

# **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

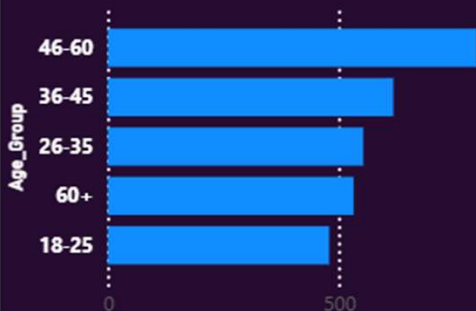
☐ Souvenir

☐ Technology

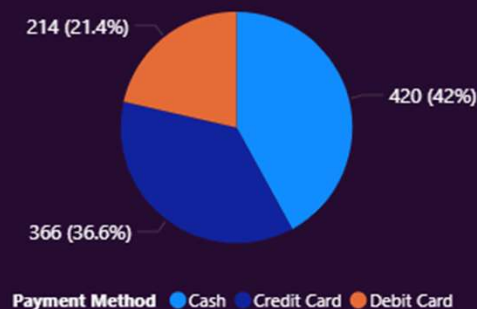
Gender Distribution



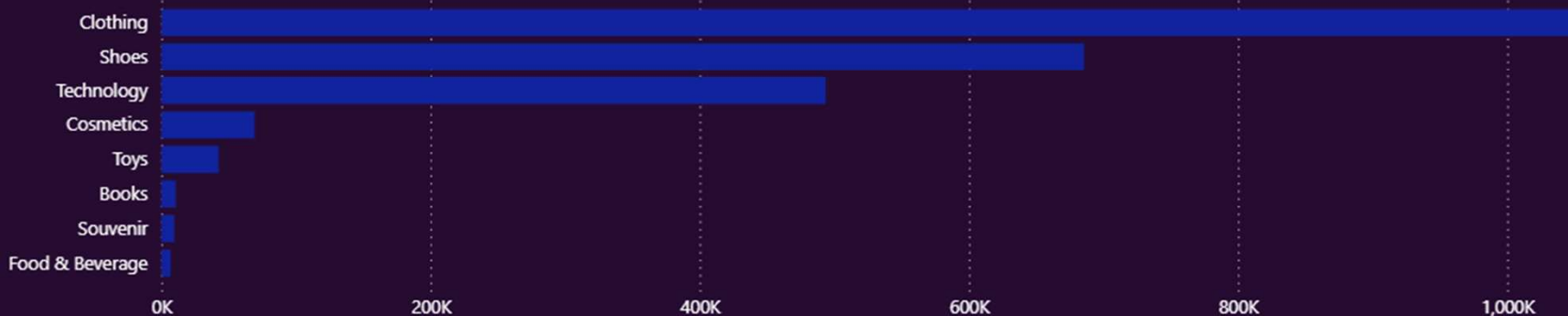
Age Group Distribution



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

