

TREND CART

APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All

Total Revenue	Total Orders	Average Order Value (AOV)	Subscription Customer Rate	Discount Usage Rate	Average Rating (★/5)
233K	3.9K	\$59.76	27% (1.1K)	43% (1.7K)	<div><div></div><div>3.75</div><div>4.2</div><div>5</div></div>

Customer Behavior Analysis	Delivery Type Analysis	Payment Type Analysis
----------------------------	------------------------	-----------------------

Loyalty Tier vs Average Purchase

Count of Orders

Average Purchase Amount

Customer Segment	Count of Orders	Average Purchase Amount
Regular	1.9K	\$59.53
Loyal	1.4K	\$59.45
VIP	0.6K	\$61.20

Seasonal Sales Trend

Count of Orders

Season	Count of Orders
Spring	999
Summer	955
Fall	975
Winter	971

Loyalty Distribution by Age Group

Age Group

18-24

25-34

35-44

45-54

55+

Customer Segment	18-24	25-34	35-44	45-54	55+
Loyal	11.63%	18.97%	17.48%	20.19%	31.74%
Regular	13.47%	19.72%	18.98%	19.57%	28.26%
VIP	11.27%	19.12%	20.59%	16.34%	32.68%

Purchases by Age & Size

Size

S

M

L

XL

Age Group	S	M	L	XL
18-24	83	210	121	72
25-34	137	344	203	71
35-44	113	338	205	73
45-54	141	334	198	79
55+	189	529	326	134

TREND CART APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All



Discount Coupon Usage by Shipping Type

Purchases by Age & Shipping Type

Discount Applied

No

Yes

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

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



TREND CART
APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

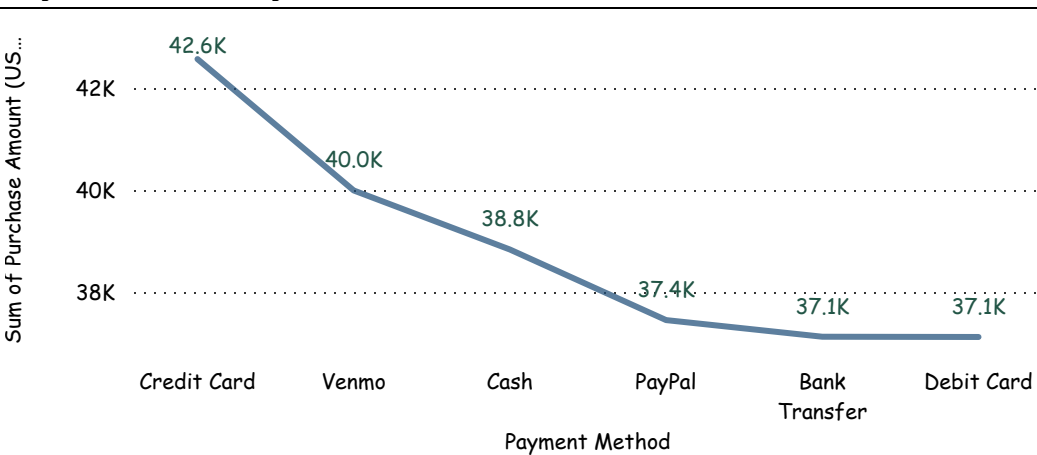
PaymentCategory

All

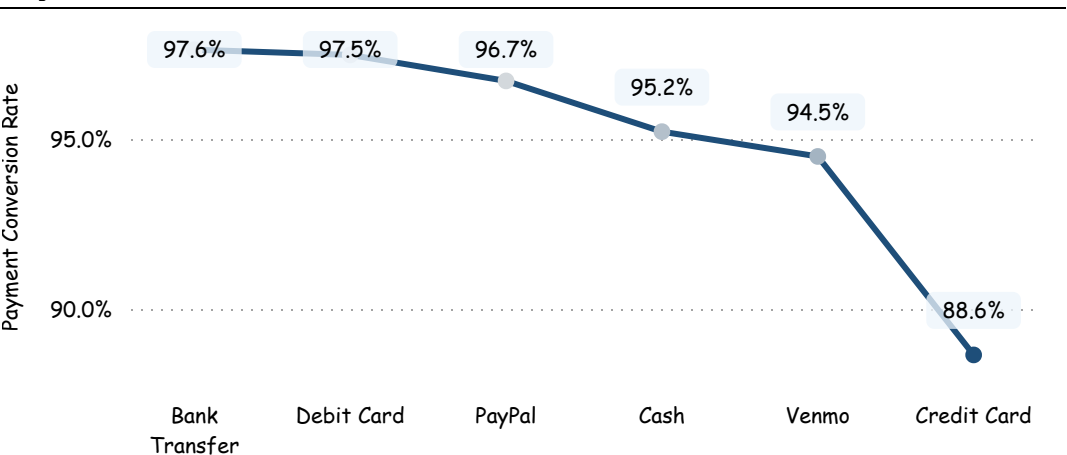
Total Revenue	Total Orders	Average Order Value (AOV)	Top Actual Payment	Top Preferred Payment	Payment Preference Match
233K	3.9K	\$59.76	Credit Card (18%)	PayPal (17%)	<div><div></div><div>0%32%100%</div></div>

