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
Total	345	138	19	85	587

Search Methods for Cart Completion

Product Search Method
- Categories — 37.1%
- Keyword — 35.6%
- Filter — 21.1%
- Other — 6.1%
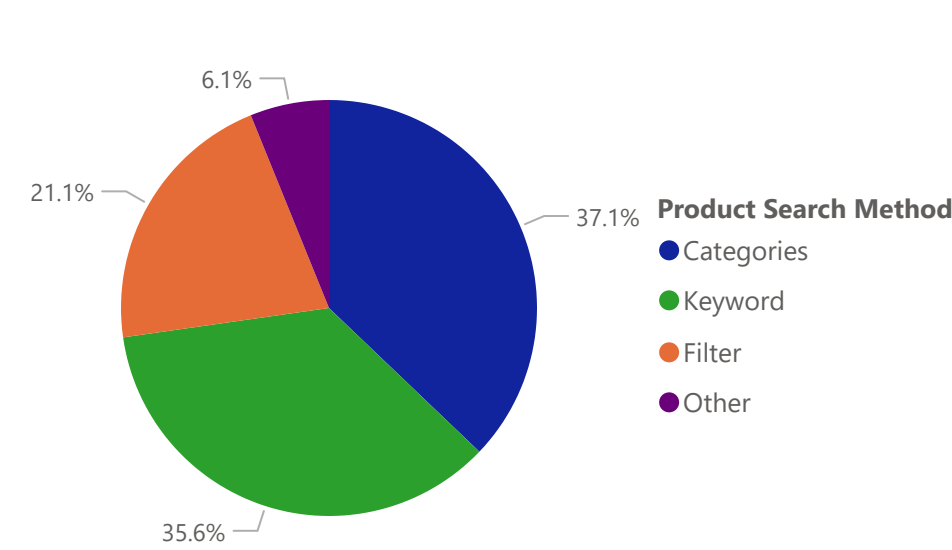
Cart Abandonment Factors by Gender and Age Range

Cart Abandonment Factors ● Better price elsewhere ● Changed my mind/No longer need ● High shipping costs ● Other

Percentage of Cart Abandonment