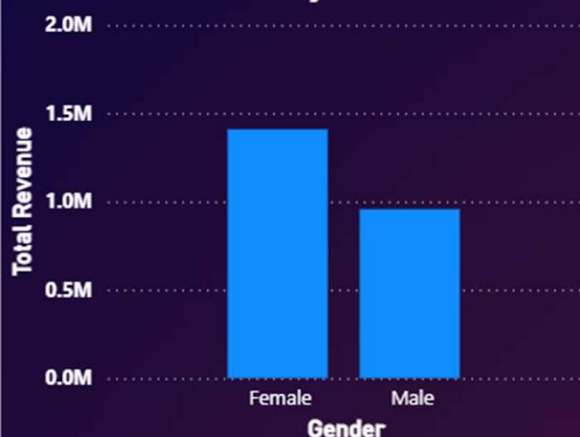
☐ Shoes

☐ Souvenir

☐ Technology

☐ Toys

Revenue by Gender

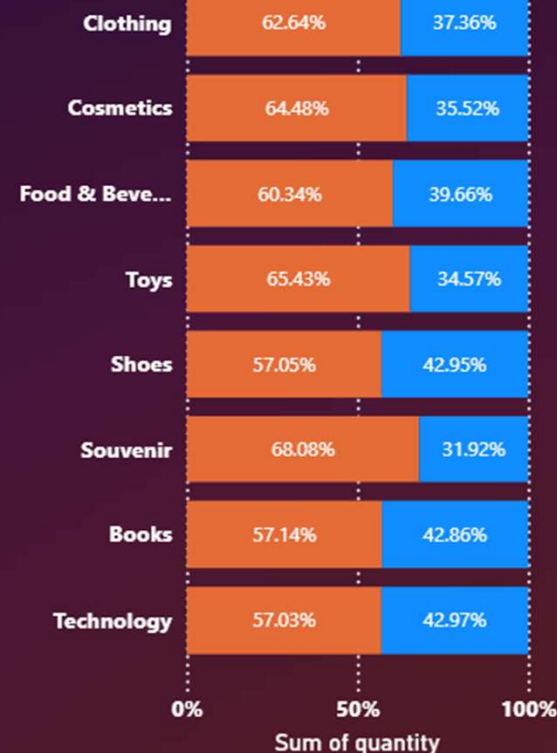


Quantity by Gender

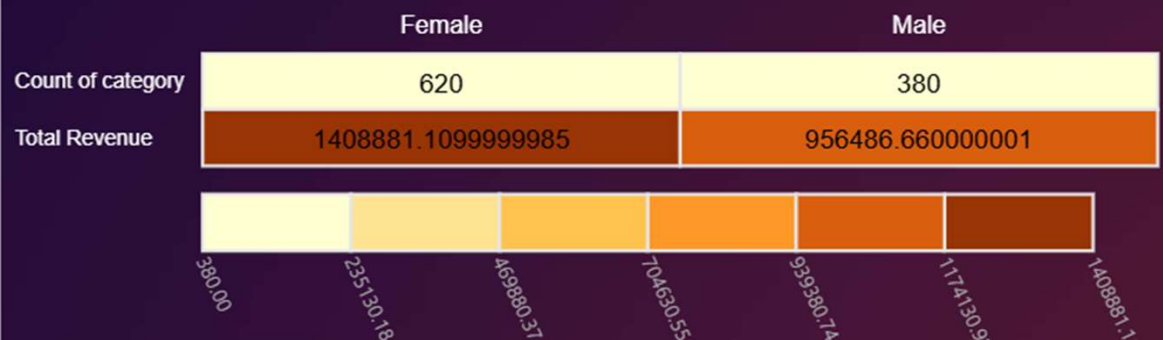


Category Preference by Gender

Gender ● Female ● Male



Gender vs Category





