

CUSTOMER DATA ANALYSIS DASHBOARDS

1. EXECUTIVE SUMMARY DASHBOARD
2. GENDER ANALYSIS DASHBOARD
3. AGE_GROUP ANALYSIS DASHBOARD
4. CATEGORY & PAYMENT METHOD ANALYSIS DASHBOARD



CUSTOMER DATA ANALYSIS DASHBOARD



Executive Summary

Gender Analysis

Age Group Analysis

Category & Payment Method Analysis

2.37M

Total Revenue

1000

Total Orders

2.98K

Total Quantity

1000

Total Customers

2.37K

Average Order Value

Gender

All

Age Group

All

Date

2021

2022

2023

Category

Books

Clothing

Cosmetics

Food & Beverage

Shoes

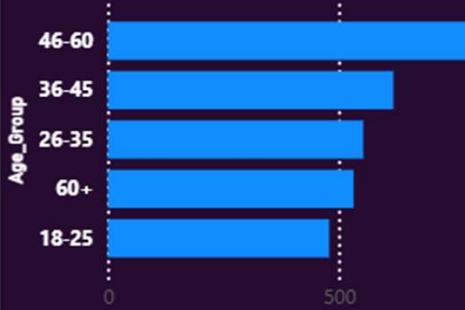
Souvenir

Technology

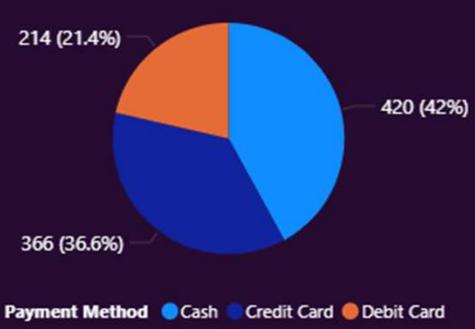
Gender Distribution



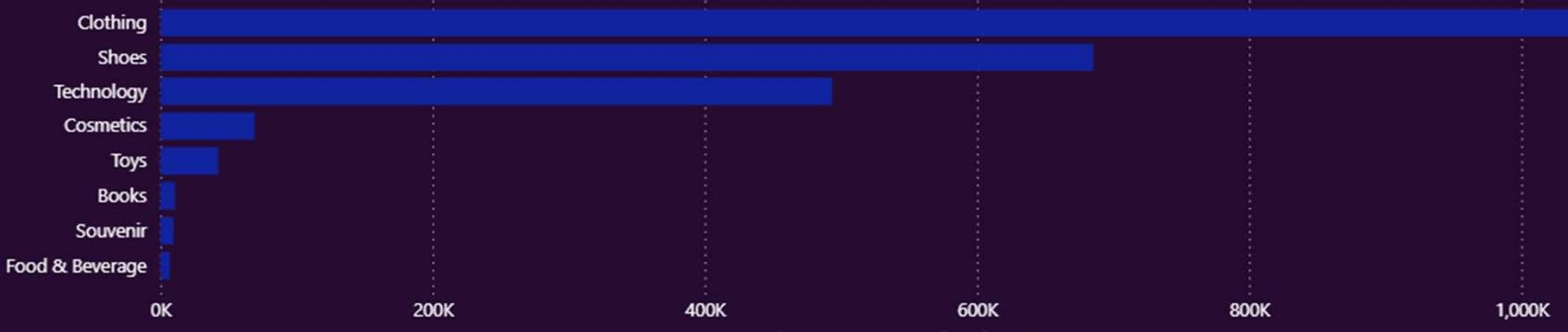
