TREND CART APPAREL

Season
All

Age Group
All

Location
All

Gender
All

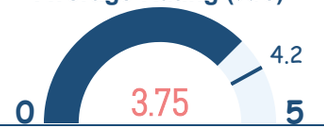
Item Purchased
All

Customer Segment
All

Shipping Type
All

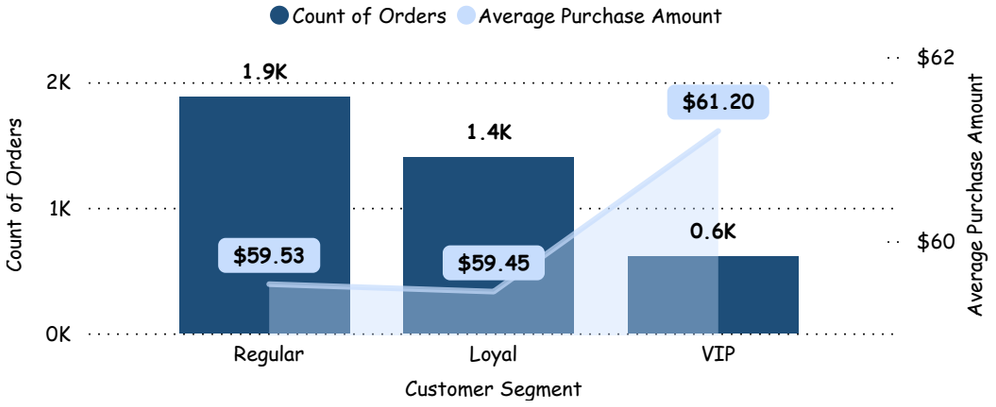
PaymentCategory
All

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)	4.2

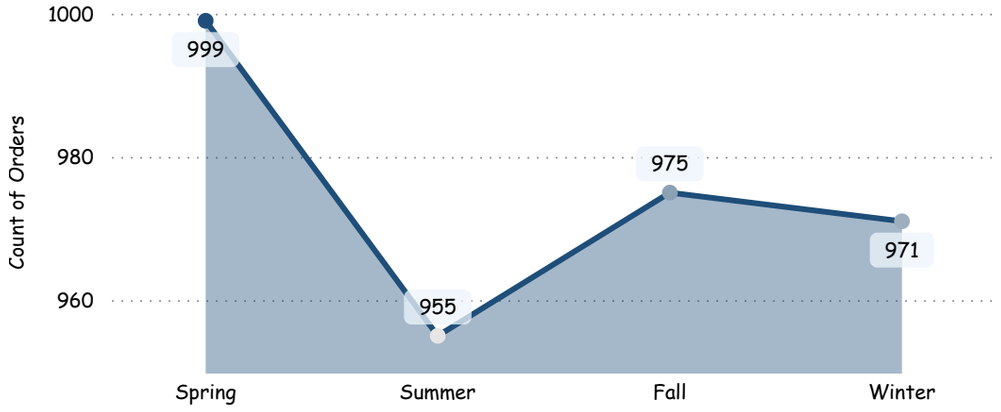


Customer Behavior Analysis | Delivery Type Analysis | Payment Type Analysis

