

Home

Home

Payment &  
Discount  
Analysis

Customer  
Behavior  
Analysis

Delivery  
Type  
Analysis

State  
Analysis

Total Orders

3,900

Average Purchase  
Amount

\$59.76

Subscription Rate

1,053

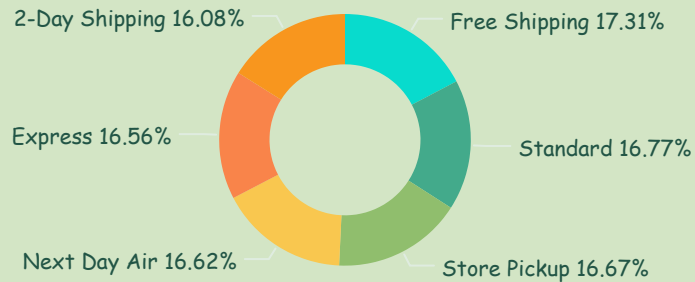
27%

Discount Usage Rate

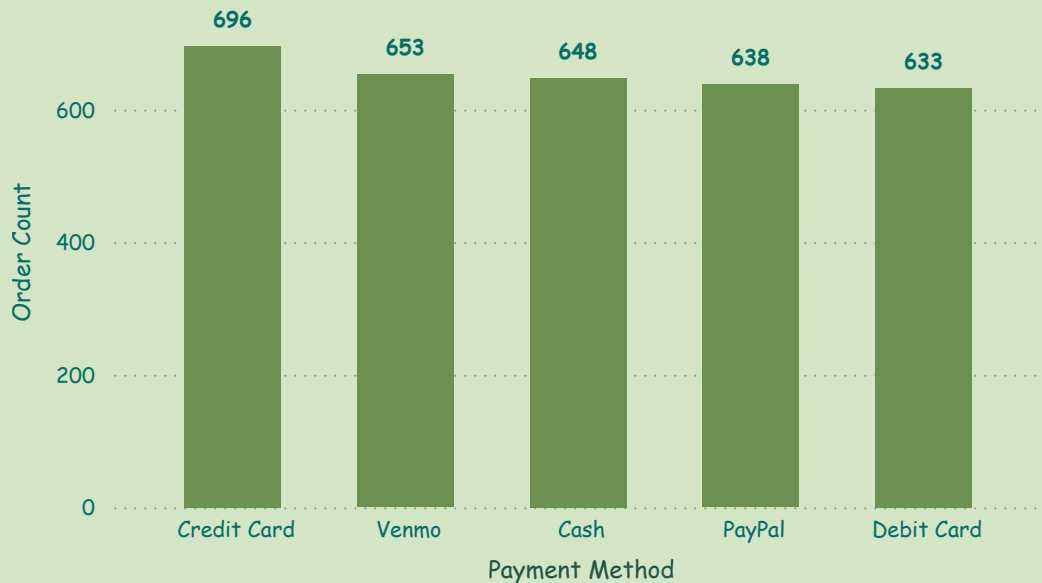
1,677

43%

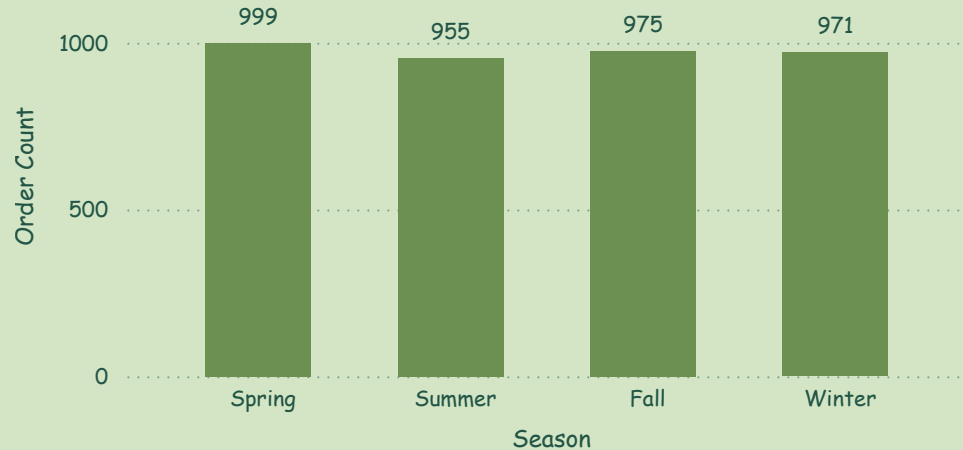
### Delivery Method Distribution



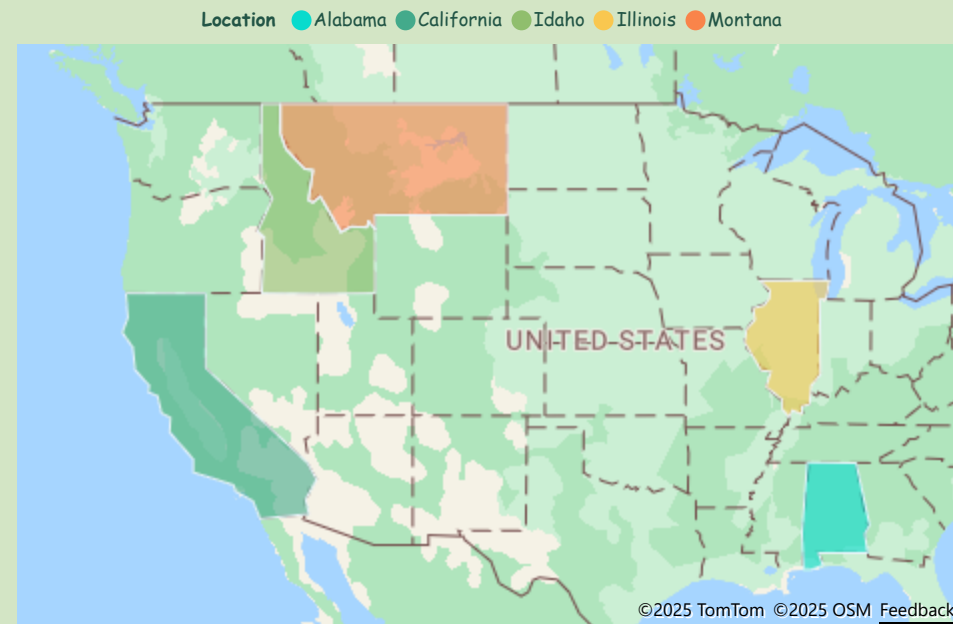
### Top 5 Most Frequently Used Payment Methods



