

CUSTOMER & REVENUE OVERVIEW

Repeat Revenue %

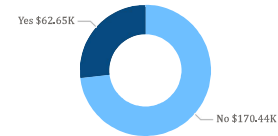
97.92%

(Percentage of revenue from repeat customers)

\$233.08K

Total Revenue

Revenue by subscription status



Age Group

- ☐ Adult
- ☐ Middle-aged
- ☐ Senior
- ☐ Young Adult

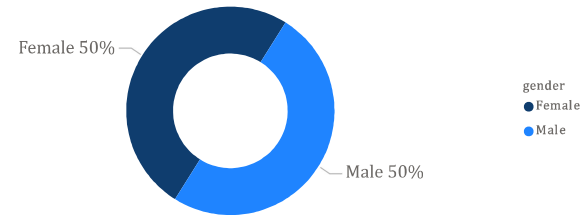
3900

Total Customers

\$59.8

Average Order Value

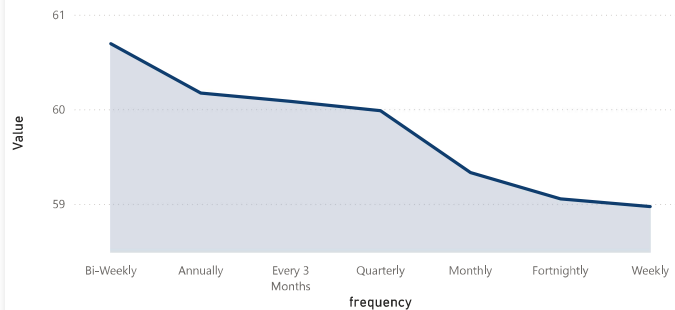
Revenue By Gender



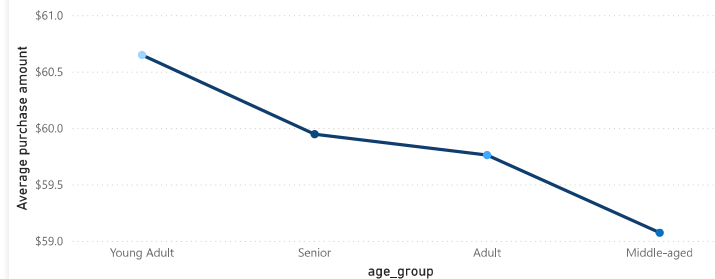
Subscription Status

- ☐ 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

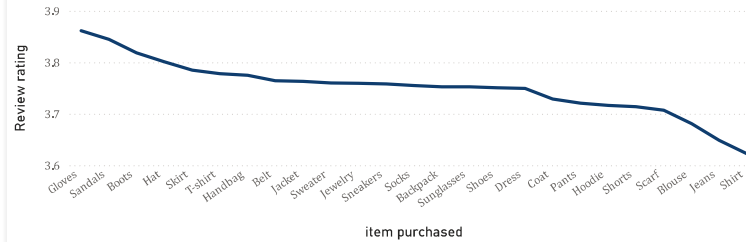
43.00%

Discount Order %

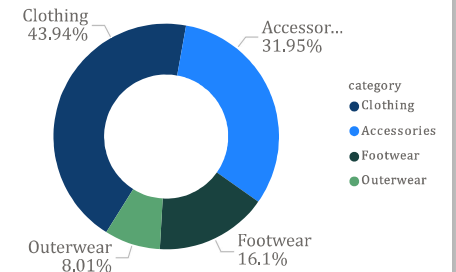
3.75

Average of review_rating

