Overview Dashboard

Social_Media_Influence ▾

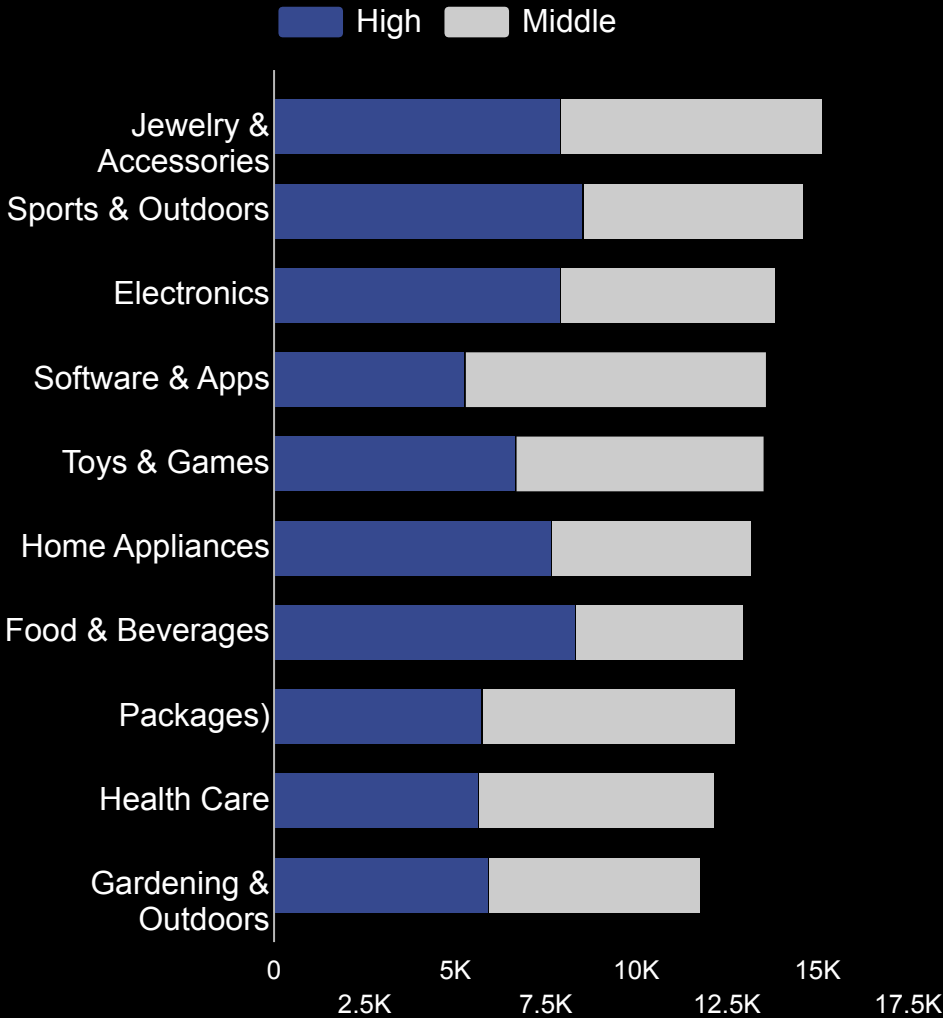**Income_Level** ▾

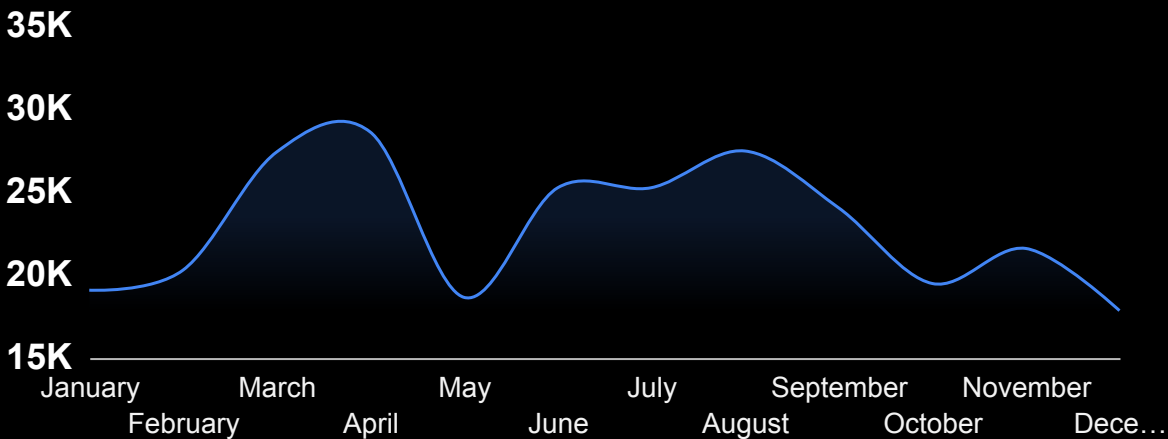**Age Group** ▾

Purchase_Amount
275.1K

Avg Product Rating
3.03

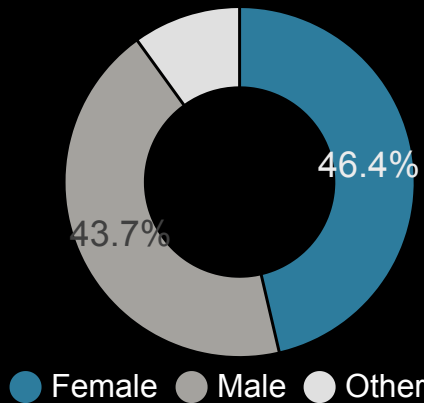### Avg CSAT
5.4

Avg Decision Time/Days
7.55

Purchases by Category & Occupation

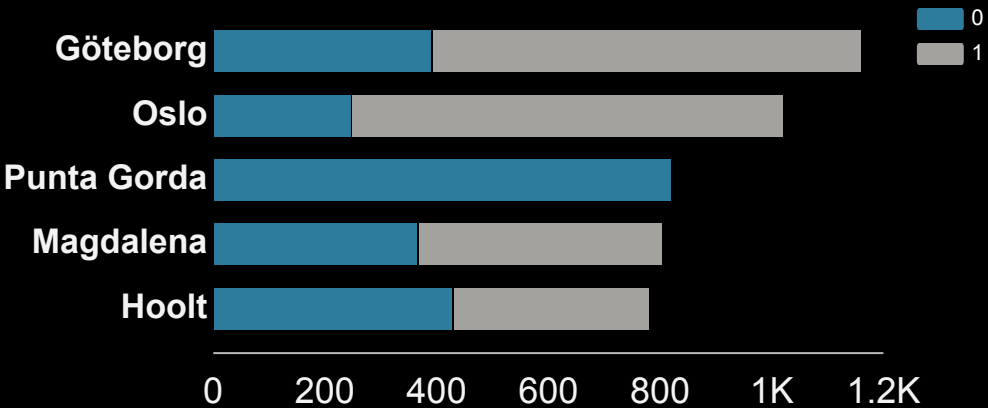Legend: ■ High ■ Middle

- Jewelry & Accessories
- Sports & Outdoors
- Electronics
- Software & Apps
- Toys & Games
- Home Appliances
- Food & Beverages
- Packages)
- Health Care
- Gardening & Outdoors

X-axis: 0, 2.5K, 5K, 7.5K, 10K, 12.5K, 15K, 17.5K

Purchase_Amount over Monthes

Y-axis: 15K, 20K, 25K, 30K, 35K

X-axis: January, February, March, April, May, June, July, August, September, October, November, Dece…

