

TREND CART
APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All

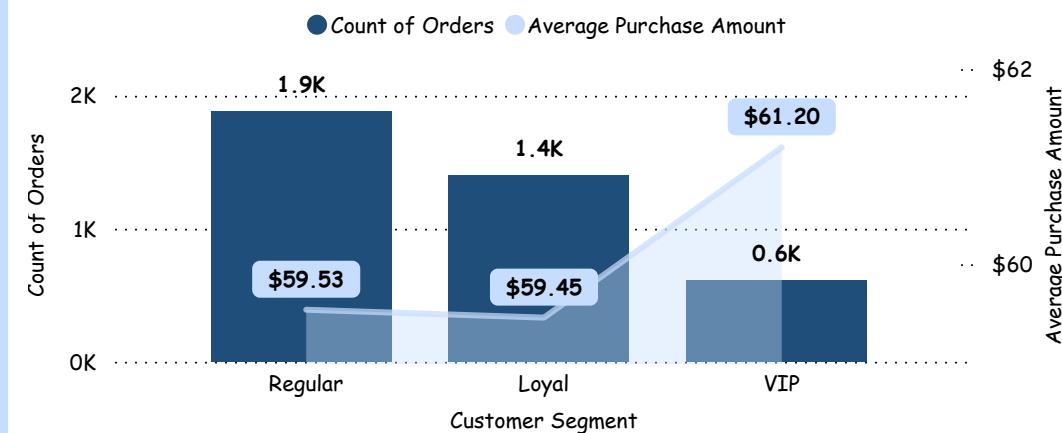


Customer Behavior Analysis

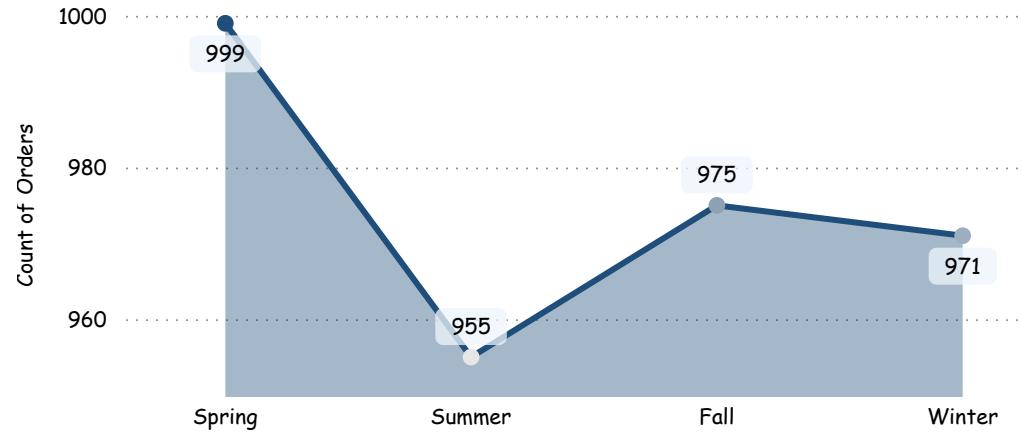
Delivery Type Analysis

Payment Type Analysis

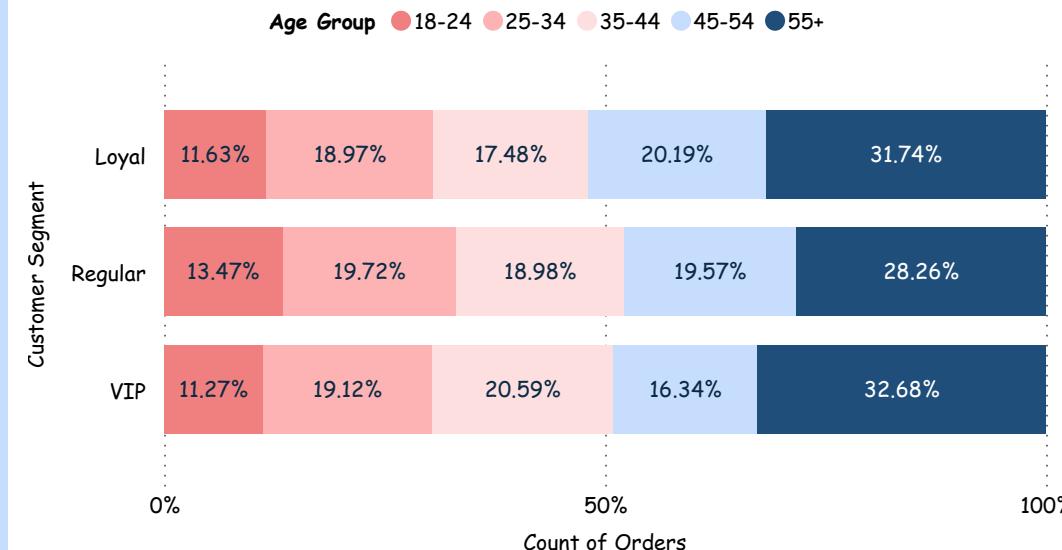
Loyalty Tier vs Average Purchase



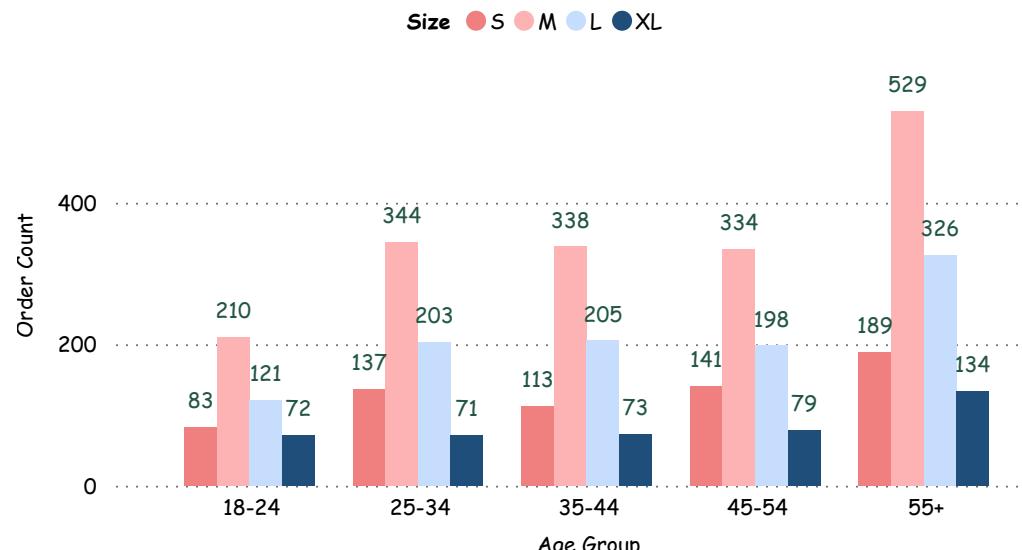
Seasonal Sales Trend



Loyalty Distribution by Age Group



Purchases by Age & Size





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Season

