

CUSTOMER & REVENUE OVERVIEW

Repeat Revenue %

97.92%

(Percentage of revenue from repeat customers)

\$233.08K
Total Revenue

Revenue by subscription status



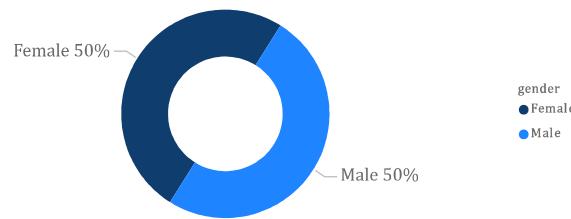
Age Group

- Adult
- Middle-aged
- Senior
- Young Adult

3900
Total Customers

\$59.8
Average Order Value

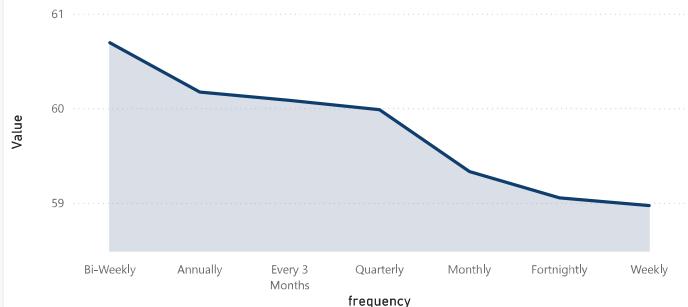
Revenue By Gender



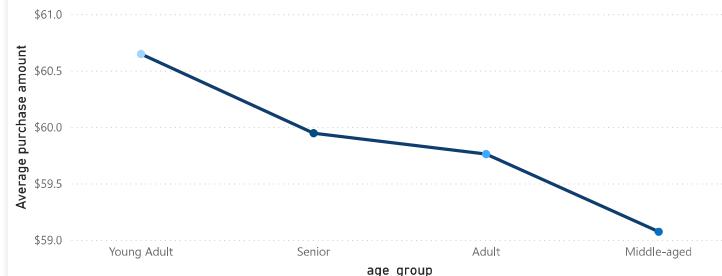
Subscription Status

- No
- Yes

Value v/s Frequency



Average purchase amount by age group



Seasons

- Fall
- Spring
- Summer
- Winter

PRODUCT & DISCOUNT INSIGHTS

Discounted Revenue %

42.65%

(Percentage of revenue driven by Discount)

3900

Total Orders

233K

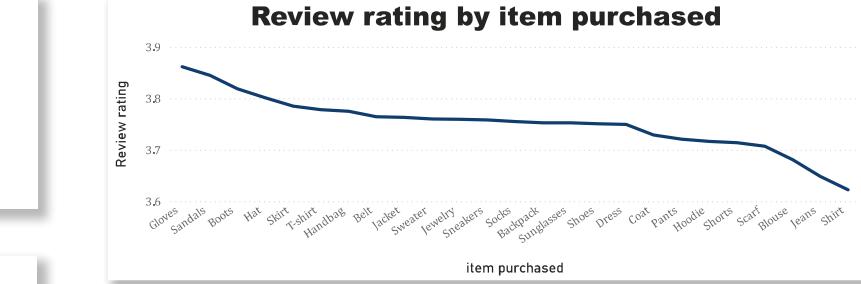
Total Revenue

43.00%

Discount Order %

3.75

Average of review_rating



Discounted Revenue by category

Clothing 43.94%
Accessori... 31.95%

category
● Clothing
● Accessories
● Footwear
● Outerwear

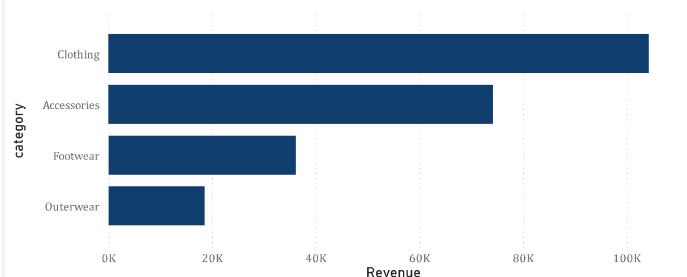


Discounted Orders

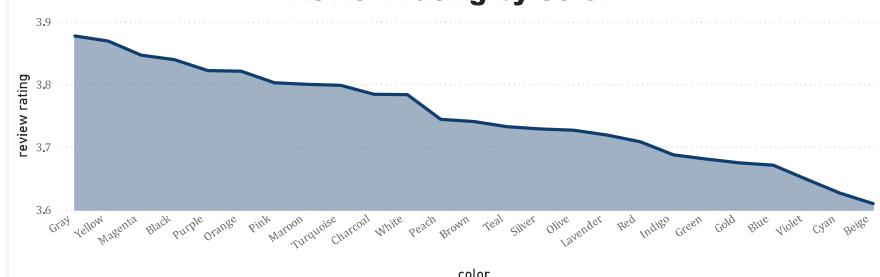
1677

3354

Revenue By Category

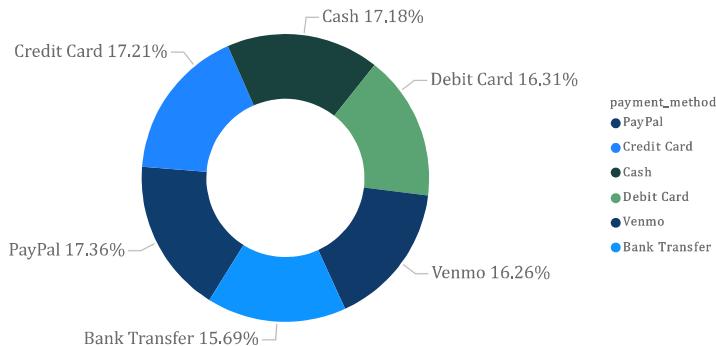


Review rating by color



CUSTOMER EXPERIENCE & PREFERENCES

Payment Method Distribution



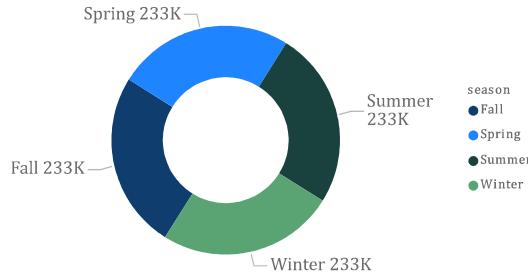
233K

Revenue by Paypal

49.3%

Fast Shipping %

Revenue distribution by season



Review rating by Shipping Type



Total Orders by location



Revenue by Location

