

TREND CART  
APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All

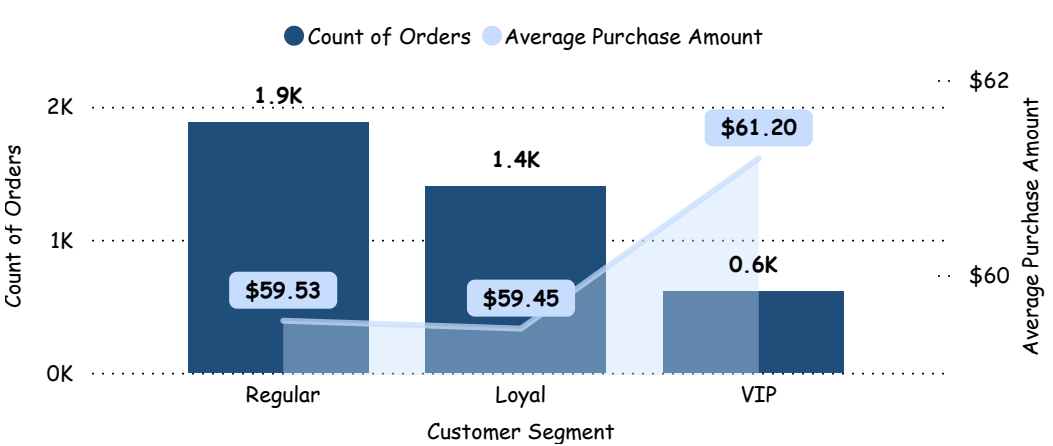
Total Revenue	Total Orders	Average Order Value (AOV)	Subscription Customer Rate	Discount Usage Rate	Average Rating (★/5)
233K	3.9K	\$59.76	27% (1.1K)	43% (1.7K)	<div><div></div><div>3.75</div><div>4.2</div><div>5</div></div>