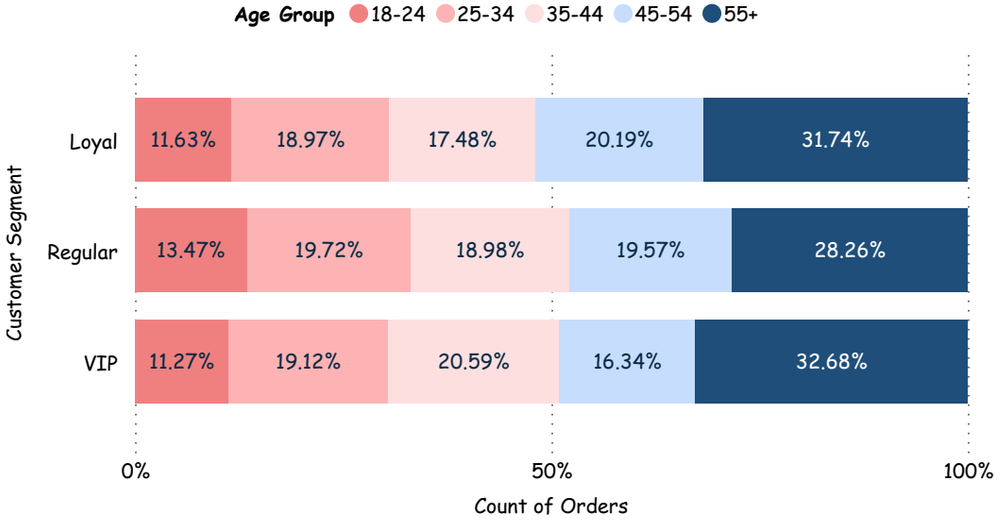
Loyalty Tier vs Average Purchase



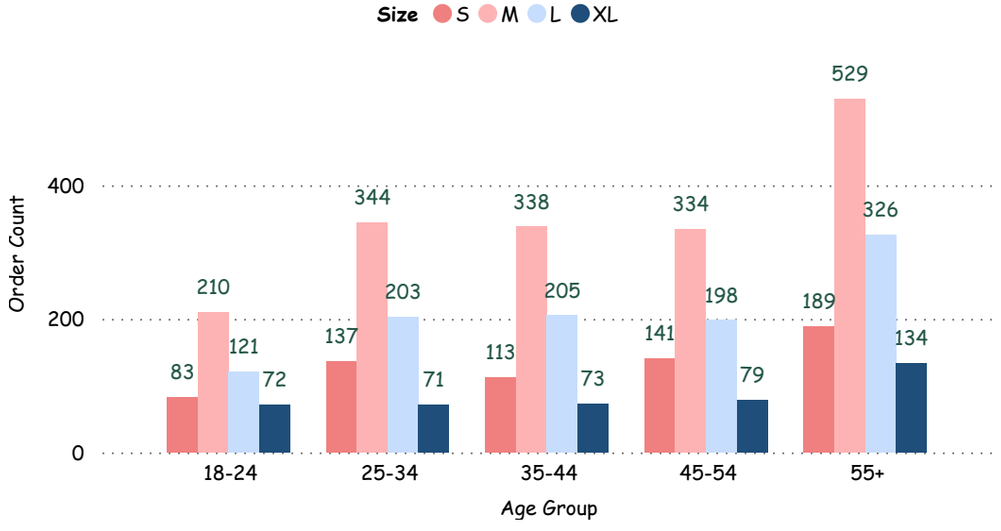
Seasonal Sales Trend



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

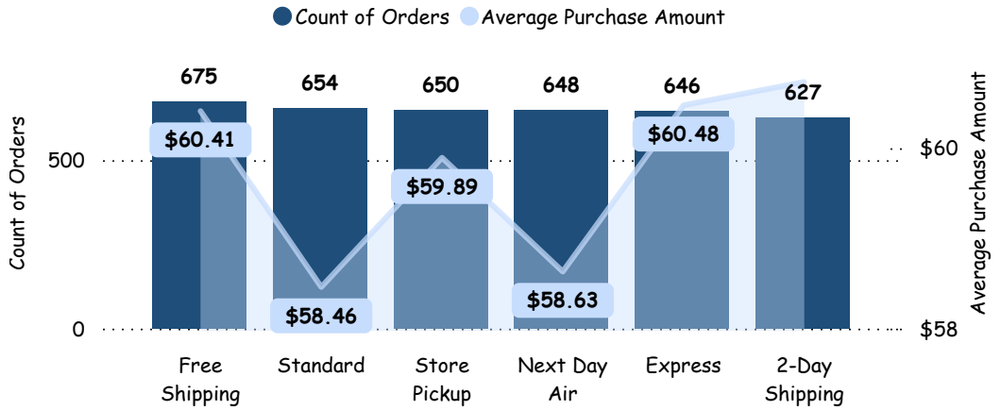
PaymentCategory: All

Total Revenue	Total Orders	Average Order Value (AOV)	Top Shipping Type	Discount Coupon Usage Rate	Free Shipping Rating (★/5)
233K	3.9K	$59.76	Free Shipping (17%)	43% (1.7K)	3.72 (0 – 4.2 – 5)