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Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All

Total Revenue

233K

Total Orders

3.9K

Average Order Value (AOV)

\$59.76

Top Shipping Type

Free Shipping (17%)

Discount Coupon Usage Rate

43% (1.7K)

0 3.72 4.2 5

Customer Behavior Analysis

Delivery Type Analysis

Payment Type Analysis

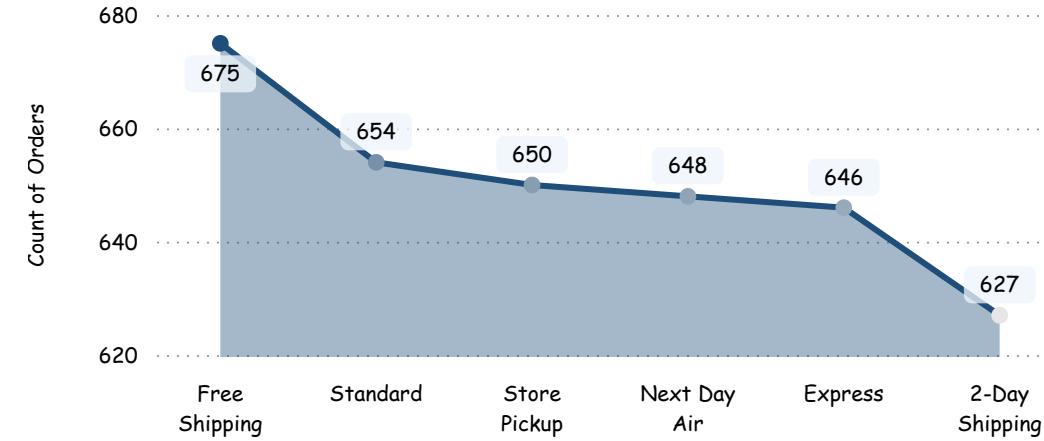
Average Order Value by Shipping Type

Explore Free Shipping
[Click the Free Shipping Bar First]

