Customer Behaviour Analysis

Total Revenue
233K

Active Users
27.00%

Avg. Order Value
59.76

Average Review Rating
3.75

Season
| All ▼ |

Location
| All ▼ |

Category
| All ▼ |

Total Purchase Amount by Age Group and Gender
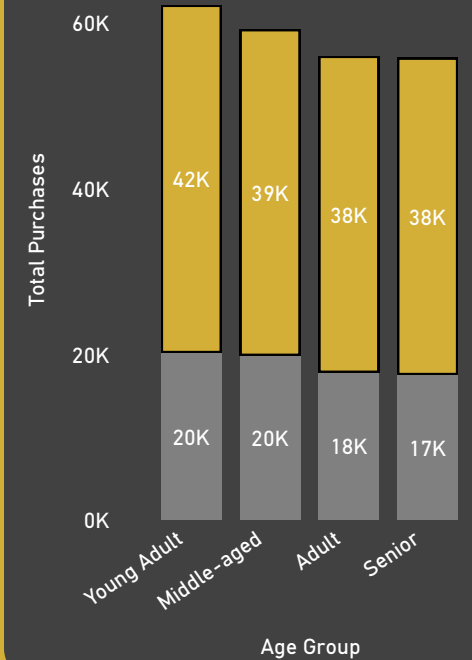
Revenue by Age Group
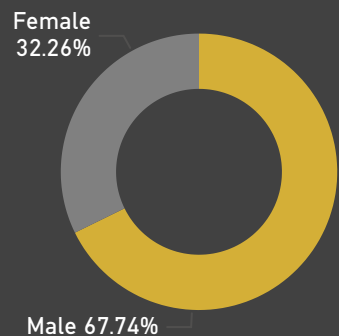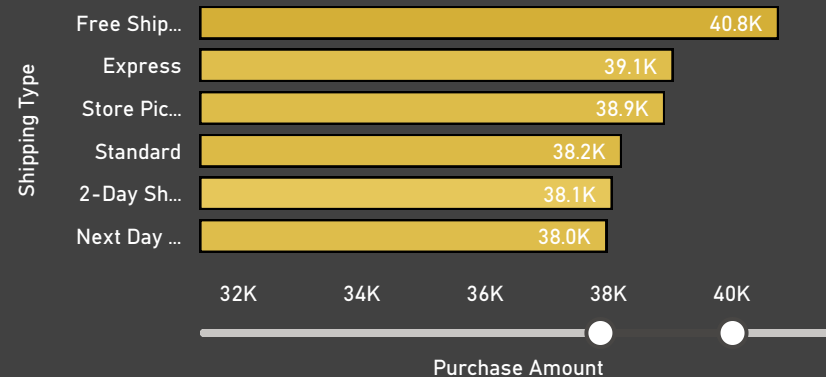
Category Summary

	category	No. of Customer	Total Sales	Review
⊞	Accessories	1240	74200	3.77
⊞	Clothing	1737	104264	3.72
⊞	Footwear	599	36093	3.79
⊞	Outerwear	324	18524	3.75
	Total	*3900*	*233081*	*3.75*

Revenue by Gender

Female 32.26%
Male 67.74%

Purchase Amount by Shipping Type

Shipping Type	Purchase Amount
Free Ship...	40.8K
Express	39.1K
Store Pic...	38.9K
Standard	38.2K
2-Day Sh...	38.1K
Next Day ...	38.0K

