

TREND CART
APPAREL

Season

All

Age Group

All

Location

All

Gender

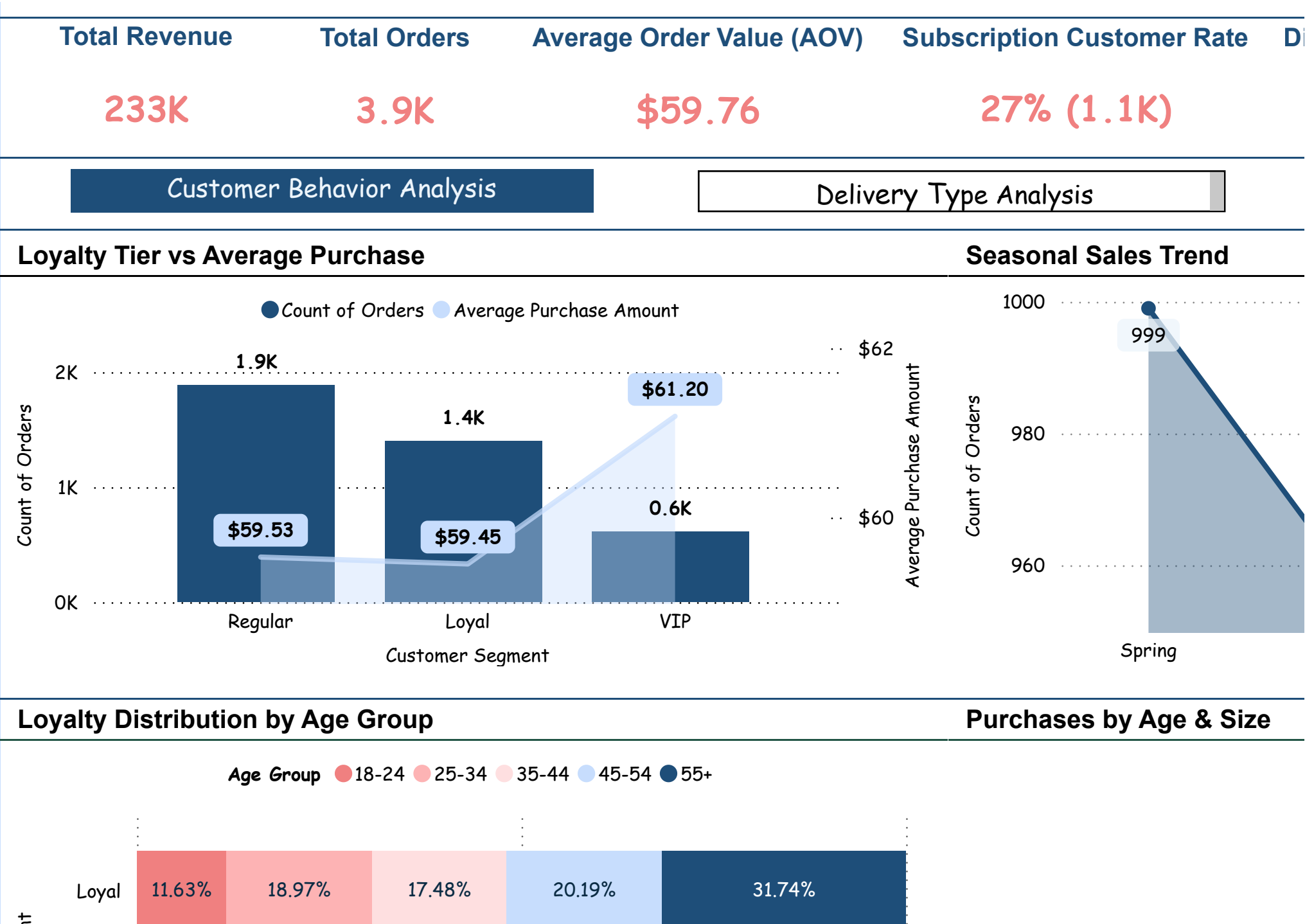
All

Item Purchased

All

Customer Segment

All



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Item Purchased

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Customer Segment

All

Shipping Type

All

PaymentCategory

All



Discount Coupon Usage by Shipping Type

Purchases by Age & Shipping Type

Discount Applied

No

Yes

Count of Orders

Shipping Type

Shipping Type	No	Yes
Free Shipping	397	278
Standard	369	285
Store Pickup	365	285
Next Day Air	353	295
Express	367	279
2-Day Shipping	372	255

Shipping Type

2-Day Ship...

