

Customer Behavior Analysis

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Page 2

Product
Category

Books

Clothing

Electronics

Home

Total Purchase
Amount

681M

Average Purchase
Amount

2.73K

Total Customers

250K

Average Customer
Age

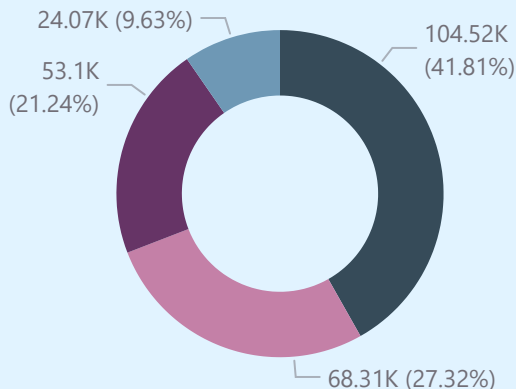
43.94

Total Quantity

750K

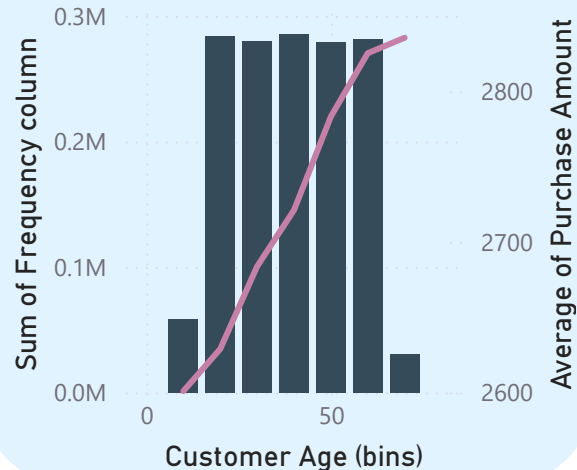
Customer Segment Distribution

● Loyal Custo... ● Champions ● At-Risk ...

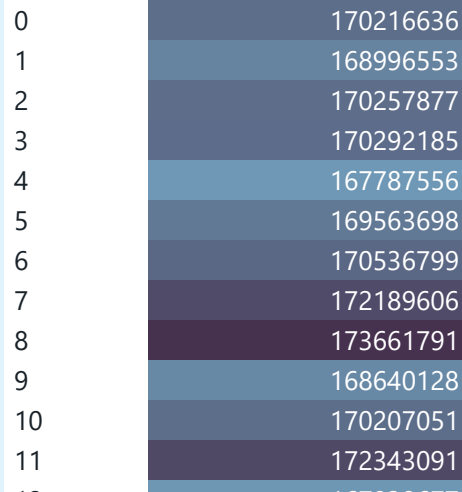


Frequency and Average Purchase Amount by Age

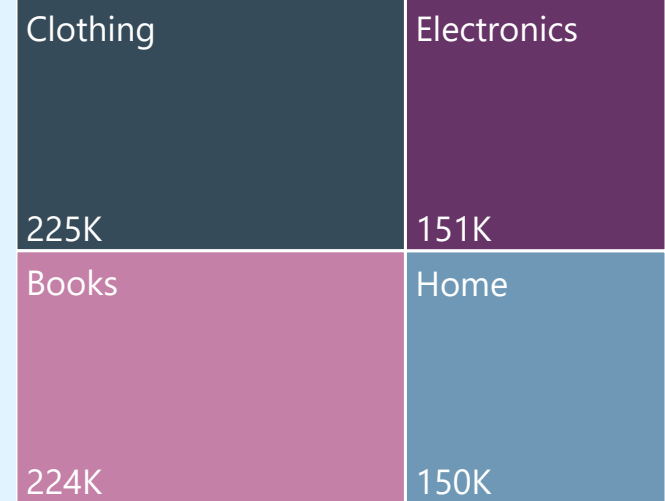
● Sum of Frequency col... ● Average of Purc...