Top 5 Locations by Purchases | Loylty progra…

Legend: ■ 0 ■ 1

- Göteborg
- Oslo
- Punta Gorda
- Magdalena
- Hoolt

X-axis: 0, 200, 400, 600, 800, 1K, 1.2K

Revenue by Gender

46.4%
43.7%

Legend: ● Female ● Male ● Other

Purchase_Amount by Channel

- Mixed
- Online
- In-Store

X-axis: 0, 20K, 40K, 60K, 80K, 100K
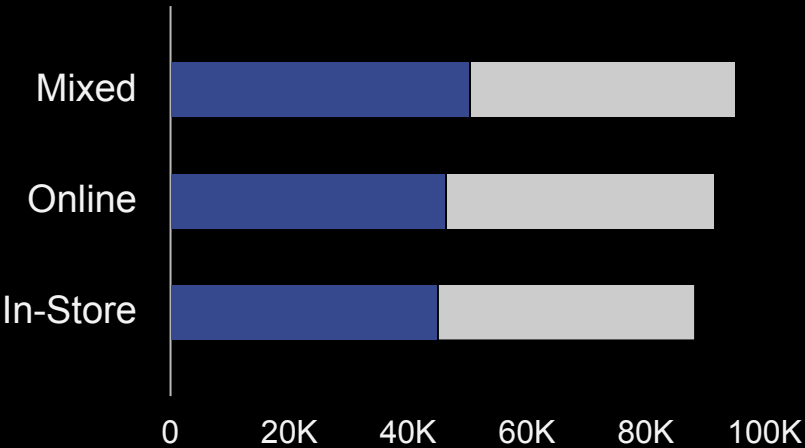
Customer Behavior Dashboard

Education_Level ▼	Marital_Status ▼	Occupation ▼

Avg Purchase Amount/Customer
275.1

% customers used Discounts
52%

Avg product Research Time
1

Return_Rate over time by Age Group

— Middle Age   — Adults   — Young Adults

Frequency_of_Purchase by Customer_Satisfaction

● Purchase_Category

Frequancy purchase by Age

23.1% 46.6% 30.4%

● Middle Age ● Adults ● Young Adults
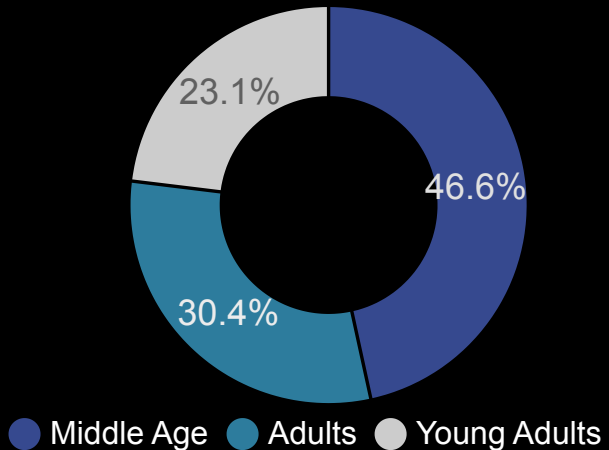
Engagement effect on Purchases
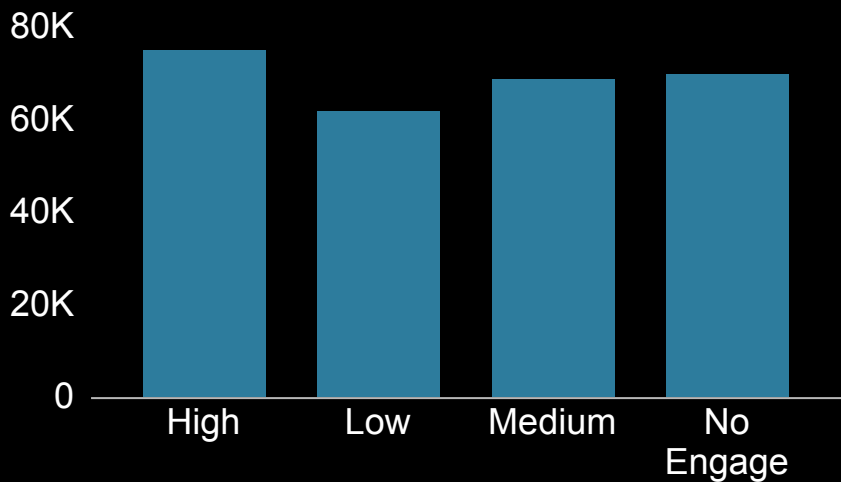
Discounts VS Purchases by Channel