### Order Volume by Season

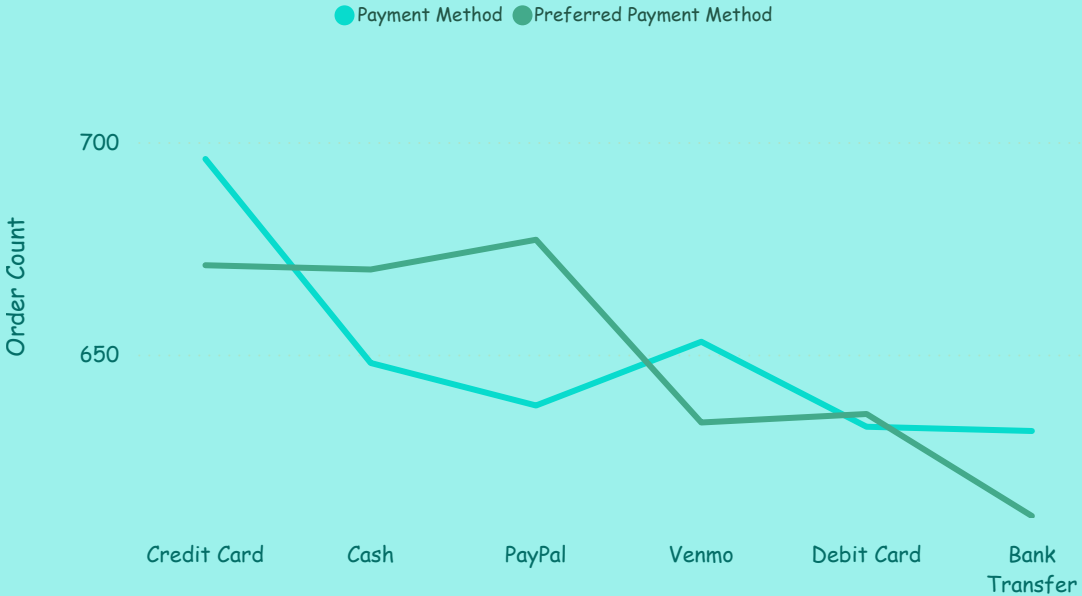


### Top 5 State by Order Volume

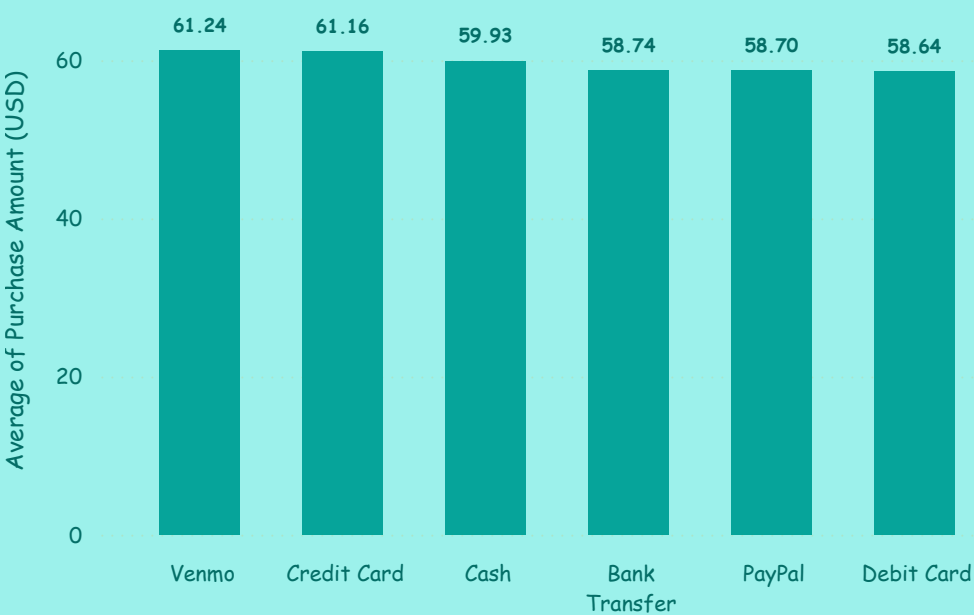


- Payment/Discount Analysis
- Home
- Payment & Discount Analysis
- Customer Behavior Analysis
- Delivery Type Analysis
- State Analysis

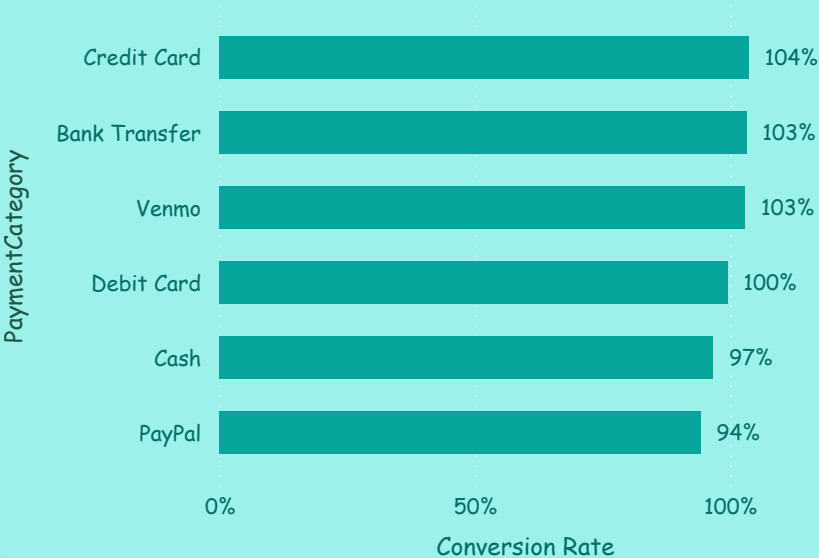
Order Volume by Payment Method: Actual vs. Preferred