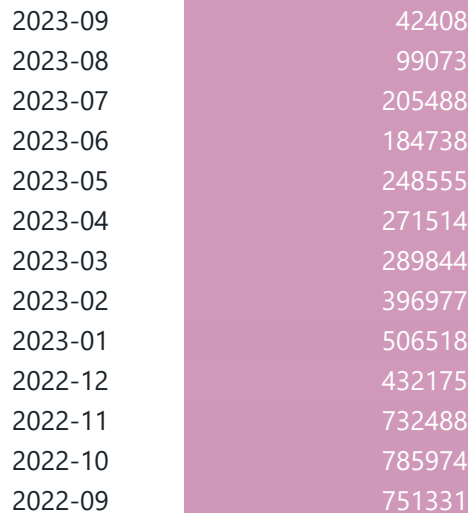
Hour Sum of Monetary column



Total Quantity by Product Category

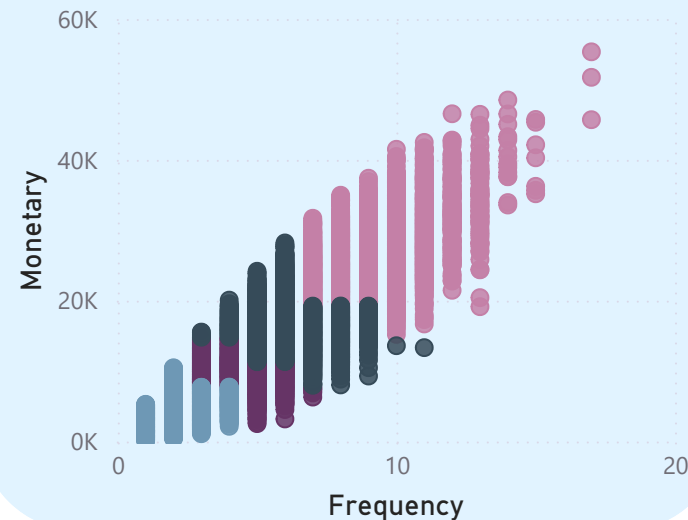


CohortMonth Total Purchase Amount



Frequency vs. Monetary Value Analysis

Customer... ● At-Risk ... ● Champi... ● Loyal Cu...



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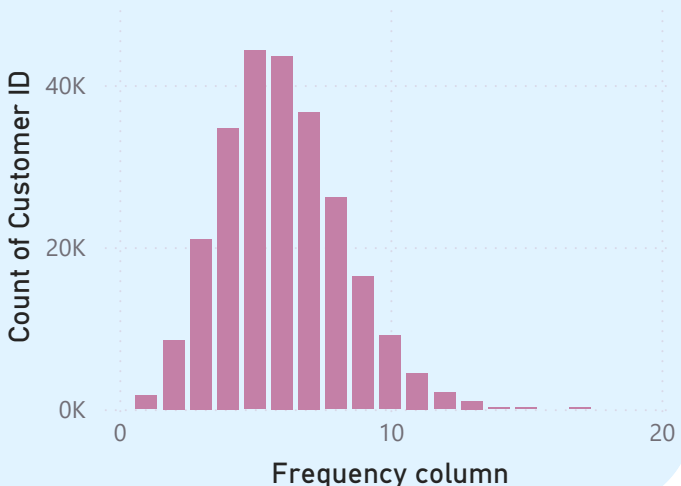
Books