Discount_Used   Purchase_Amount
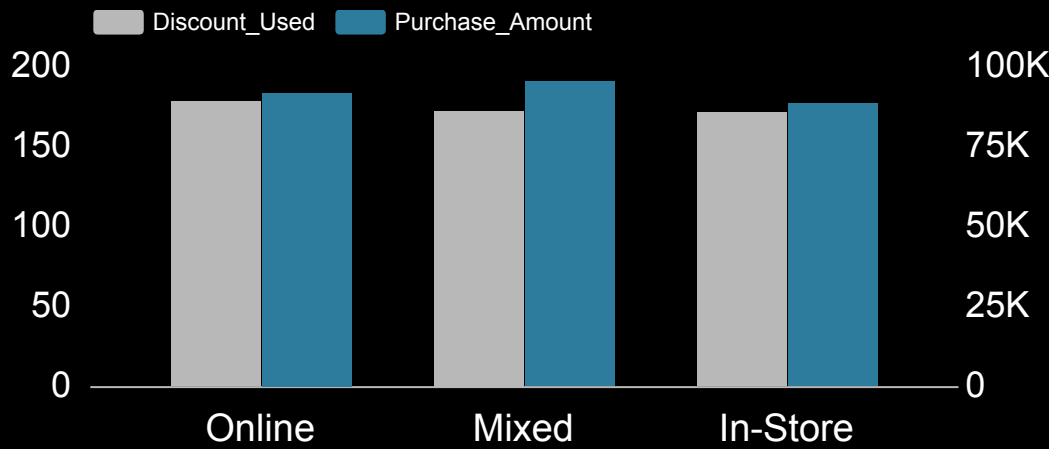
Loyalty_Program VS Purchases

46.6% 53.4%

● 0 ● 1

Customer Insights Dashboard
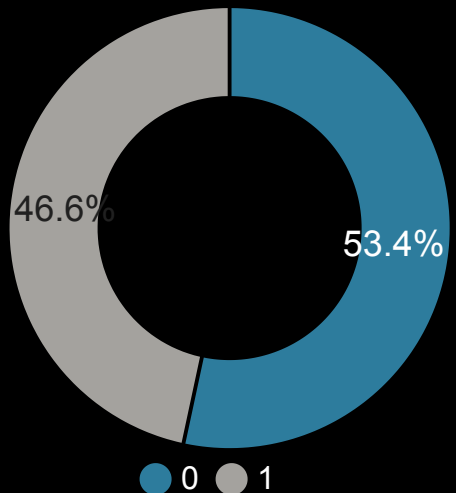
Return_Rate ▾	Marital_Status ▾	Occupation ▾

Total customers
1K

Quick & Unsatisfied Customers
8.30%

% Return Products
# 34%

Avg Time research/Education

- 32.7%
- 34.3%
- 33%

⬤ High School ⬤ Bachelor's ⬤ Master's
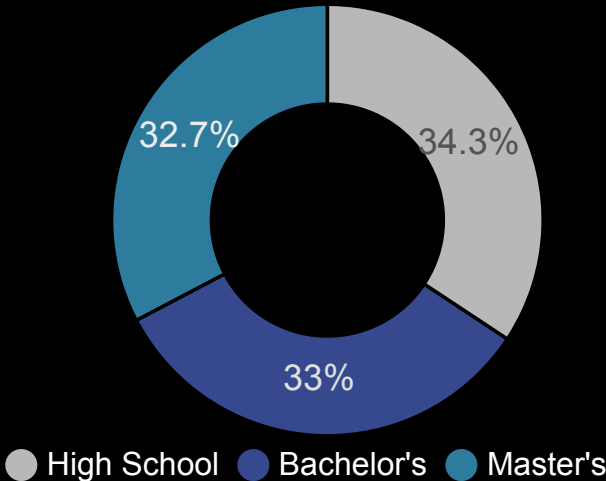
Purchase_Intent by Customer