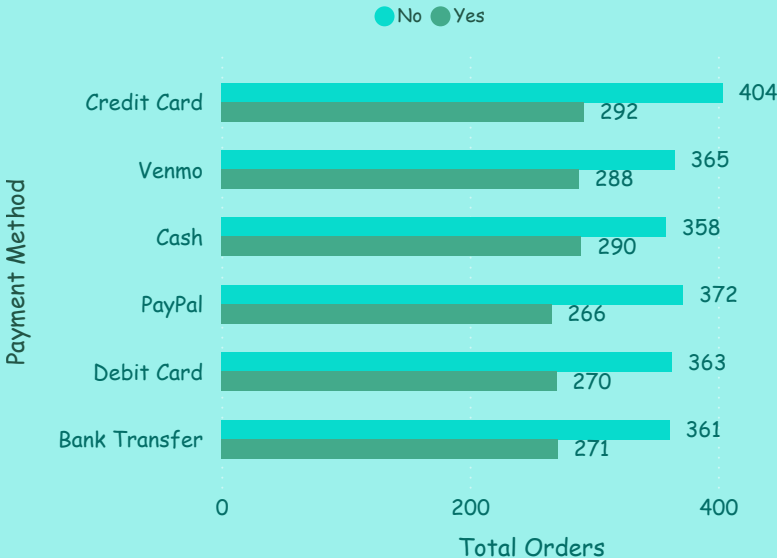
Average Order Value by Payment Method



Payment Conversion Efficiency



Impact of Payment Methods on Discount Usage



Top Actual Payment

Credit Card

18%

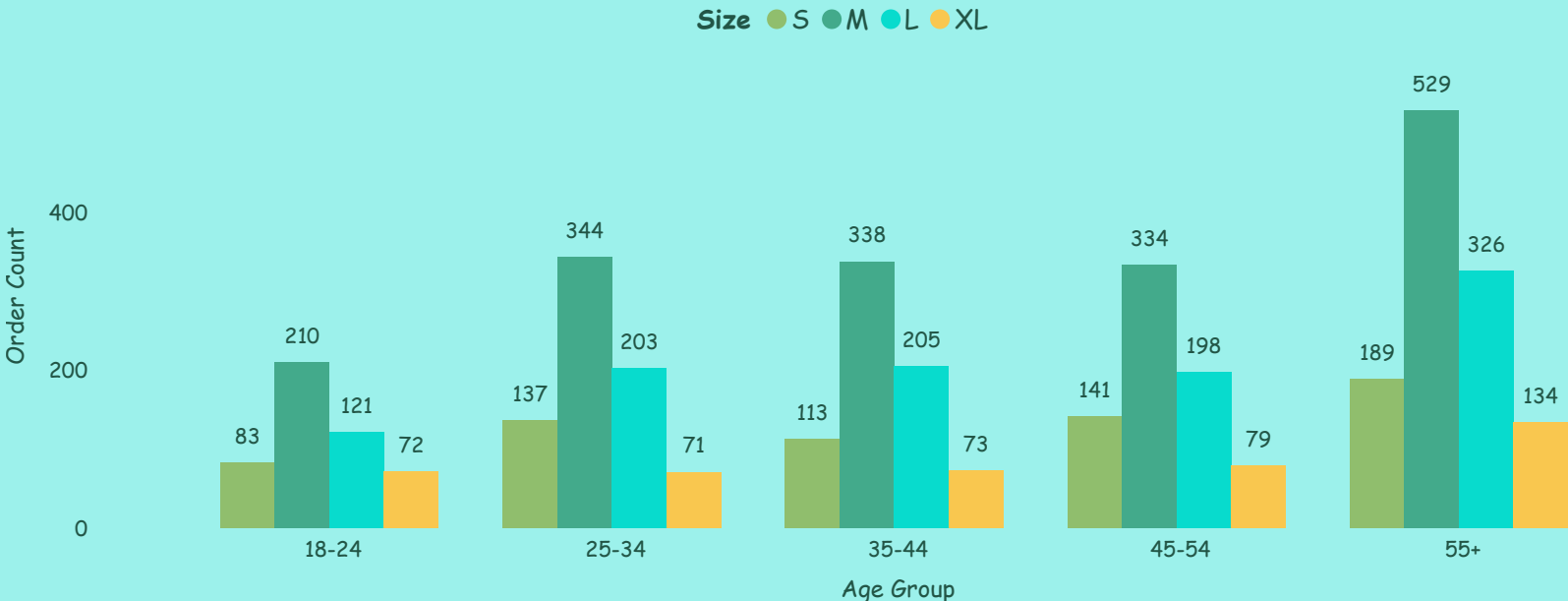
Top Preferred Payment

PayPal

16%

- Customer Behavior
- Home
- Payment & Discount Analysis
- Customer Behavior Analysis
- Delivery Type Analysis
- State Analysis

