Heatmap of Purchase Categories Across Genders

Purchase Categories	Female	Male	Others	Prefer not to say	Total
Beauty and Personal Care	71	10	5	19	105
Beauty and Personal Care; Clothing and Fashion	31	5	1	9	46
Beauty and Personal Care; Clothing and Fashion; Home and Kitchen	27	10		4	41
Beauty and Personal Care; Clothing and Fashion; Home and Kitchen; Other	2	3		2	7
Beauty and Personal Care; Clothing and Fashion; Other	10	1		1	12
Beauty and Personal Care;Home and Kitchen	15	4		2	21
Beauty and Personal Care;Home and Kitchen;Other	2	2		1	5
Beauty and Personal Care;Other	7				7
Clothing and Fashion	63	19	2	19	103
Clothing and Fashion; Home and Kitchen	13	9		4	26
Clothing and Fashion;Home and Kitchen;Other	5	5	1	4	15
Clothing and Fashion;Other	3	6		1	10
Groceries and Gourmet Food	7	4	2	1	14
Groceries and Gourmet Food;Beauty and Personal Care	5			2	7
Groceries and Gourmet Food;Beauty and Personal Care;Clothing and Fashion	7	2			9
	2.2	423	1		-11
Total	345	138	19	85	587

Search Methods for Cart Completion

Cart Abandonment Factors & Retter price elsewhere & Changed m