Customer Behavior Analysis	Delivery Type Analysis	Payment Type Analysis
----------------------------	------------------------	-----------------------

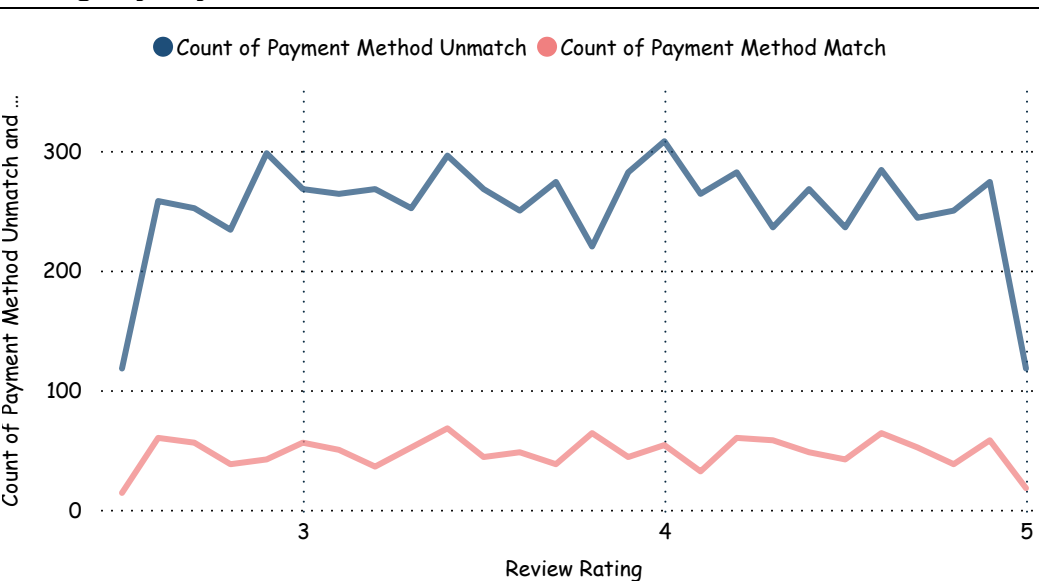
Payment Amount by Actual Method



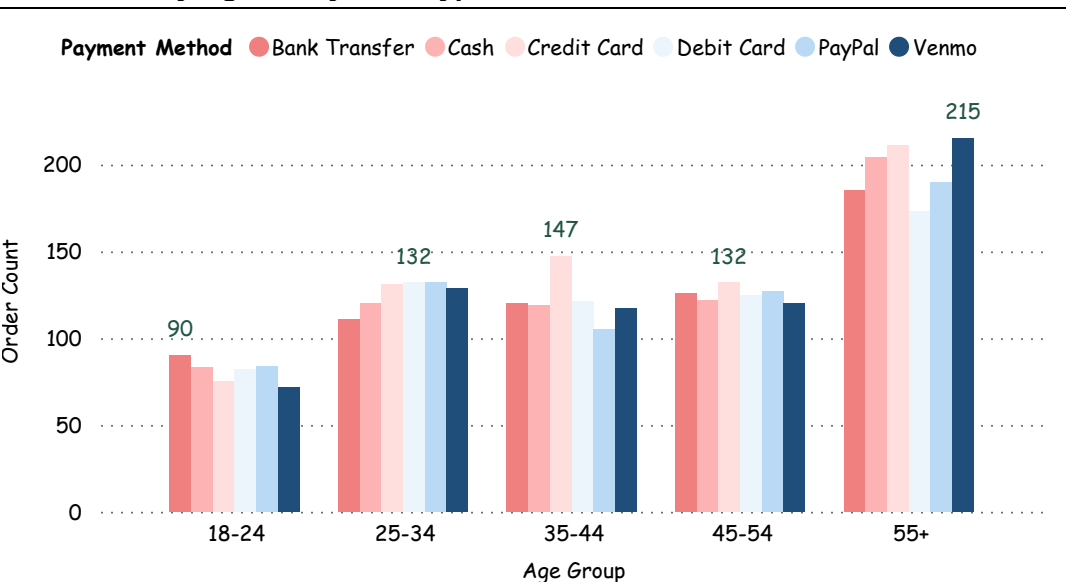
Payment Method Conversion Rate



Ratings by Payment Preference Match

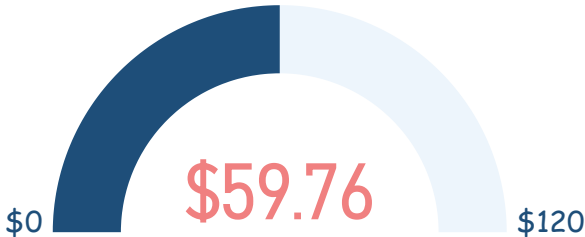