Count of Orders ● Average Purchase Amount



Number of Orders by Shipping Type

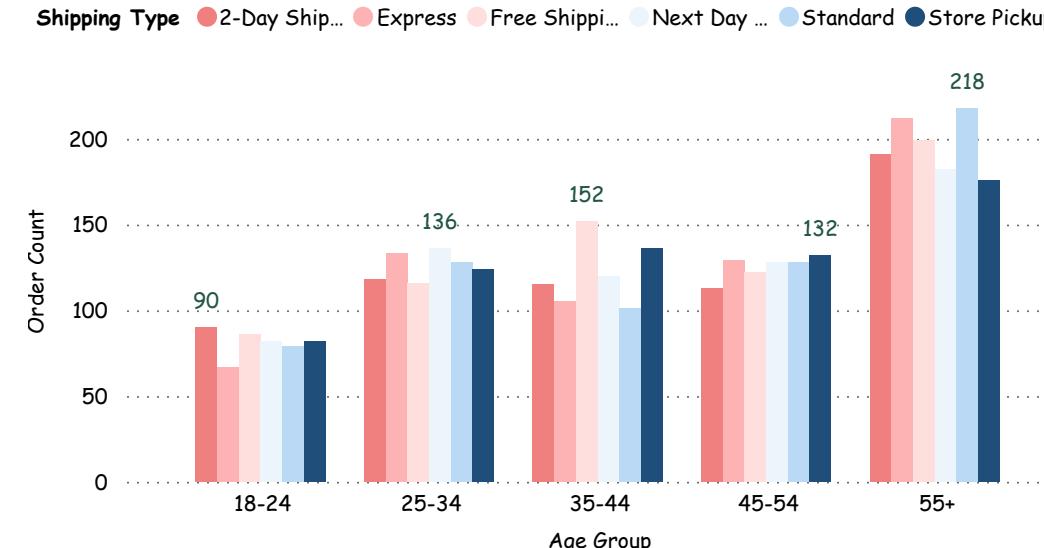


Discount Coupon Usage by Shipping Type

Discount Applied ● No ● Yes



Purchases by Age & Shipping Type



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233K

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3.9K

Average Order Value (AOV)

\$59.76

Top Actual Payment

Credit Card (18%)

Top Preferred Payment

PayPal (17%)