- 24.7%
- 25.6%
- 24.8%
- 24.9%

⬤ Need-based ⬤ Wants-based ⬤ Impulsive ⬤ Planned
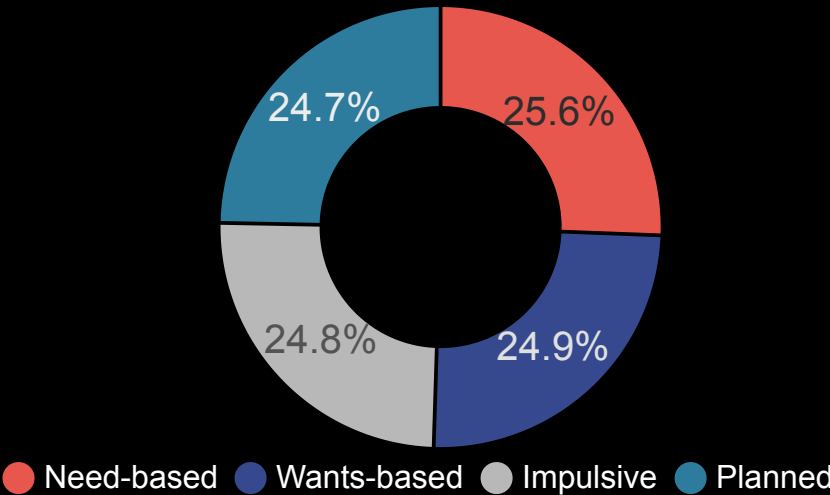
Descition Time speed/customers

600
400
200
0

Slow Decision | Moderate Decision | Fast Decision

Descition time speed / Age

■ Slow Decision ■ Moderate Decision ■ Fast Decision

300
200
100
0

Middle Age | Adults | Young Adults
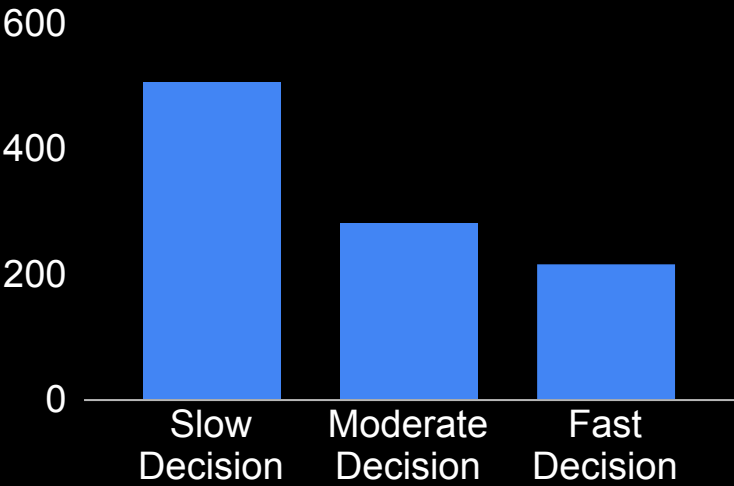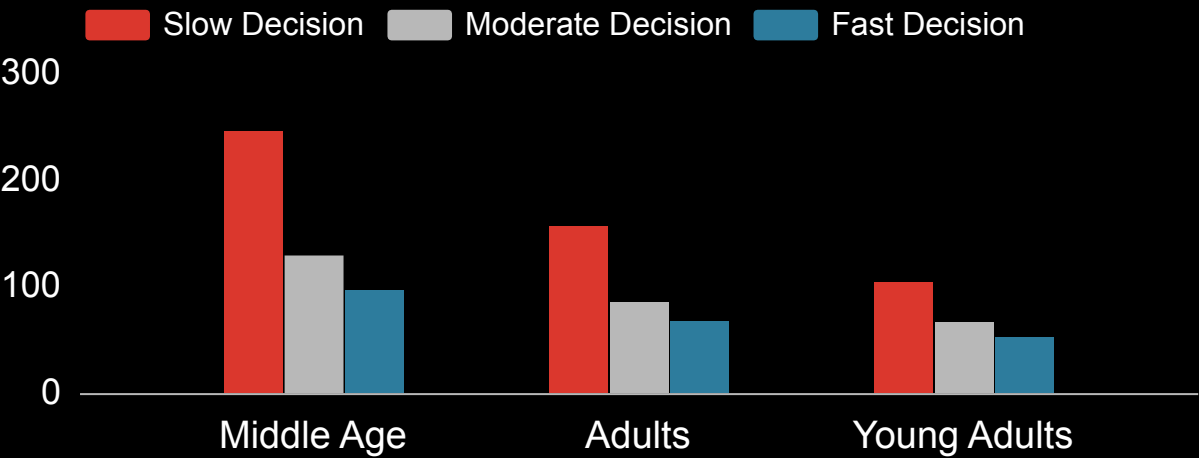
Return_Rate by Device_Used