Clothing

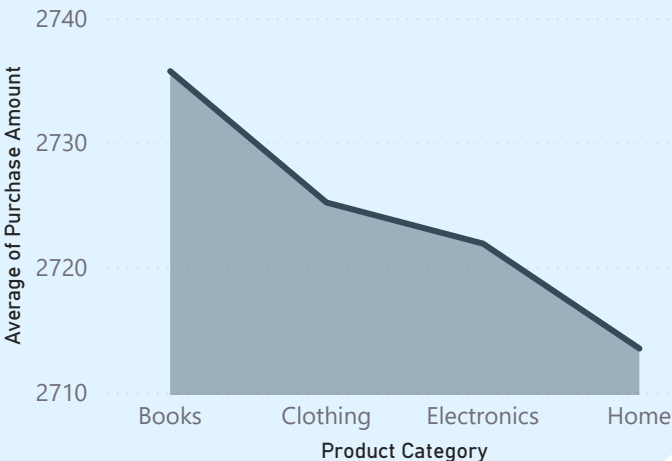
Electronics

Home

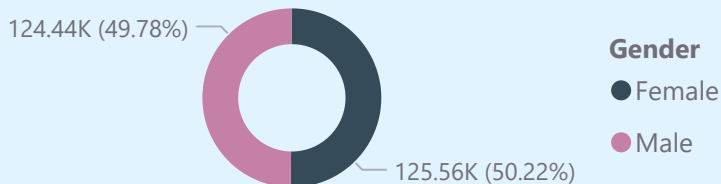
Total Customers by Frequency



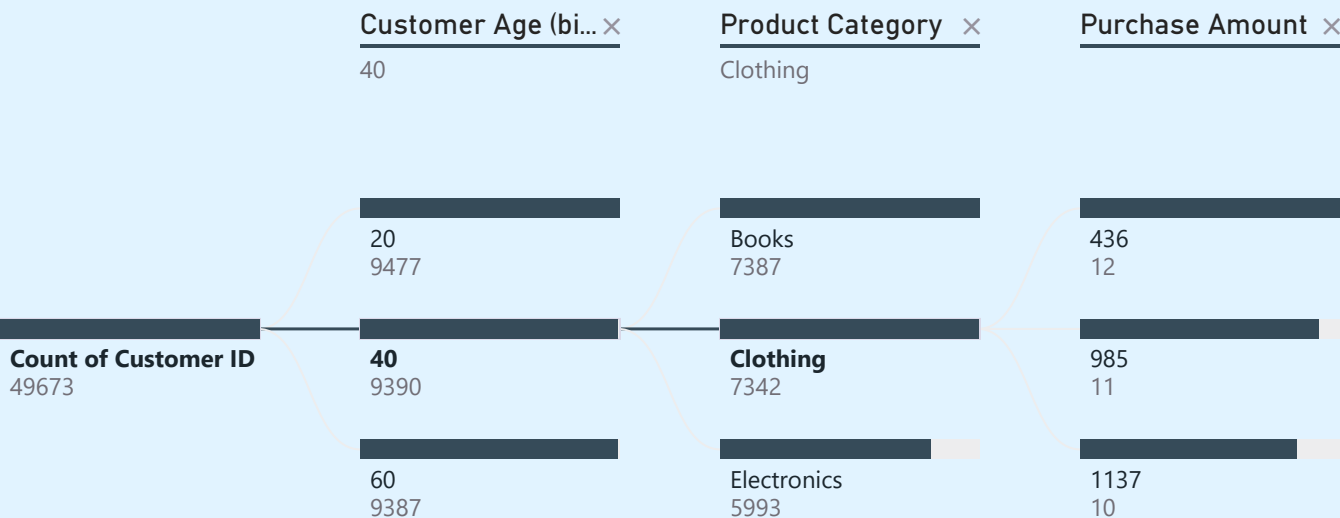
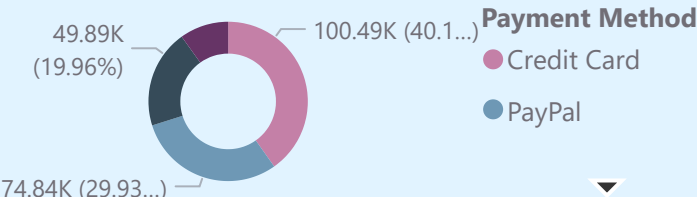
Average Purchase Amount by Product Category



Count of Gender



Count of Purchase Date by Payment Method



Average Purchase Amount by Customer Age

