


Marketing Metrics

1.65M


Clear all slicers

Year	Active Users (K)
2018	284.2K
2019	267.0K
2020	272.9K
2021	276.9K
2022	267.1K
2023	286.2K

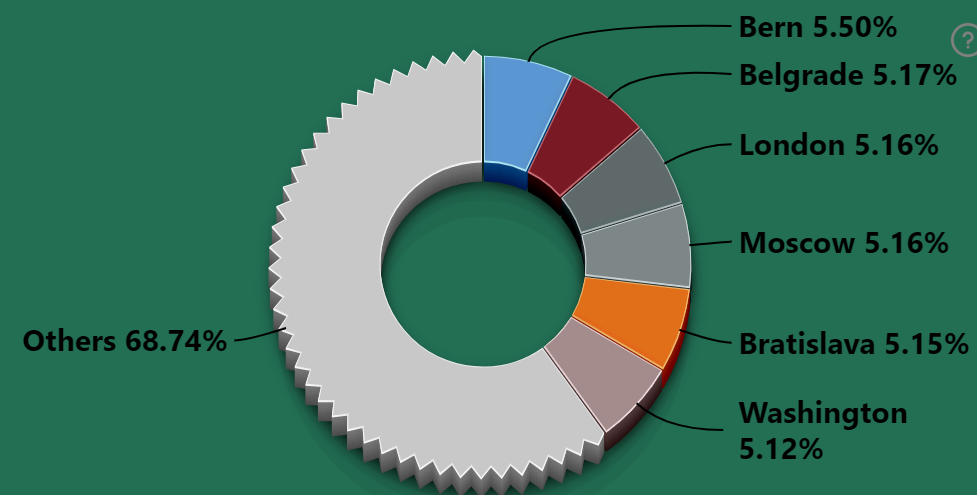
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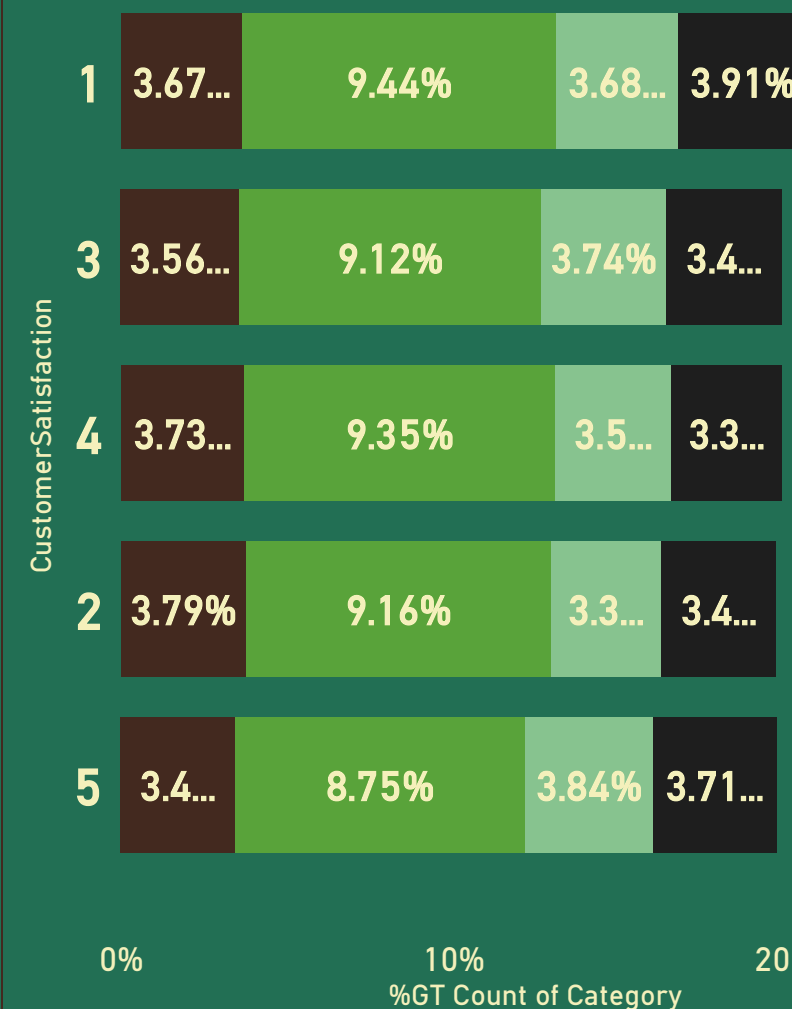
Customer Satisfaction by OnlineOrderFlag



Product Category	Percentage
Electronics	20.67%
Toys	20.13%
Decorations	20.15%
Food	19.54%
Clothing	19.51%

Payment Method	Percentage
Cash	25.48%
Credit Card	25.48%
Debit Card	24.31%
Online Payment	24.72%

Shipping Method: ☒ Express ☐ Not Identified ☐ Overnight ☐ Standard



The diagram illustrates the relationship between payment methods and product categories. The nodes are labeled with their respective percentages and names:

- Credit Card**: 24.97% (Red)
- Cash**: 25.40% (Red)
- Debit Card**: 24.27% (Red)
- Online Payment**: 25.36% (Red)
- Electronics**: 20.53% (Green)
- Food**: 19.91% (Green)
- Decorations**: 19.95% (Green)
- Clothing**: 19.50% (Green)
- Toys**: 20.11% (Green)

The connections between the nodes are as follows:

- Credit Card** is connected to **Cash**, **Debit Card**, **Online Payment**, **Electronics**, **Food**, **Decorations**, **Clothing**, and **Toys**.
- Cash** is connected to **Credit Card**, **Debit Card**, **Online Payment**, **Electronics**, **Food**, **Decorations**, **Clothing**, and **Toys**.
- Debit Card** is connected to **Credit Card**, **Cash**, **Online Payment**, **Electronics**, **Food**, **Decorations**, **Clothing**, and **Toys**.
- Online Payment** is connected to **Credit Card**, **Cash**, **Debit Card**, **Electronics**, **Food**, **Decorations**, **Clothing**, and **Toys**.
- Electronics** is connected to **Credit Card**, **Cash**, **Debit Card**, **Online Payment**, **Food**, **Decorations**, **Clothing**, and **Toys**.
- Food** is connected to **Credit Card**, **Cash**, **Debit Card**, **Online Payment**, **Electronics**, **Decorations**, **Clothing**, and **Toys**.
- Decorations** is connected to **Credit Card**, **Cash**, **Debit Card**, **Online Payment**, **Electronics**, **Food**, **Clothing**, and **Toys**.
- Clothing** is connected to **Credit Card**, **Cash**, **Debit Card**, **Online Payment**, **Electronics**, **Food**, **Decorations**, and **Toys**.
- Toys** is connected to **Credit Card**, **Cash**, **Debit Card**, **Online Payment**, **Electronics**, **Food**, **Decorations**, and **Clothing**.

Category

PaymentType