Customer Subscription Breakdown

○ No ○ Yes

Loyal	Ret...	New
27.89%	24.11%	18.07%
72.11%	75.89%	81.93%

Customer Segment

2.13%
17.97%
79.9%

● Loyal ● Returning ● New

Accessories

Revenue by Gender

Female 32.26%

Male 67.74%
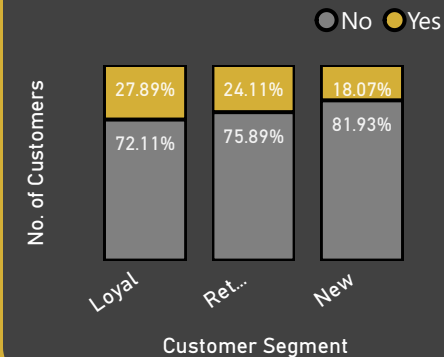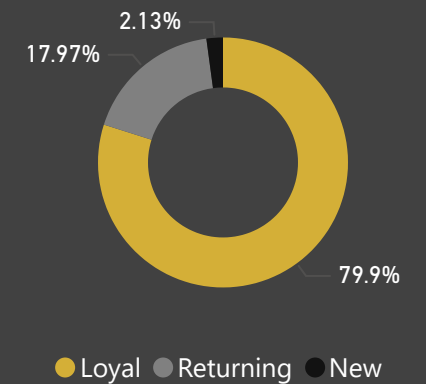
Total Revenue	Country Served	Avg. Order Value	Total Orders
233.08K	50	59.76	3.9K
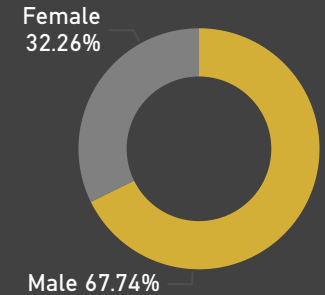
Season
All

Location
All

Category
All

Revenue by Shipping Type

Sum of purchase_amount

45K
40K
35K

- Free Shipping: 40.8K
- Express: 39.1K
- Store Pickup: 38.9K
- Standard: 38.2K
- 2-Day Shipping: 38.1K
- Next Day Air: 38.0K
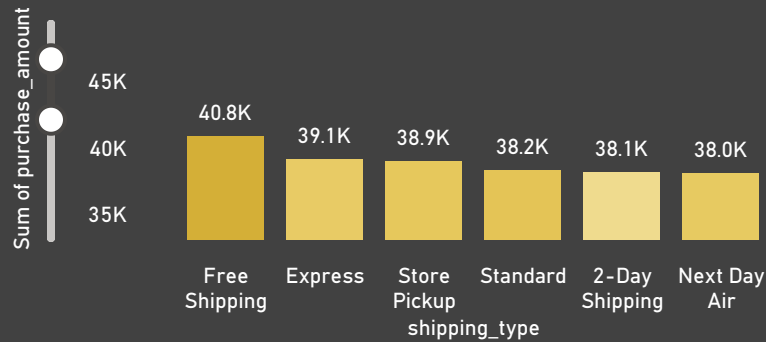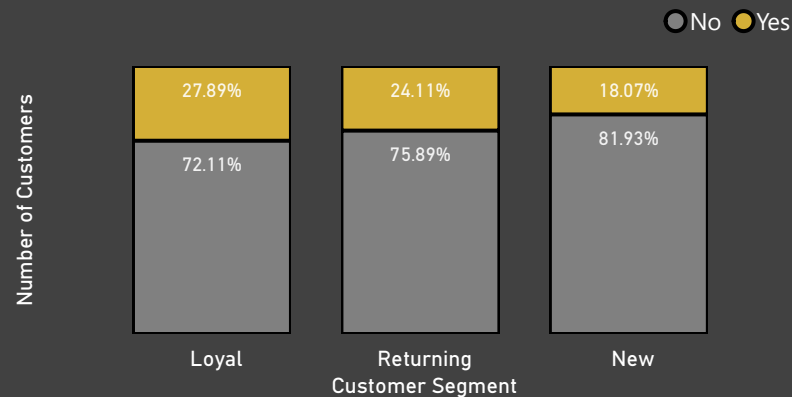
shipping_type

Average Purchase Amount by Shipping Type

Annually
Average Purcha...
60
50
59, 63, 62, 58, 60, 60

Bi-Weekly
61, 59, 59, 61, 60, 63

Every 3 Months
Average Purcha...
60
50
65, 58, 63, 58, 58, 59

Fortnightly
60, 60, 62, 55, 56, 62

Shipping Type: 2-Day Shi..., Express, Free Shipp..., Next Day..., Standard, Store Pick...

Customer Subscription Breakdown

● No ● Yes

Number of Customers

- Loyal: Yes 27.89%, No 72.11%
- Returning: Yes 24.11%, No 75.89%
- New: Yes 18.07%, No 81.93%

Customer Segment