Payment Preference Match

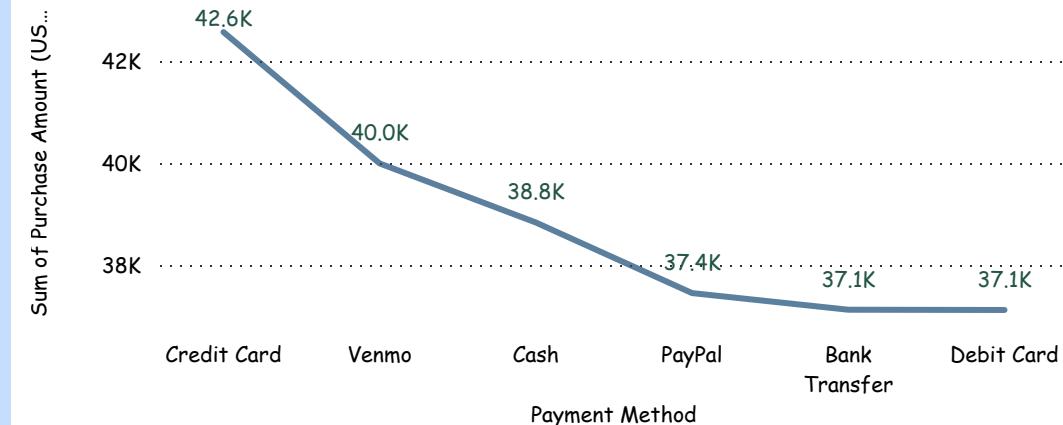
0% 32% 100%

Customer Behavior Analysis

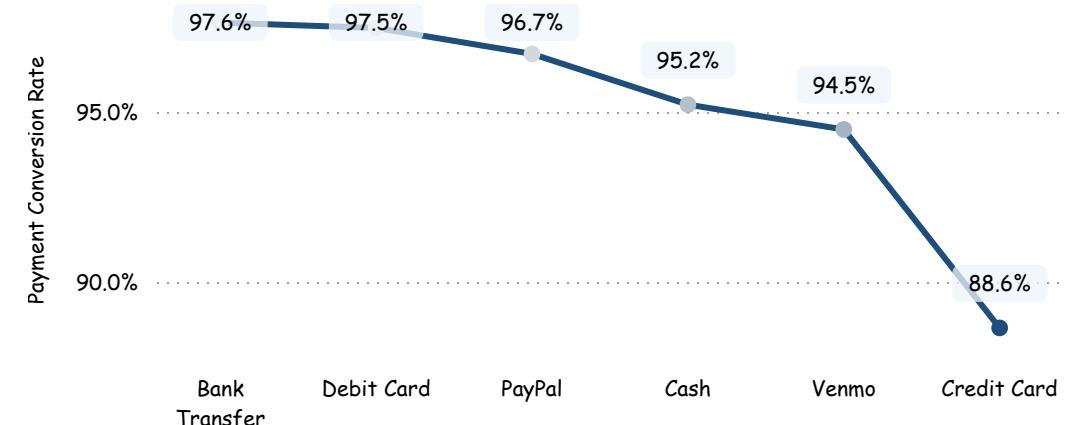
Delivery Type Analysis

Payment Type Analysis

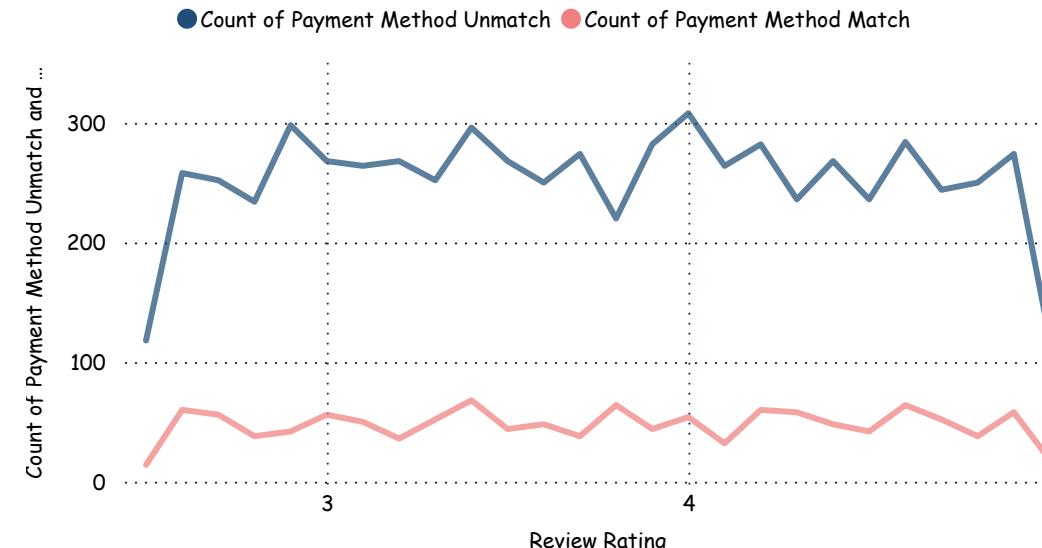
Payment Amount by Actual Method



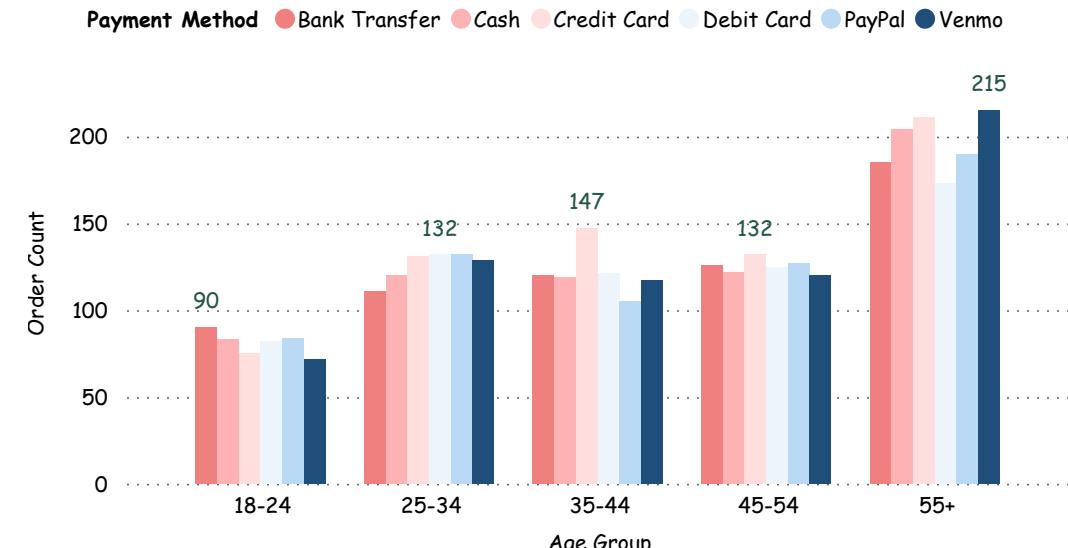
Payment Method Conversion Rate



Ratings by Payment Preference Match



Purchases by Age & Payment Type

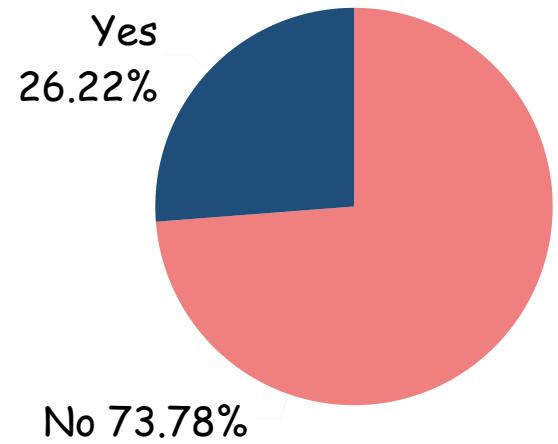