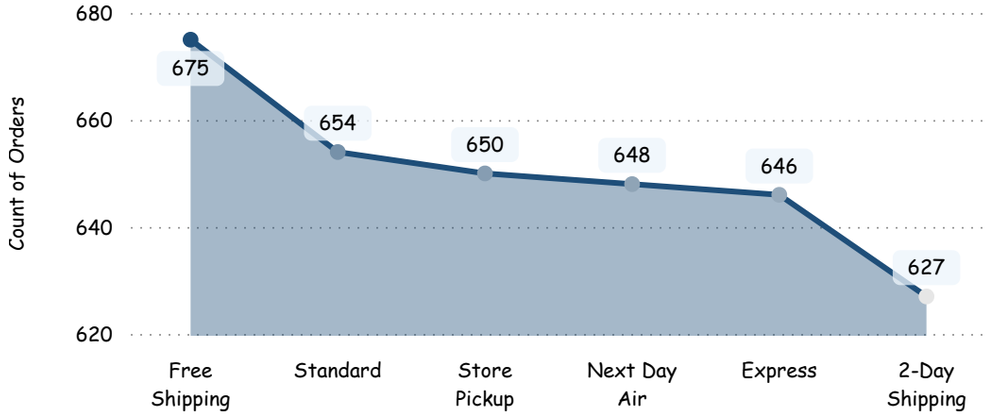
Customer Behavior Analysis | Delivery Type Analysis | Payment Type Analysis

Average Order Value by Shipping Type

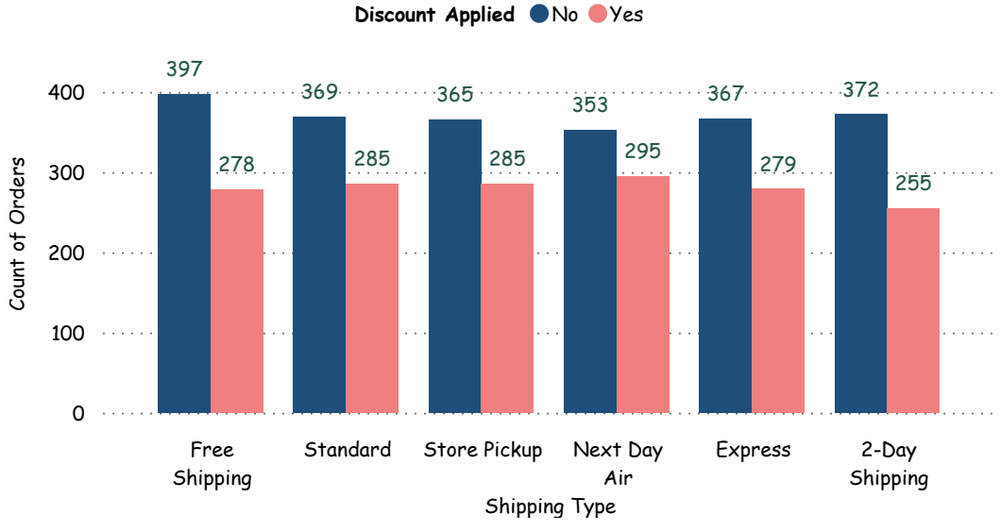
Explore Free Shipping [Click the Free Shipping Bar First]