400
300
200
100
0

Tablet | Smartphone | Desktop
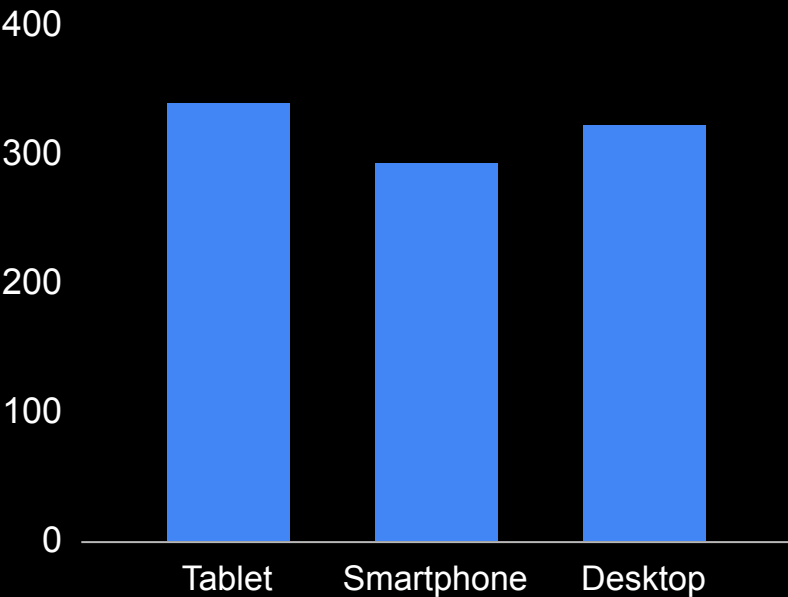
Purchase Intent VS Speed Desicion Time

	Purchase_Intent	Decision Time S...	# Custom... ▾
1.	Need-based	Slow Decision	134
2.	Impulsive	Slow Decision	129
3.	Wants-based	Slow Decision	125
4.	Planned	Slow Decision	117
5.	Planned	Moderate Decision	82
6.	Need-based	Moderate Decision	70
7.	Wants-based	Moderate Decision	69
8.	Impulsive	Fast Decision	60

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Marketing Optimization Dashboard

Education_Level ▼	Income_Level ▼	Gender ▼	Month ▼

% used Loyal Progra…
49.10%

Purchases by Category & Gender

■ Female   ■ Male

- Jewelry & Accessories
- Sports & Outdoors
- Electronics
- Software & Apps
- Toys & Games
- Home Appliances
- Food & Beverages
- Packages)
- Health Care
- Gardening & Outdoors