Age Group Distribution



Payment Method Distribution



Revenue by Category





GENDER ANALYSIS DASHBOARD



Male
956.49K

Male Revenue

Female
1.41M

Female Revenue

Male
1128

Male Quantity

Female
1853

Female Quantity

Gender

All

Age Group

All

Date

2021

2022

2023

Category

Books

Clothing

Cosmetics

Food & Beverage

Shoes

Souvenir

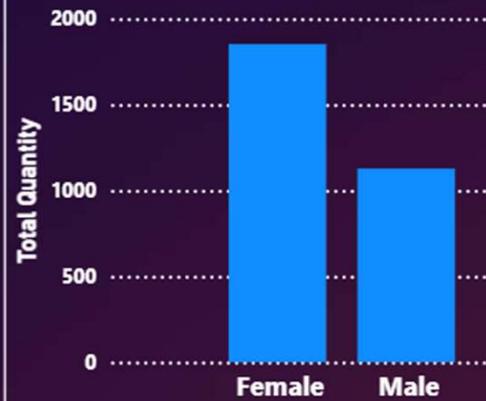
Technology

Toys

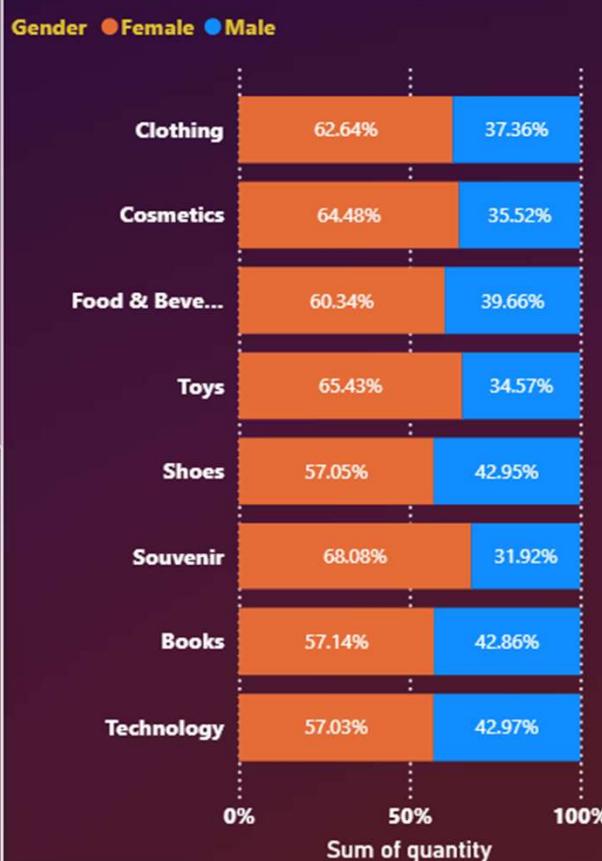
Revenue by Gender



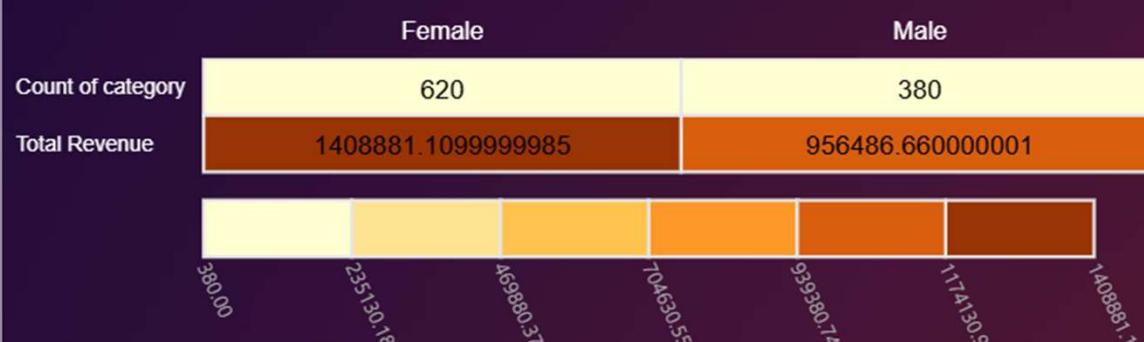
Quantity by Gender



Category Preference by Gender



Gender vs Category



AGE GROUP ANALYSIS DASHBOARD



Gender

All

Age Group

All

Date

2021

2022

2023

Category

Books

Clothing