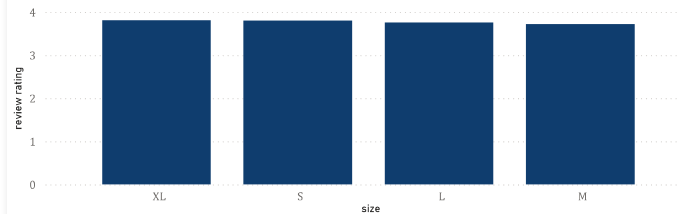
Review rating by item purchased



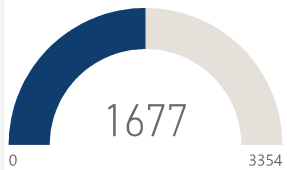
Discounted Revenue by category



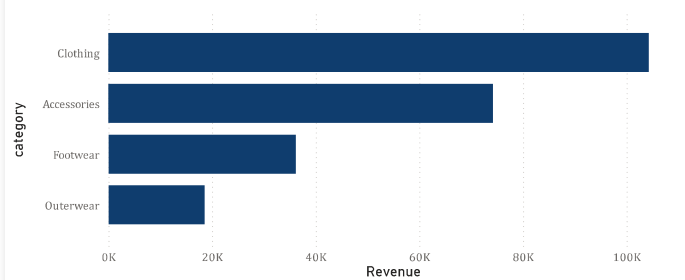
Review rating by Size



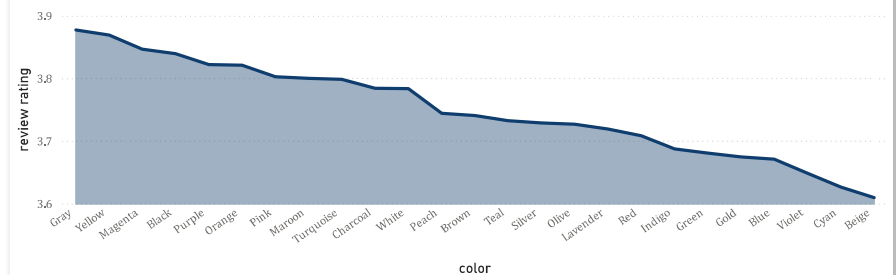
Discounted Orders



Revenue By Category

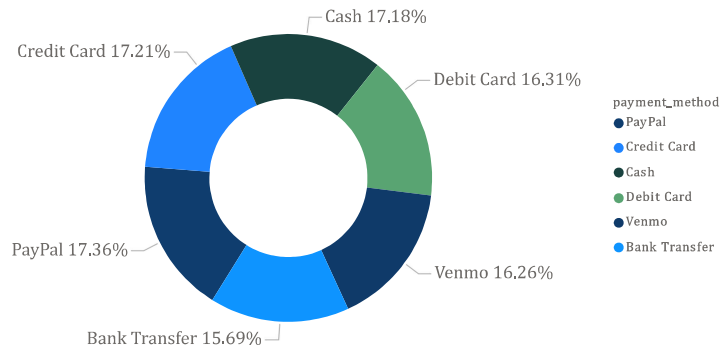


Review rating by color



CUSTOMER EXPERIENCE & PREFERENCES

Payment Method Distribution



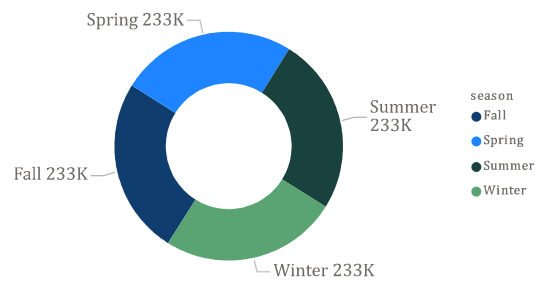
233K
Revenue by Paypal

49.3%
Fast Shipping %

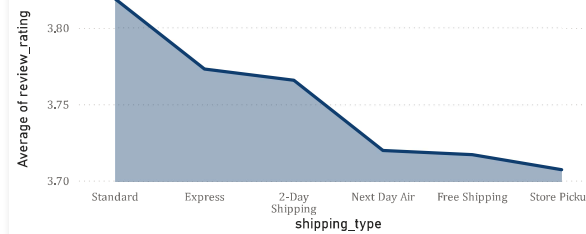
Total Orders by location



Revenue distribution by season



Review rating by Shipping Type



Revenue by Location