0   5K   10K   15K   20K
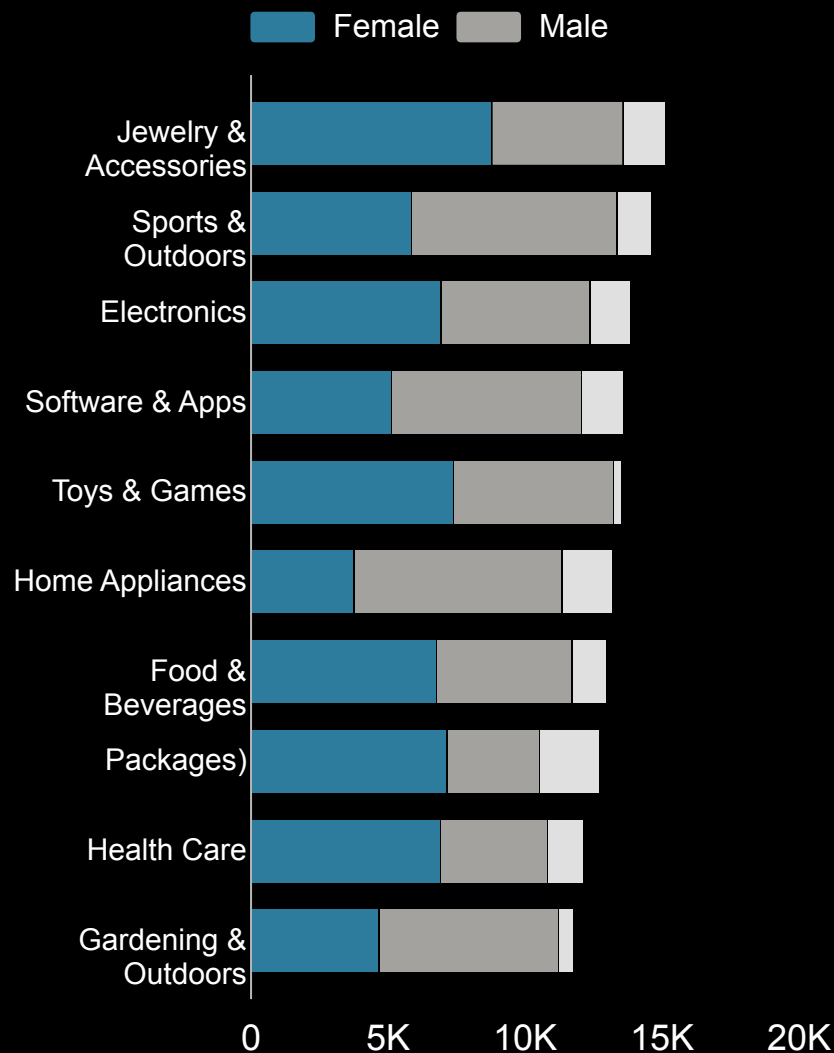
Customer Loylty and Purchases

14.6%
80.2%

● Occasional   ● Moderate Loyalty   ● High Loyalty
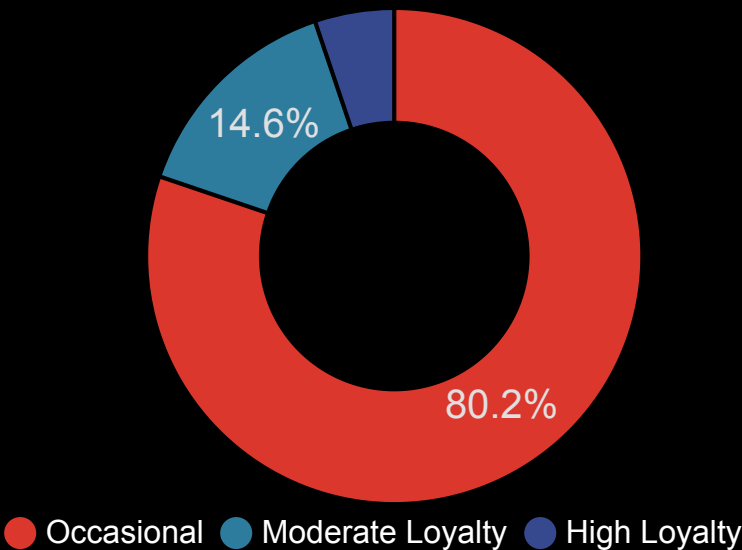
Satisfaction Cluster by Purchases