Cosmetics

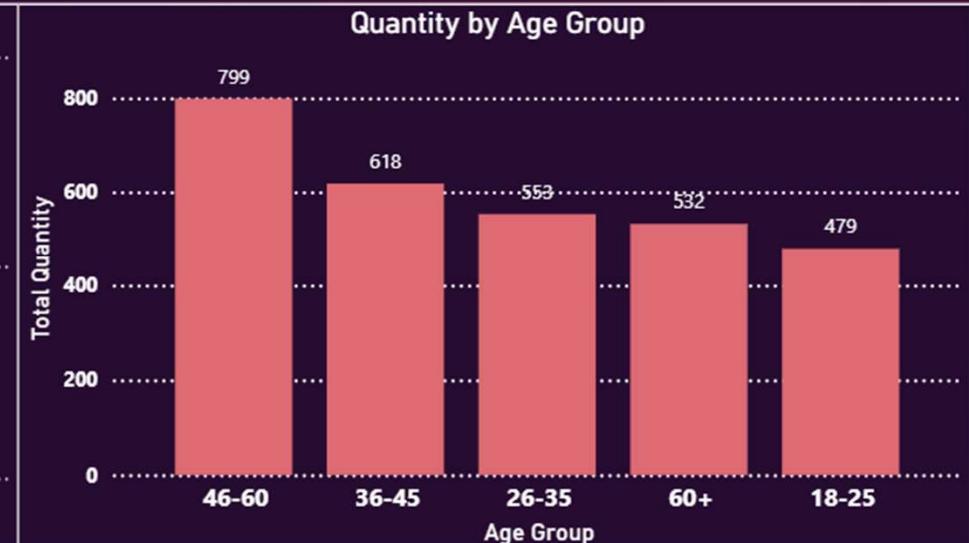
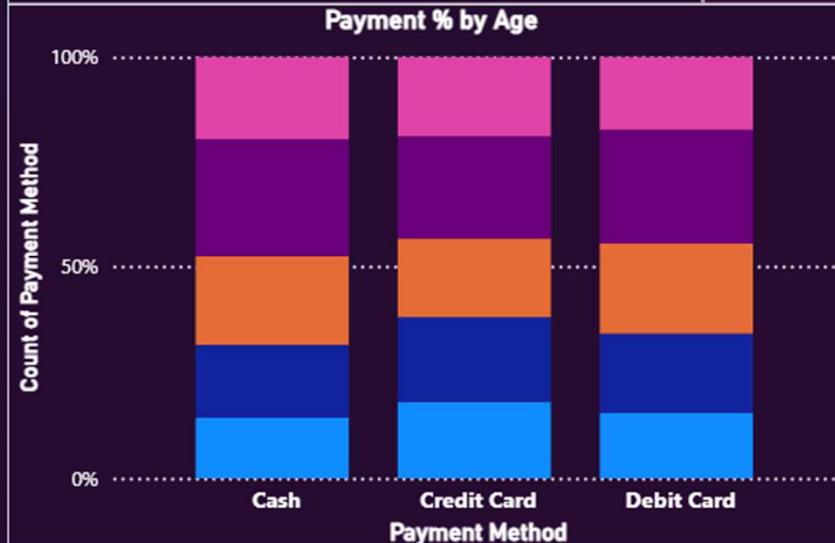
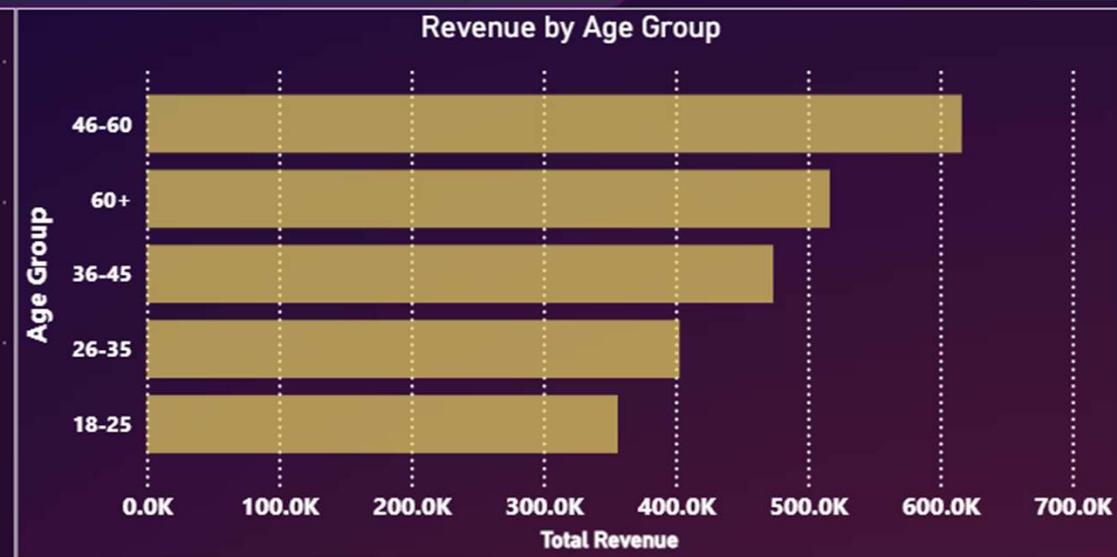
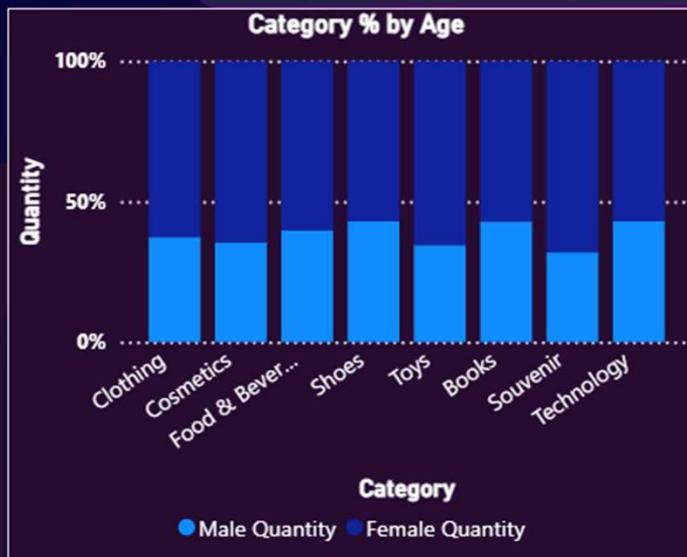
Food & Bevera...

Shoes

Souvenir

Technology

Toys



CATEGORY & PAYMENT METHOD ANALYSIS DASHBOARD



Gender

All

Age Group

All

Date

2021
 2022
 2023

Category

Books
 Clothing
 Cosmetics
 Food & Beverage
 Shoes
 Souvenir
 Technology
 Toys

Payment Quantity				
Category	Cash	Credit Card	Debit Card	Total
Toys	142	117	65	324
Technology	63	36	29	128
Souvenir	106	64	43	213
Shoes	143	126	43	312
Food & Beverage	141	140	77	358
Cosmetics	199	204	70	473
Clothing	391	300	286	977
Books	86	82	28	196
Total	1271	1069	641	2981