Delivery Method Distribution



Top Age Group by Orders

55+  
1,178

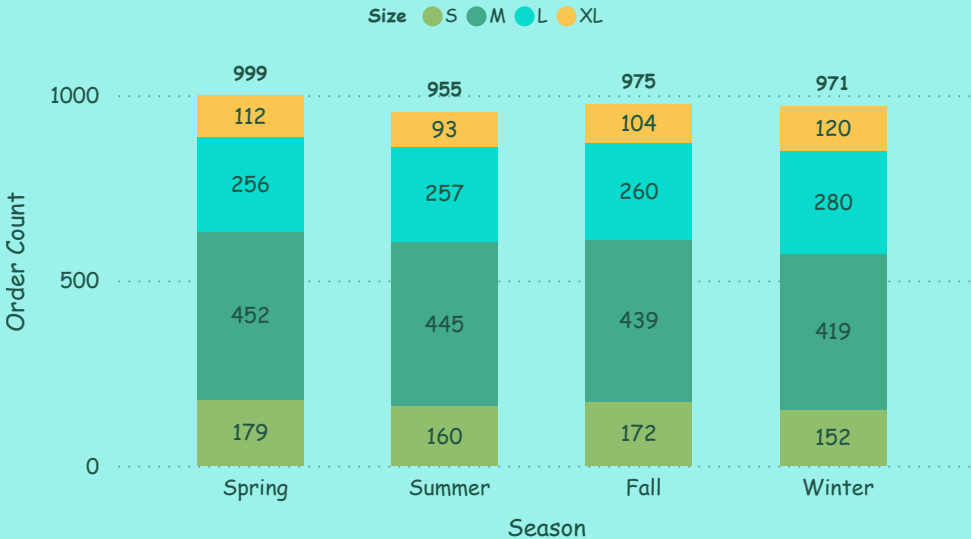
Average Review Rate

3.7 Out of 5

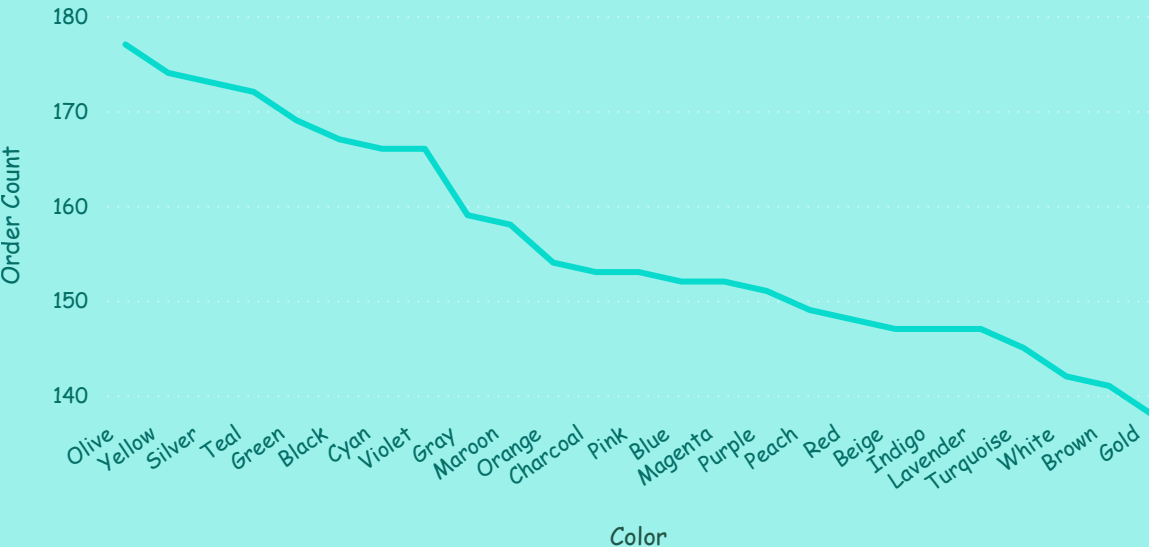
Popular Color Rate

Olive  
5%

Seasonal Purchase Patterns by Product Size



Impact of Payment Methods on Discount Usage



Delivery Type

● Home

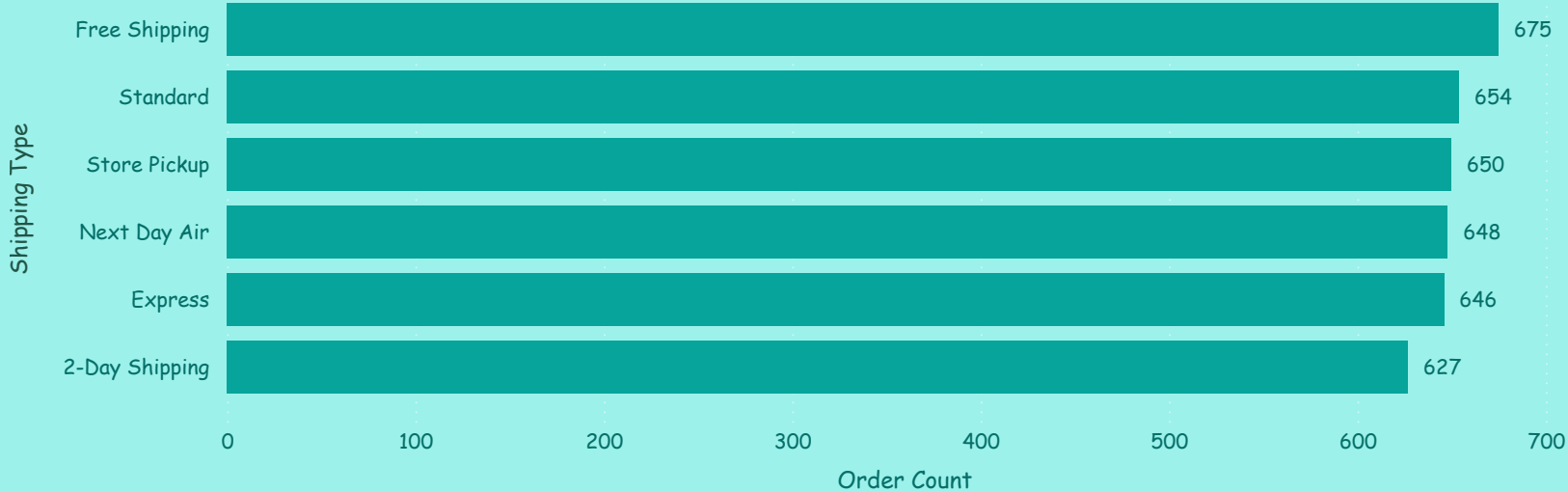
● Payment & Discount Analysis

● Customer Behavior Analysis

● Delivery Type Analysis

● State Anlaysis