Purchases by Age & Payment Type



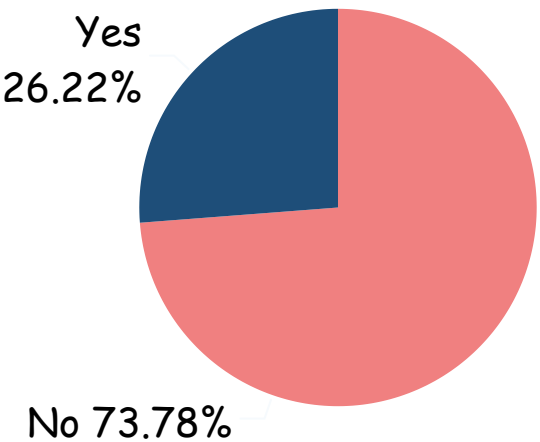
Age Group	Count Order	Payment Method
18-24	3900	Bank Transfer

Average Purchase Amount

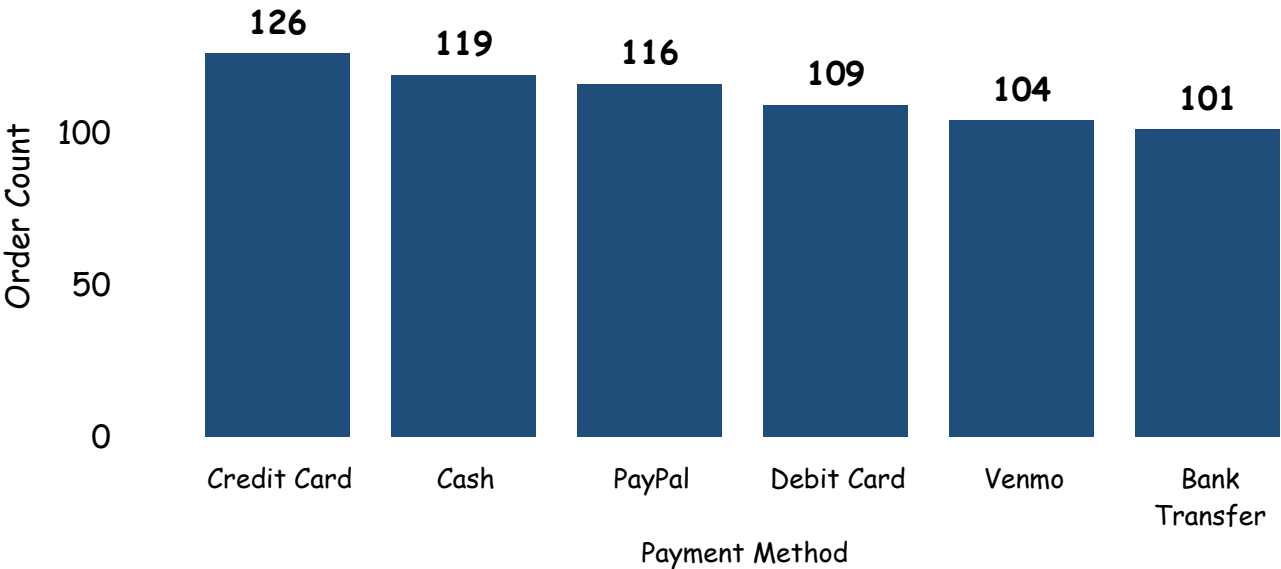




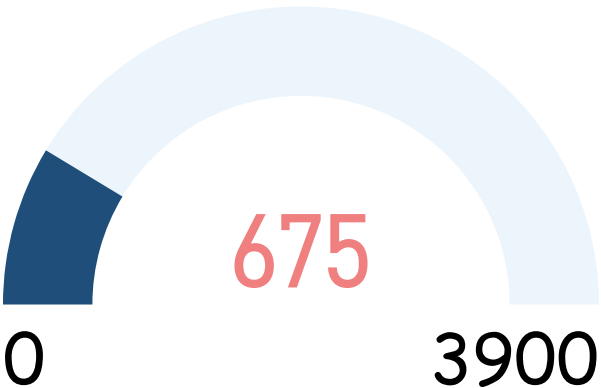
Subscription Status Free Shipping Customers



Distribution of Payment Methods for Free Shipping



Free Shipping Order Count



Frequency of Purchases by Age Group