28.3%
42%
29.7%

● Low   ● Medium   ● High
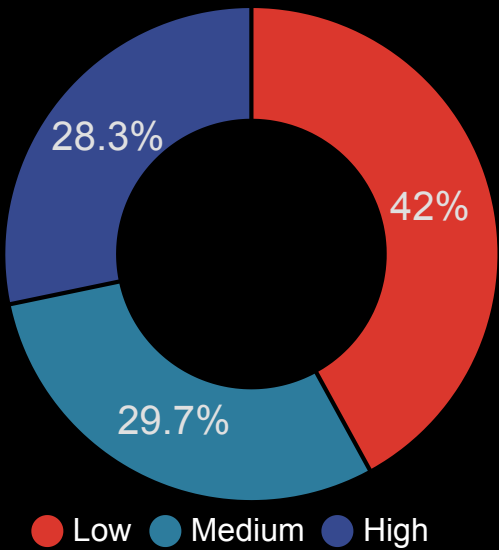
Revenue by Payment_Method

All

| PayPal | Debit Card | Credit Card |
| Other | | Cash |
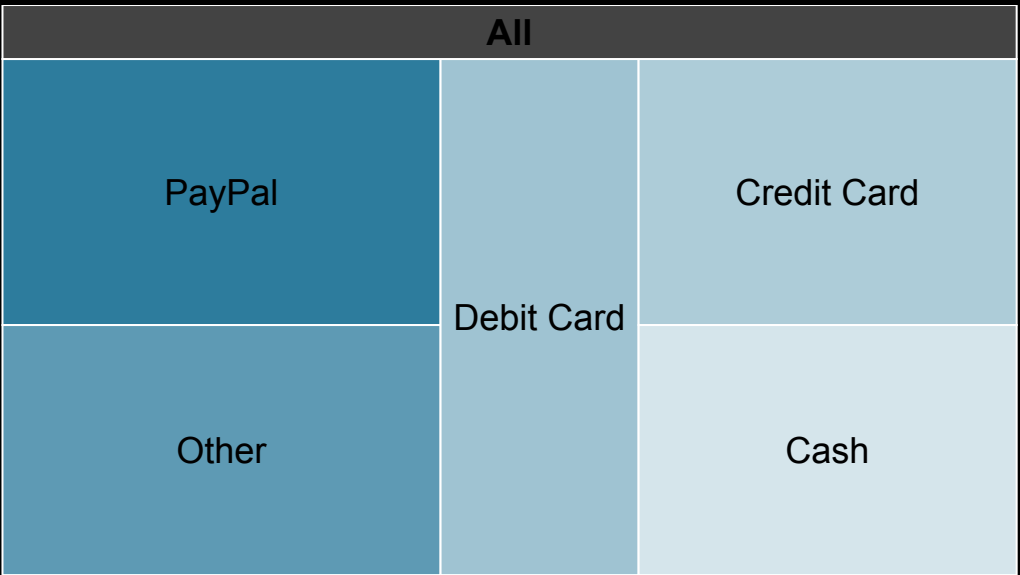
Customer Insights by Satisfaction, Return Rate and Purchases

	Age Group	Gender_cleaned	Social_Media_Influe…	Custo…	Return_…	Purchase_Amount ▼
1.	Middle Age	Male	Low	332	61	16.3K
2.	Middle Age	Male	High	323	56	16.2K
3.	Middle Age	Female	NO	356	56	15.6K
4.	Middle Age	Female	High	271	44	14.9K
5.	Middle Age	Female	Medium	222	48	14.5K
6.	Middle Age	Male	NO	281	57	13.8K
7.	Adults	Female	High	216	42	12.8K

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