Customer Behavior Analysis

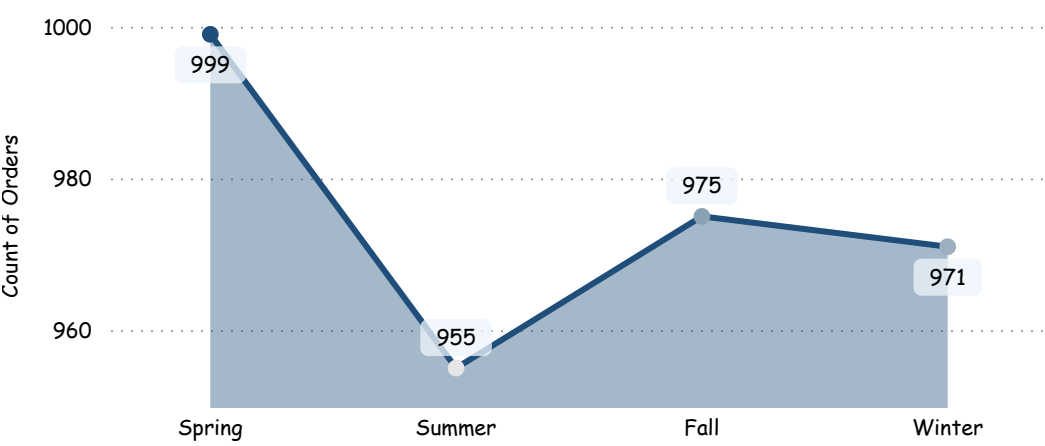
Delivery Type Analysis

Payment Type Analysis

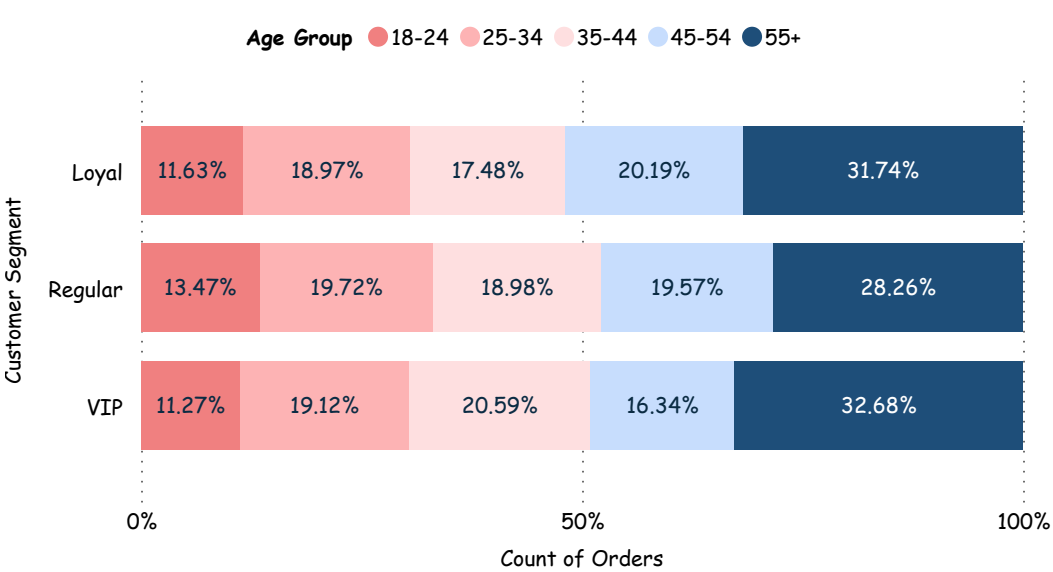
Loyalty Tier vs Average Purchase



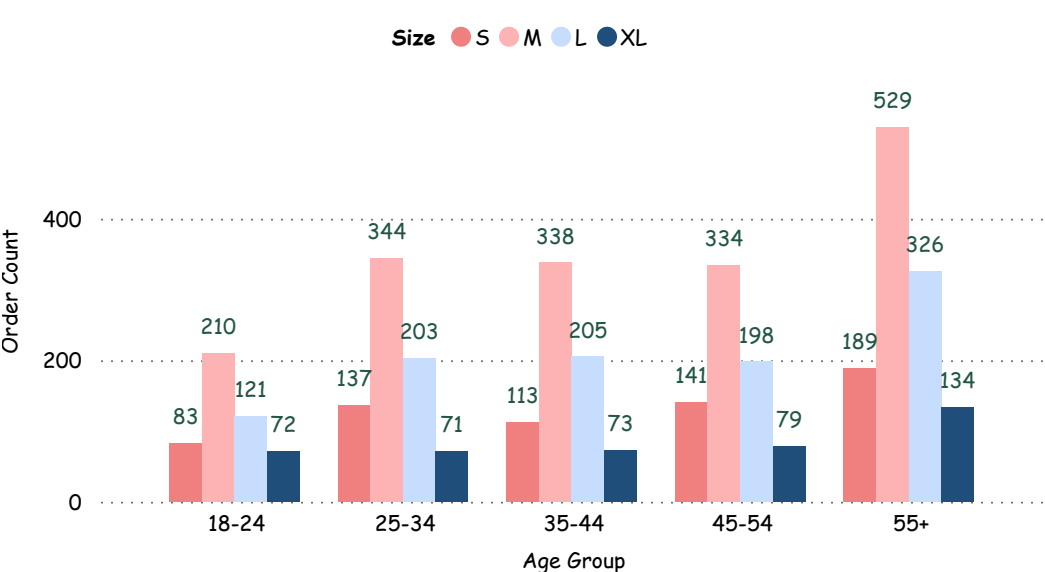
Seasonal Sales Trend



Loyalty Distribution by Age Group



Purchases by Age & Size



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	78	82
25-34	120	135	115	140	128	125
35-44	115	105	155	120	102	138
45-54	112	130	125	128	130	132
55+	190	215	200	185	218	178