Express

Free Shippi...

Next Day ...


Standard

Store Pickup

Order Count

Age Group

Age Group	2-Day Shipping	Express	Free Shipping	Next Day Air	Standard	Store Pickup
18-24	90	65	85	80	75	80
25-34	120	135	115	140	125	120
35-44	115	105	155	120	100	135
45-54	115	130	125	130	130	130
55+	190	215	200	185	215	175



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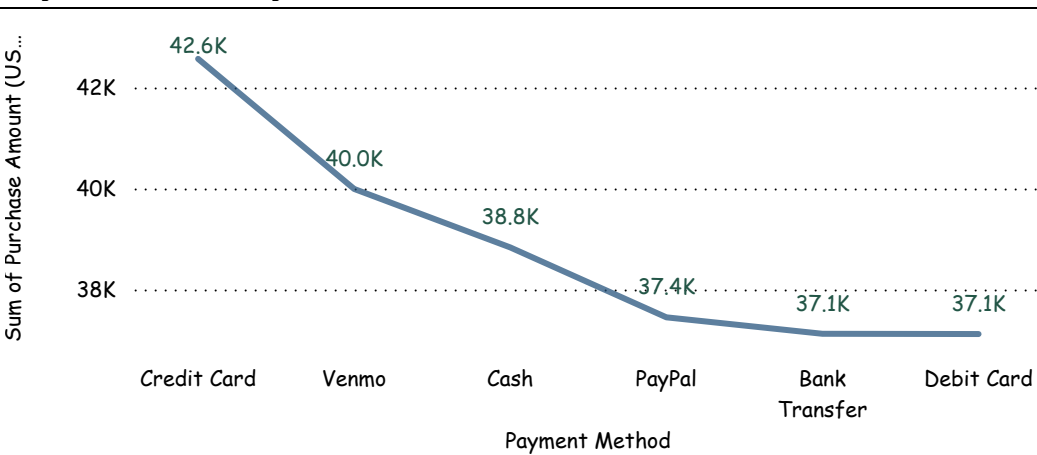
Total Revenue	Total Orders	Average Order Value (AOV)	Top Actual Payment	Top Preferred Payment	Payment Preference Match
233K	3.9K	\$59.76	Credit Card (18%)	PayPal (17%)	<div><div></div><div>0%32%100%</div></div>