Order Count by Delivery Type



Promo Code Usage Rate

1,677

43%

Top Shipping Type

Free Shipping

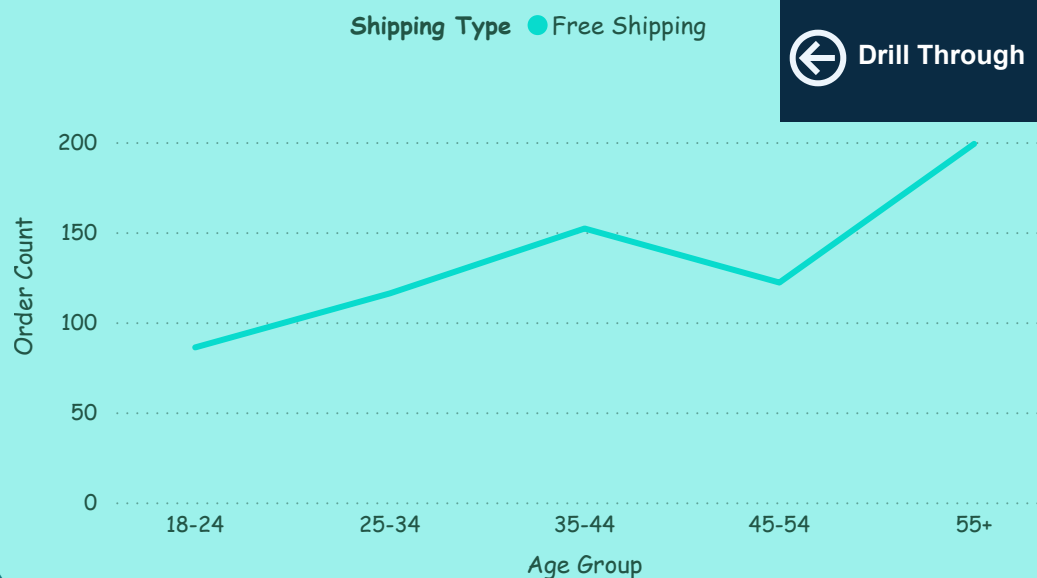
17%

Popular Color Rate

Olive

5%

Free Shipping Order Count by Age Group



Average of Previous Purchases by Delivery Type



State Analysis

Home

Payment & Discount Analysis

Customer Behavior Analysis

Delivery Type Analysis

State Analysis

Top Ordering State  
Montana

Total Sale Amount  
\$233K

Rate  
2.46%