TREND CART  
APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All

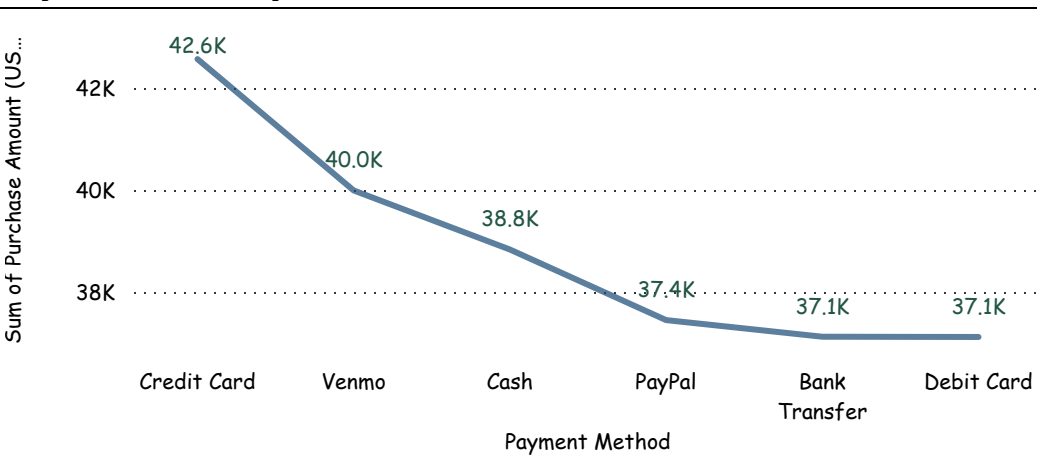
Total Revenue	Total Orders	Average Order Value (AOV)	Top Actual Payment	Top Preferred Payment	Payment Preference Match
233K	3.9K	\$59.76	Credit Card (18%)	PayPal (17%)	<div><div></div><div>0%32%100%</div></div>

