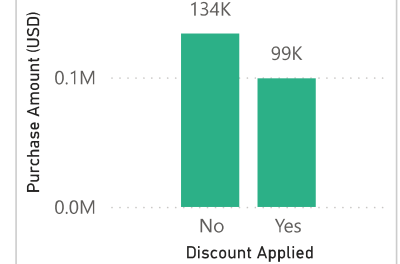Average Review Rating

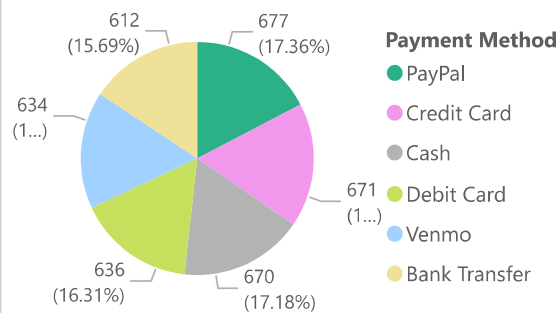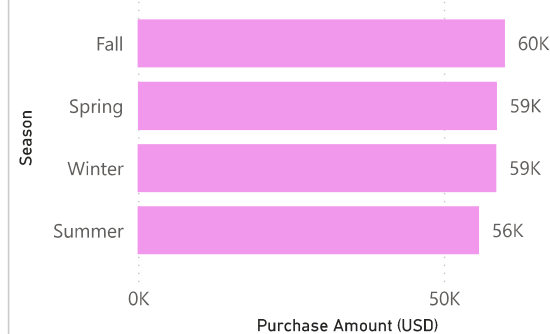### Total Items Purchased by Discount

| Discount Applied | Total Items Purchased |
|---|---|
| No | 2.2K |
| Yes | 1.7K |

### Purchase Amount by Discount

| Discount Applied | Purchase Amount (USD) |
|---|---|
| No | 134K |
| Yes | 99K |

### Payment Method for Purchases

**Payment Method**
- PayPal — 677 (17.36%)
- Credit Card — 671 (1...)
- Cash — 670 (17.18%)
- Debit Card — 636 (16.31%)
- Venmo — 634 (1...)
- Bank Transfer — 612 (15.69%)

### Purchase Amount (USD) by Season

| Season | Purchase Amount (USD) |
|---|---|
| Fall | 60K |
| Spring | 59K |
| Winter | 59K |
| Summer | 56K |

### Total Items Purchased by Season

| Season | Total Items Purchased |
|---|---|
| Spring | 999 |
| Fall | 975 |
| Winter | 971 |
| Summer | 955 |

*Data was derived from Kaggle.*