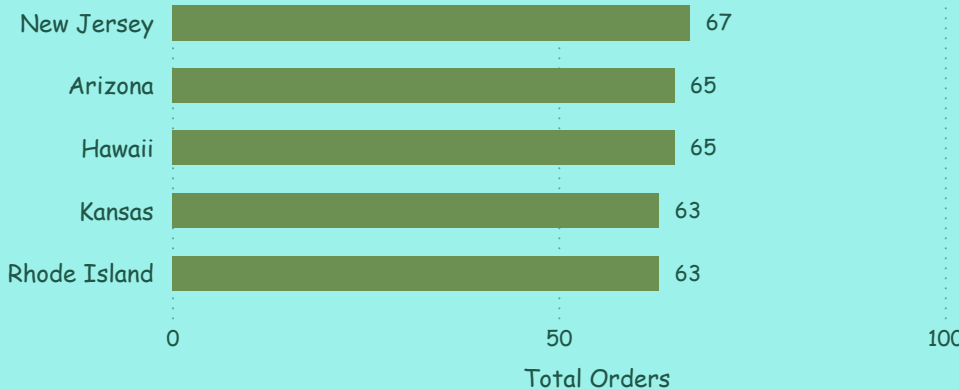
Payment Method  
Credit Card  
21%

Preferred Payment Method  
PayPal  
19%

Top 5 State by Order Volume



Bottom 5 State by Order Volume



Total Orders & Amount by Satae

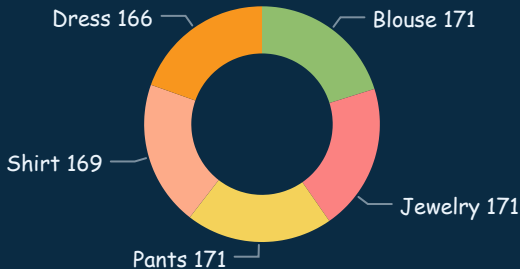
Location	Total Orders	Sum of Purchase Amount (USD)
Alabama	89	5261
Alaska	72	4867
Arizona	65	4326
Arkansas	79	4828
California	95	5605
Colorado	75	4222
Connecticut	78	4226
Delaware	86	4758
Florida	68	3798
Georgia	79	4645
Total	3,900	233081