# AGE GROUP ANALYSIS DASHBOARD



Gender

All

Age Group

All

Date

☐ 2021

☐ 2022

☐ 2023

Category

☐ Books

☐ Clothing

☐ Cosmetics

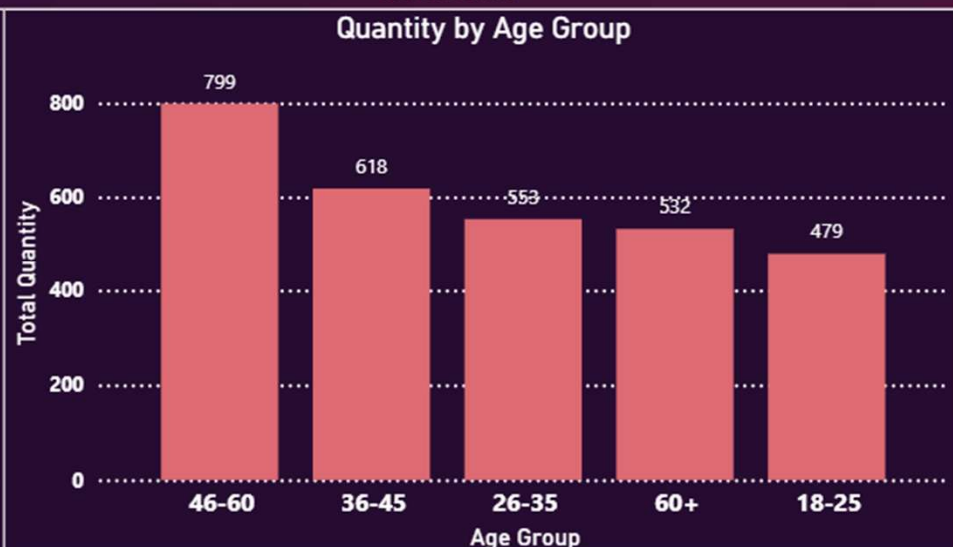
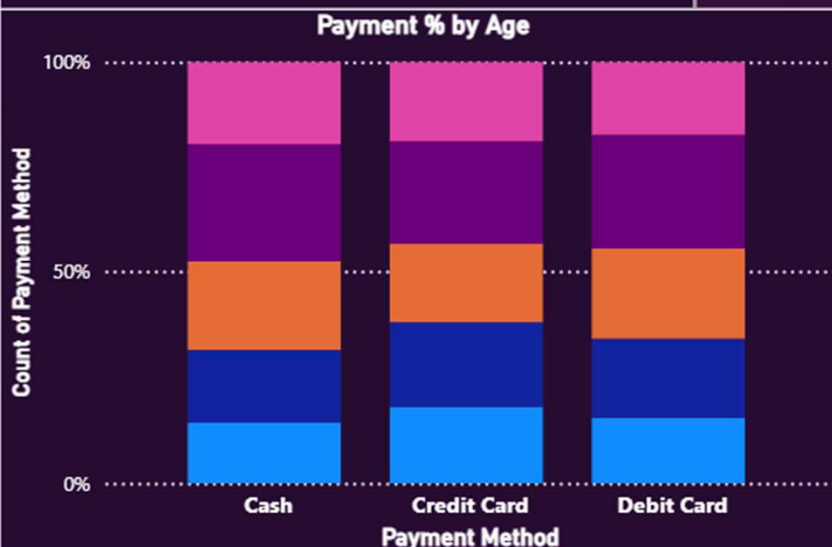
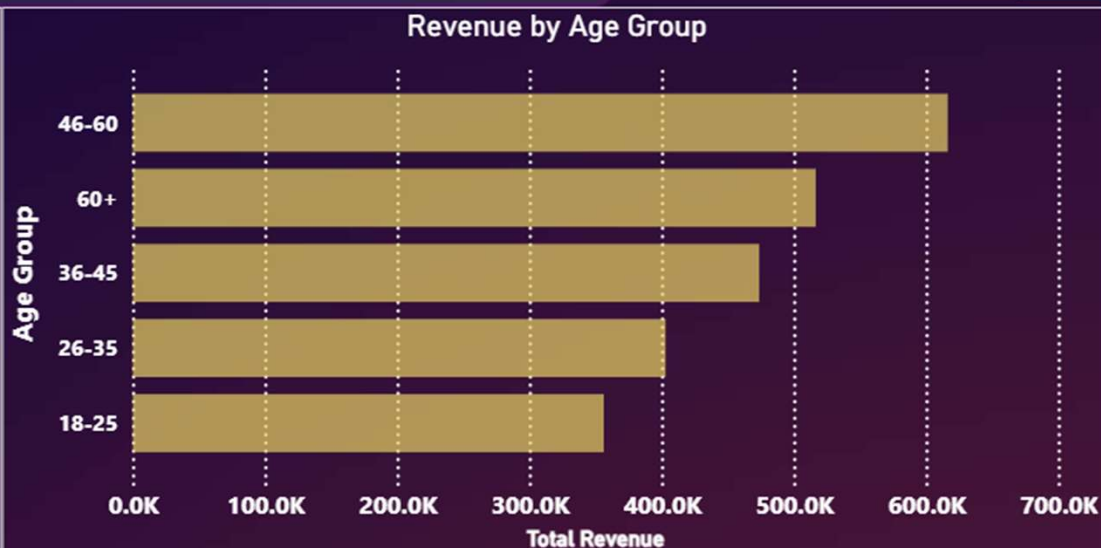
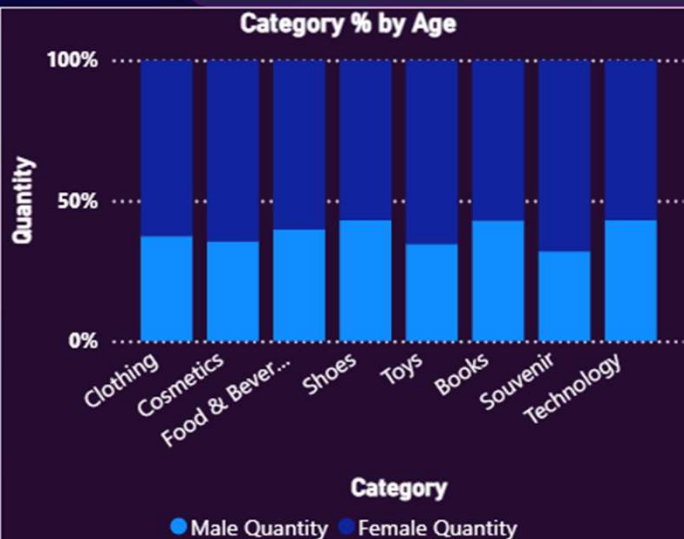
☐ Food & Bever...