| Age Group | Count Order | Payment Method |
|--------------------------------|-------------|----------------|
| 18-24 | 3900 | Bank Transfer |
| Average Purchase Amount | | |

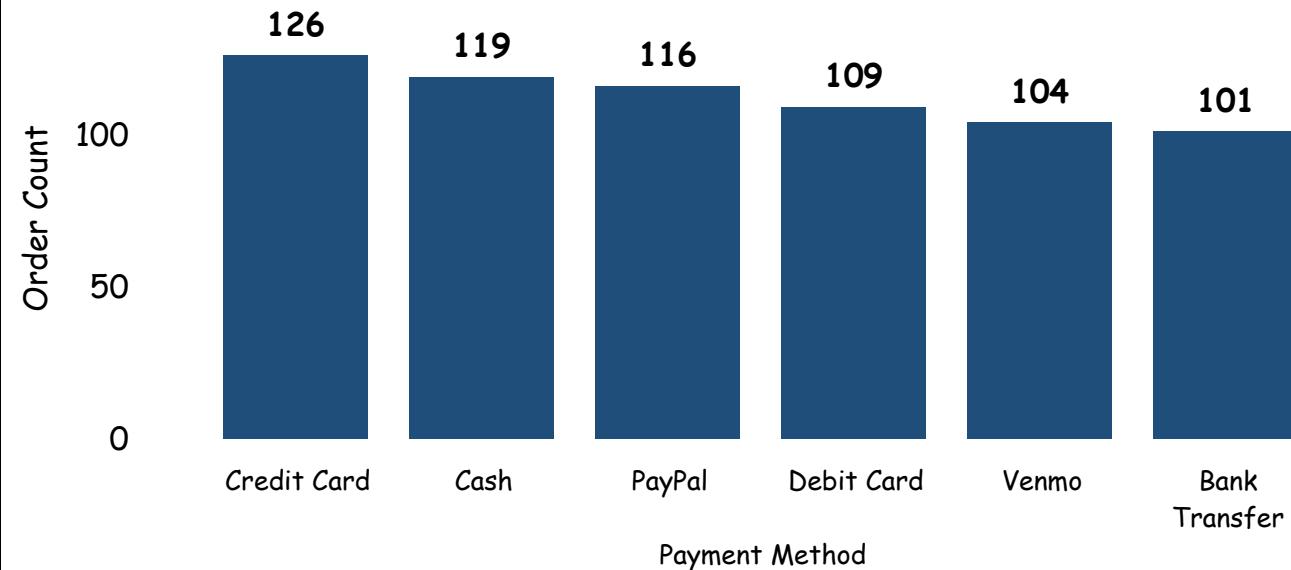




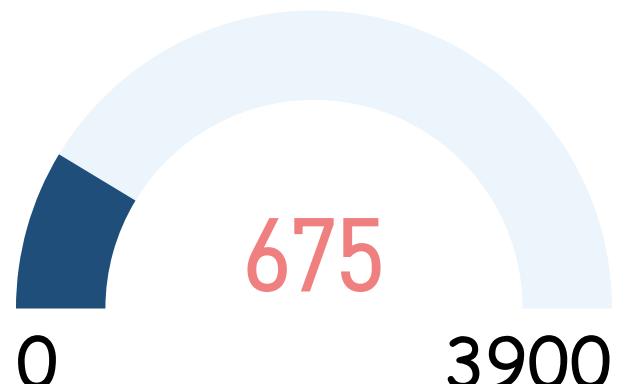
Subscription Status Free Shipping Customers



Distribution of Payment Methods for Free Shipping



Free Shipping Order Count



Frequency of Purchases by Age Group