Purchase Patterns by Age Group & State

Age Group	Alabama	Alaska	Arizona	Arkansas	California	Colorado	Con
18-24	16	9	5	13	13	2	
25-34	9	19	12	16	19	16	
35-44	19	12	16	12	17	20	
45-54	14	12	11	9	19	18	
55+	31	20	21	29	27	19	
Total	89	72	65	79	95	75	

State	Count	Order	Shipping Type
Alabama	3900		2-Day Shipping

### Top 5 Purchased Items

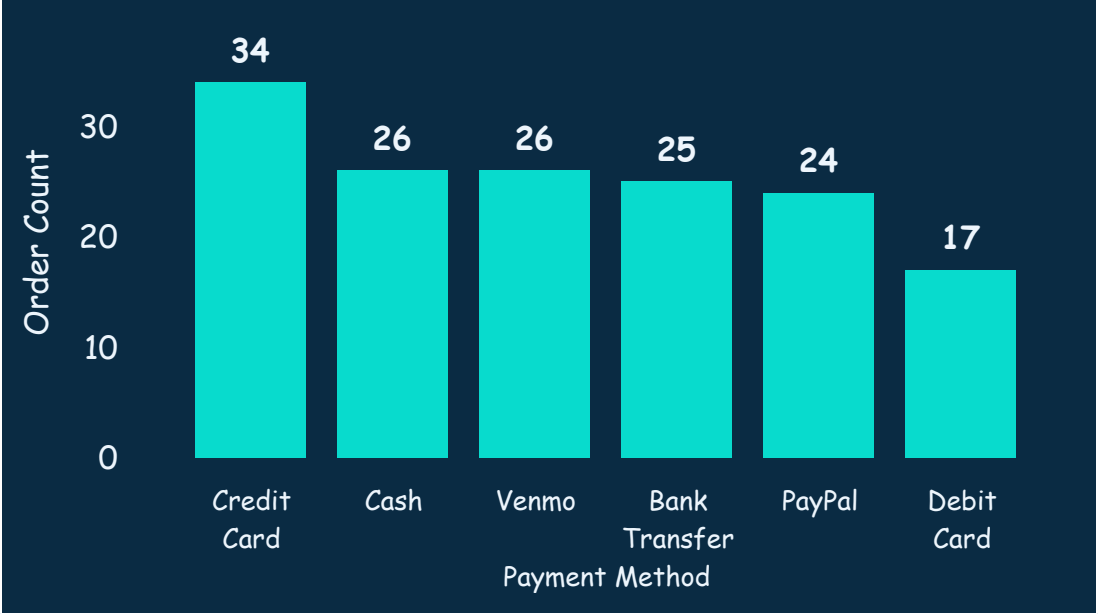




# Orders by Age Group



# Payment Method by Age Group



# Frequency of Purchases by Age Group