Customer Behavior Analysis

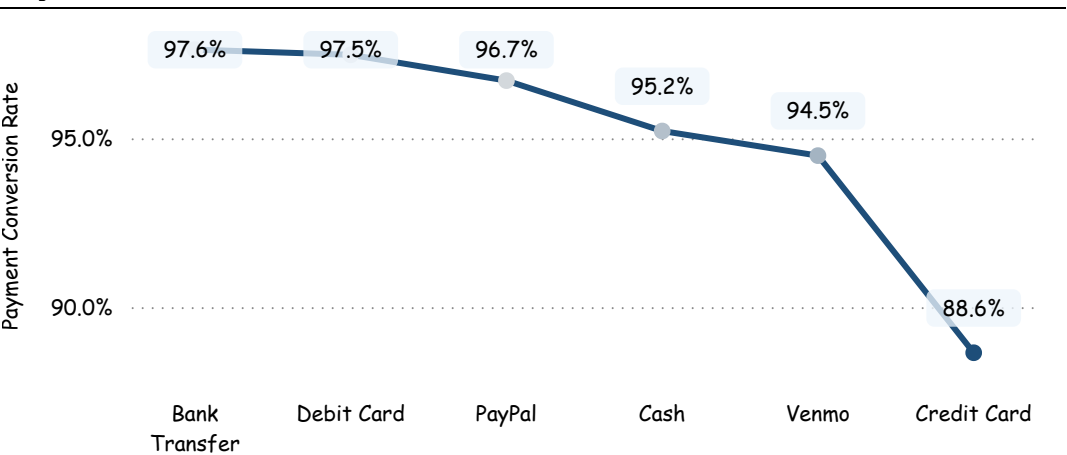
Delivery Type Analysis

Payment Type Analysis

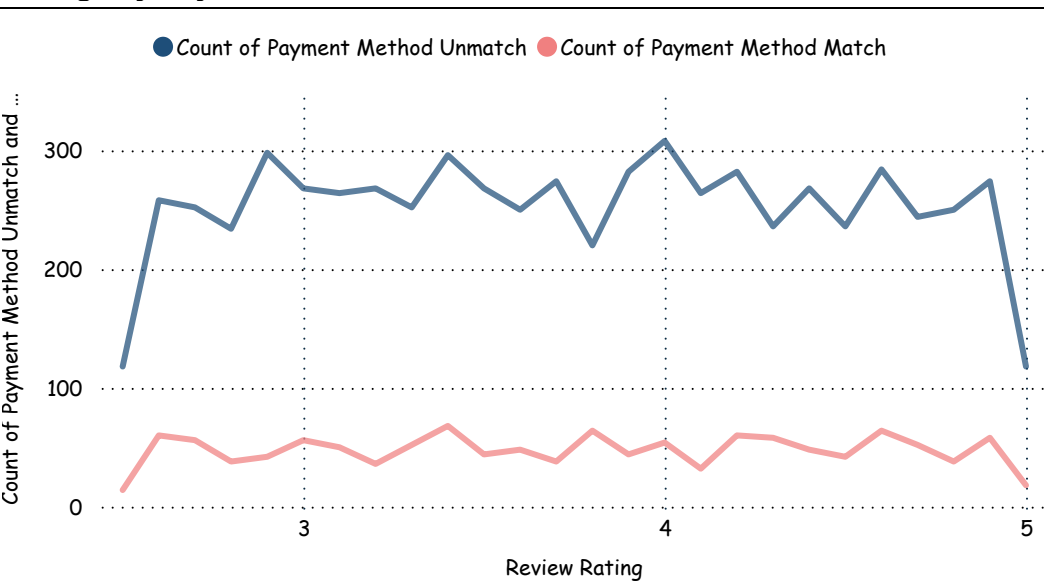
Payment Amount by Actual Method



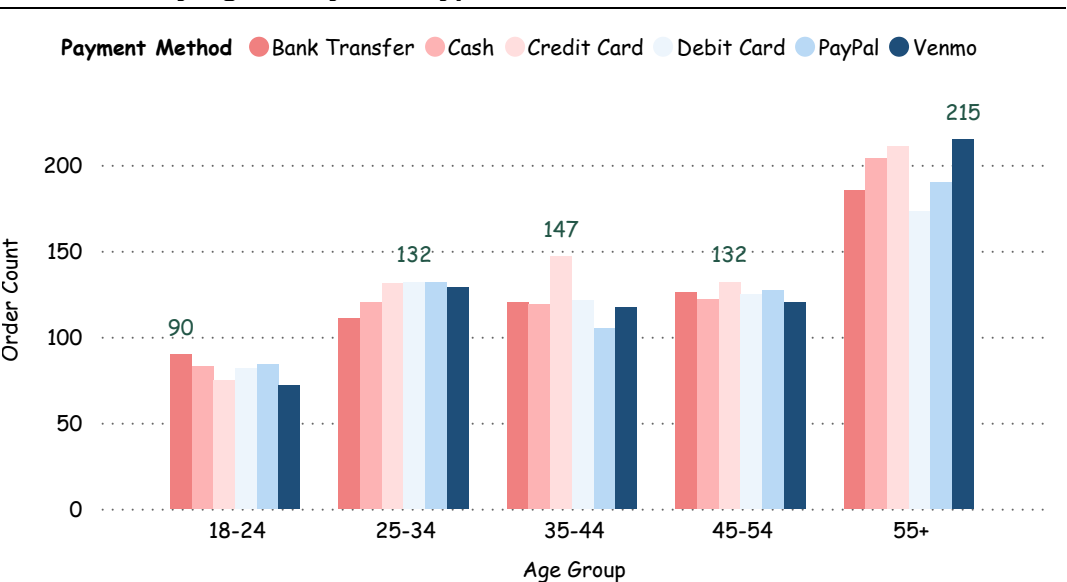
Payment Method Conversion Rate



Ratings by Payment Preference Match



Purchases by Age & Payment Type