Customer Behavior Analysis

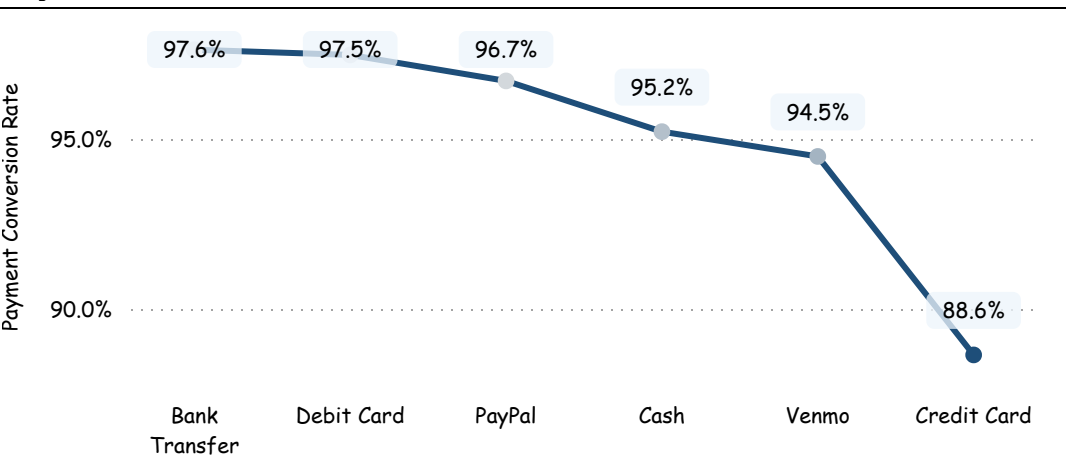
Delivery Type Analysis

Payment Type Analysis

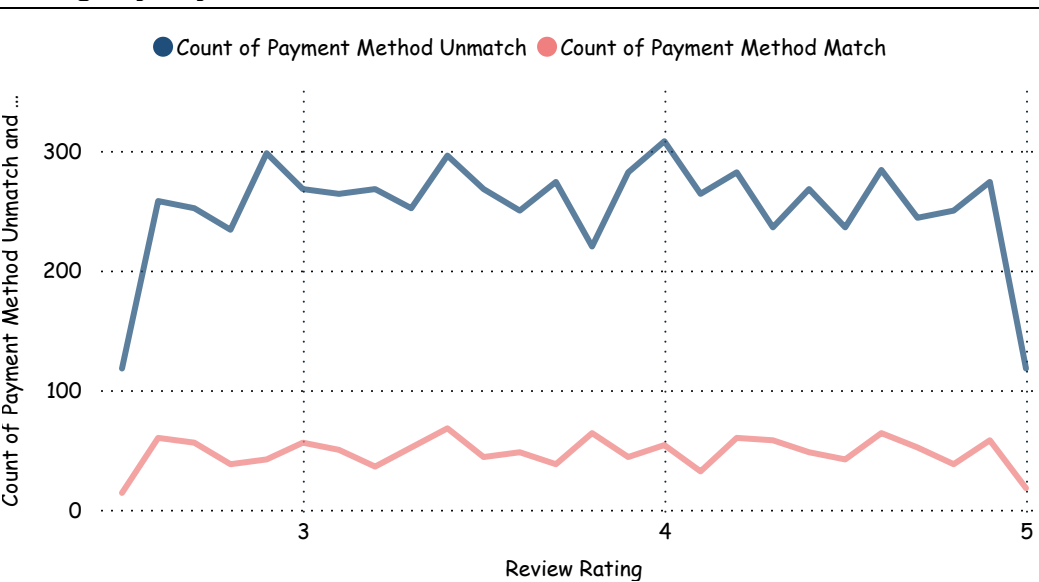
Payment Amount by Actual Method



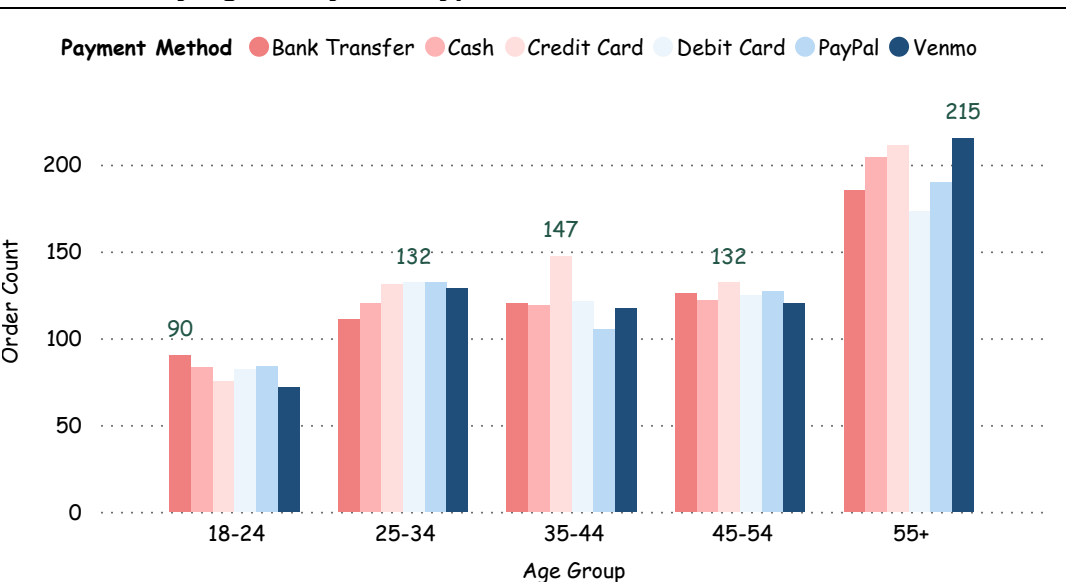
Payment Method Conversion Rate



Ratings by Payment Preference Match

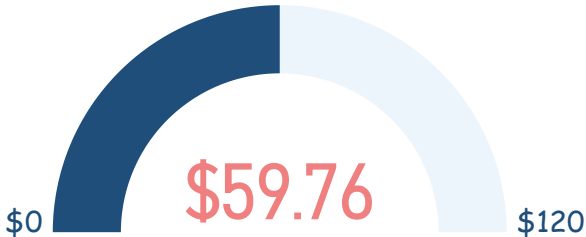


Purchases by Age & Payment Type