☐ Shoes

☐ Souvenir

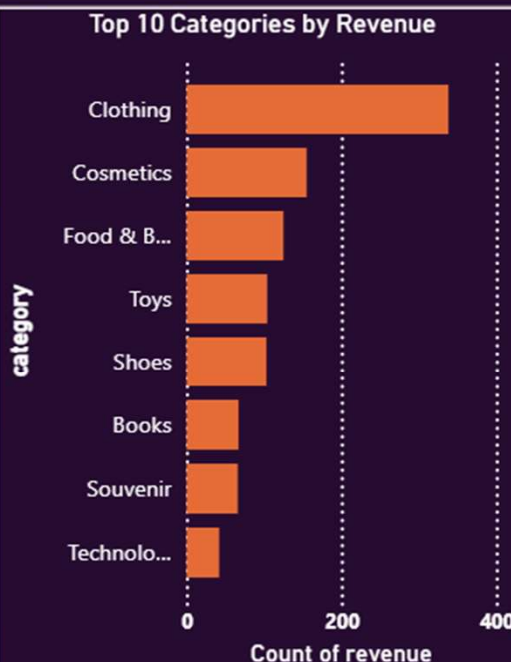
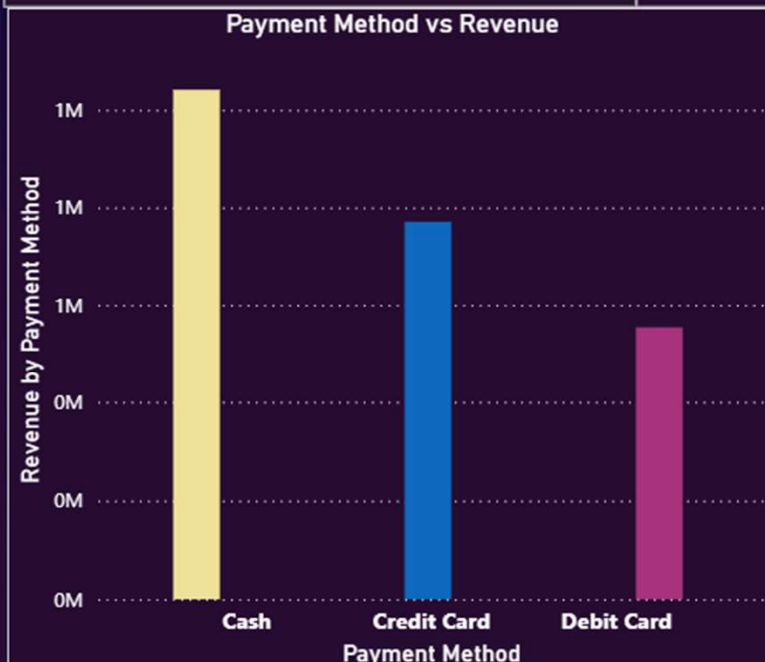
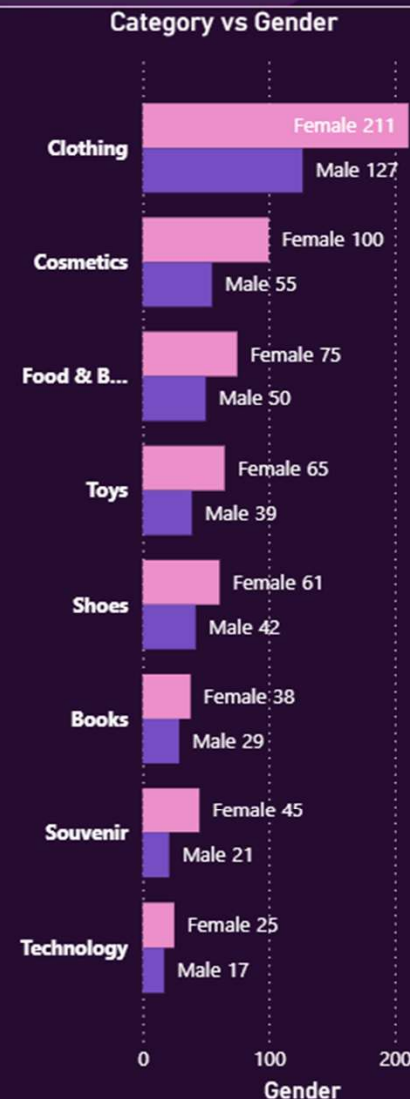
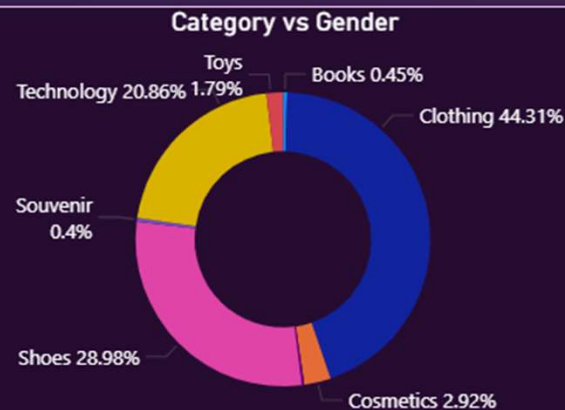
☐ Technology

☐ Toys



# CATEGORY & PAYMENT METHOD ANALYSIS DASHBOARD

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



Gender

All

Age Group

All

Date

☐ 2021

☐ 2022

☐ 2023

Category

☐ Books

☐ Clothing

☐ Cosmetics

☐ Food & Beverage

☐ Shoes

☐ Souvenir

☐ Technology

☐ Toys