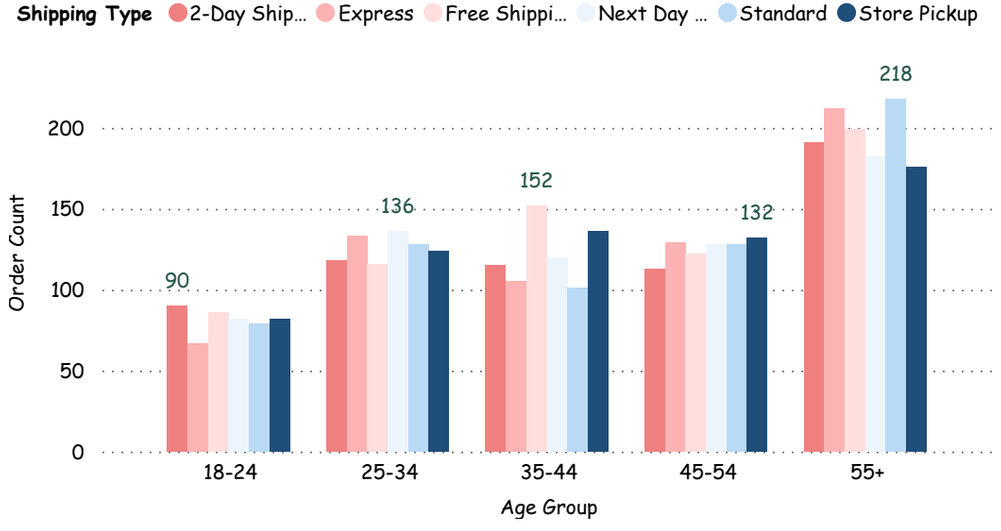
Number of Orders by Shipping Type



Discount Coupon Usage by Shipping Type



Purchases by Age & Shipping Type



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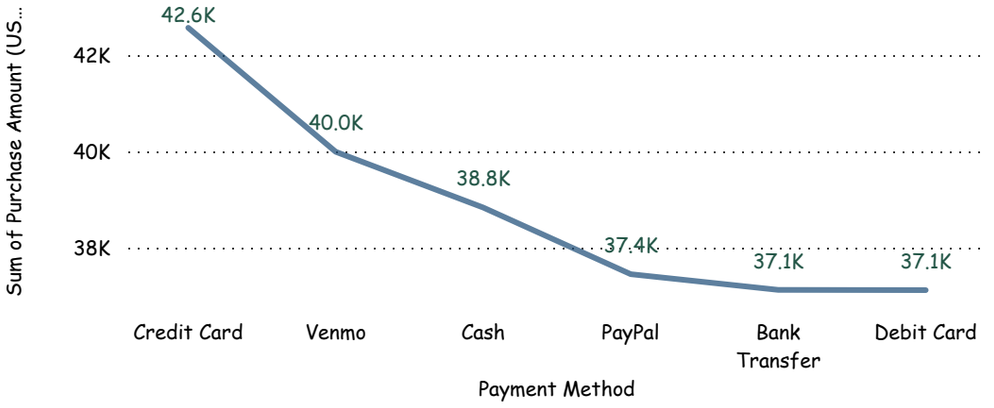
Shipping Type
All

PaymentCategory
All

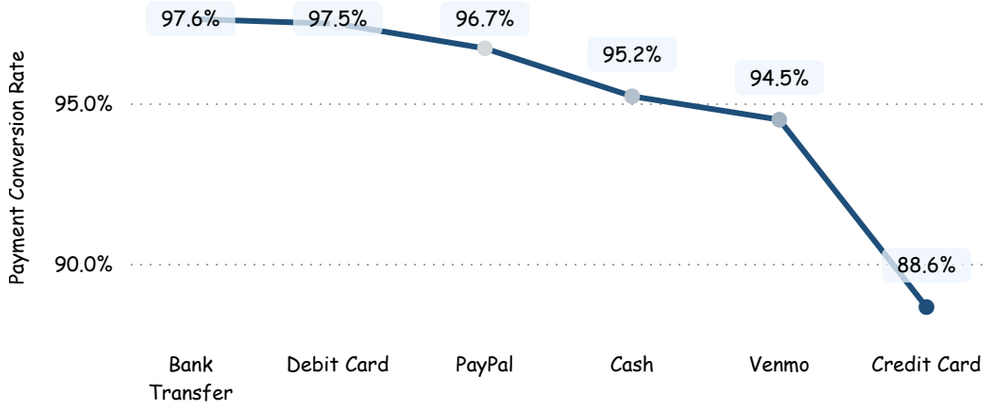
Total Revenue	Total Orders	Average Order Value (AOV)	Top Actual Payment	Top Preferred Payment	Payment Preference Match
233K	3.9K	$59.76	Credit Card (18%)	PayPal (17%)	0% 32% 100%