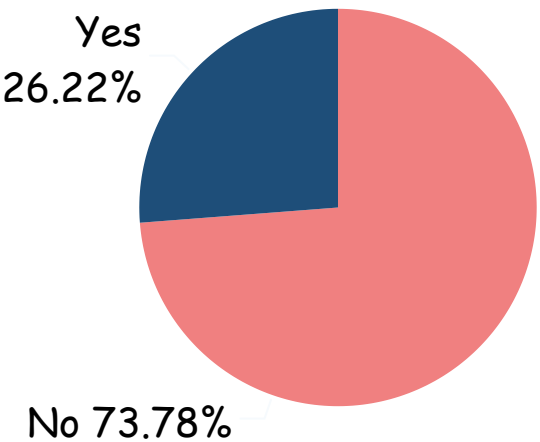
Age Group	Count Order	Payment Method
18-24	3900	Bank Transfer

Average Purchase Amount

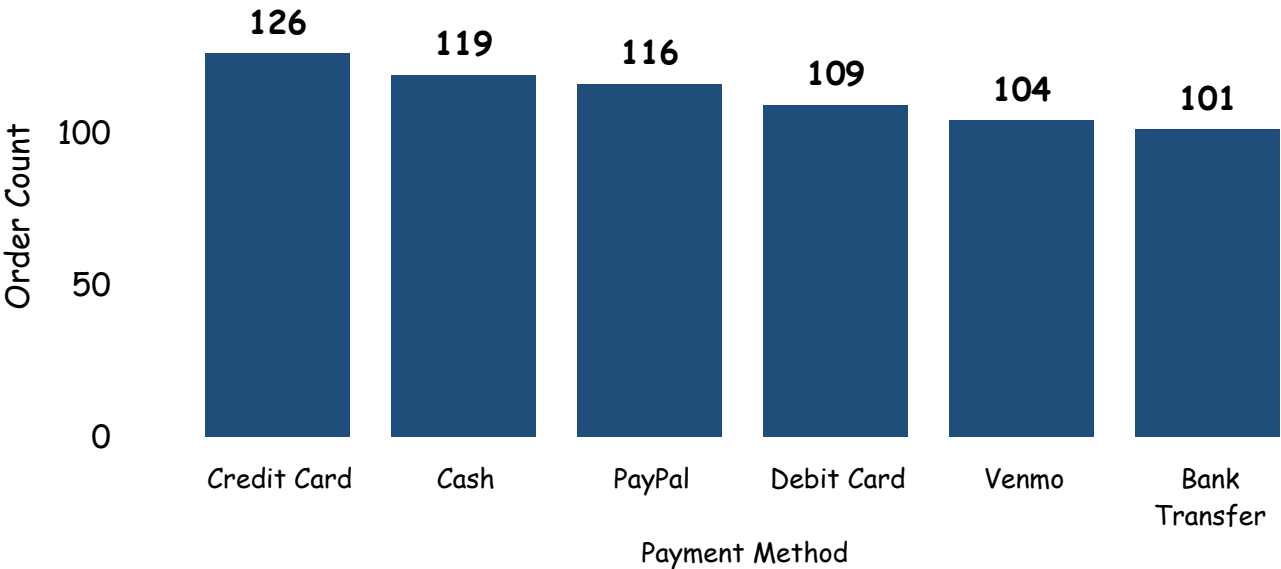




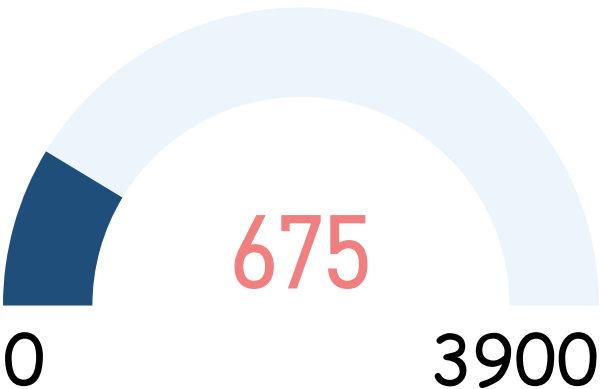
### Subscription Status Free Shipping Customers



### Distribution of Payment Methods for Free Shipping



### Free Shipping Order Count



### Frequency of Purchases by Age Group