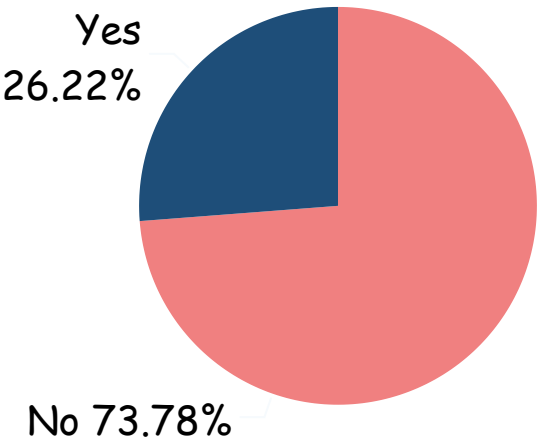
Age Group	Count Order	Payment Method
18-24	3900	Bank Transfer

Average Purchase Amount

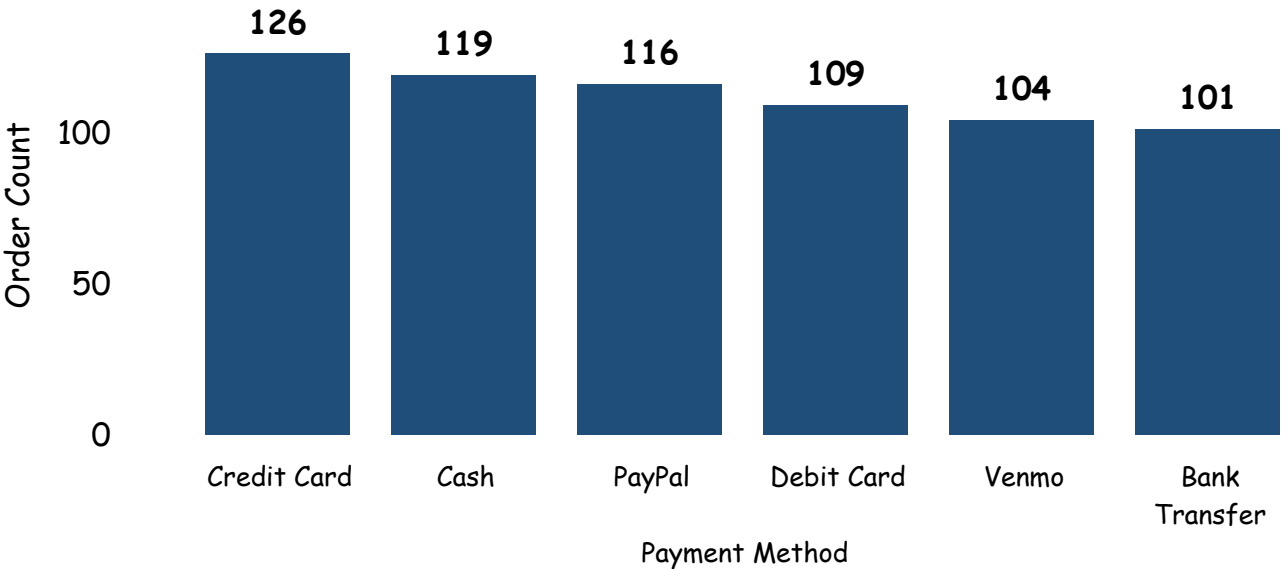




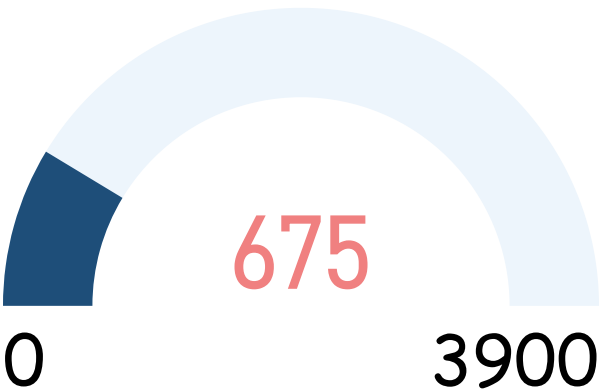
Subscription Status Free Shipping Customers



Distribution of Payment Methods for Free Shipping



Free Shipping Order Count



Frequency of Purchases by Age Group