Customer Behavior Analysis | Delivery Type Analysis | Payment Type Analysis

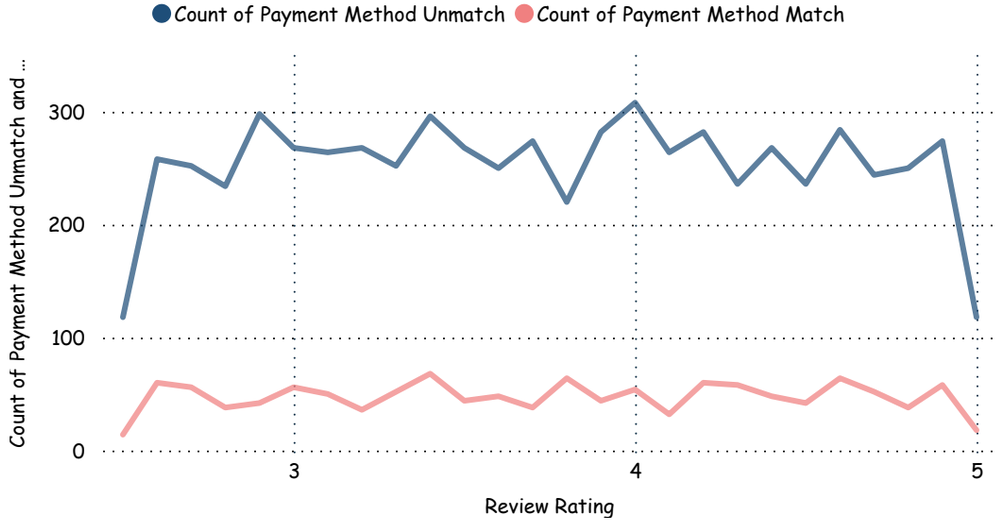
Payment Amount by Actual Method



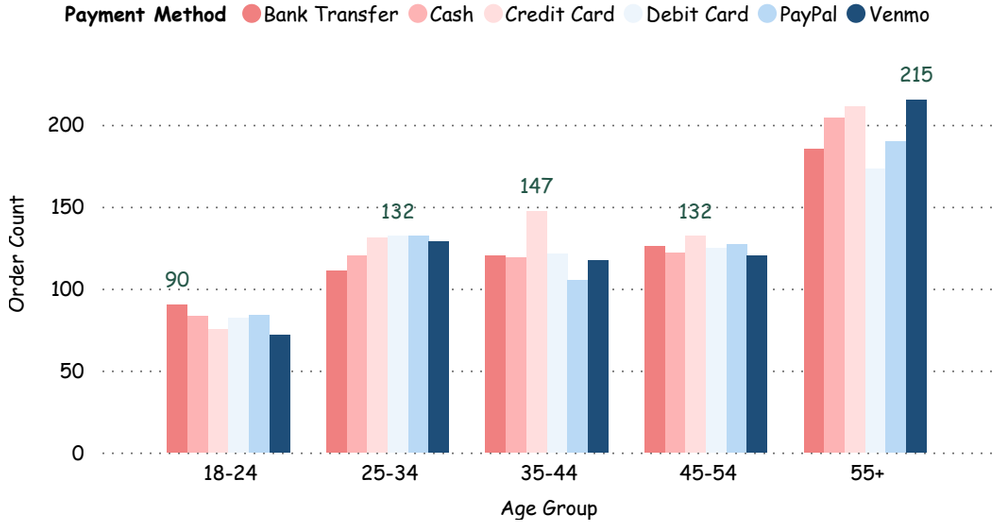
Payment Method Conversion Rate



Ratings by Payment Preference Match

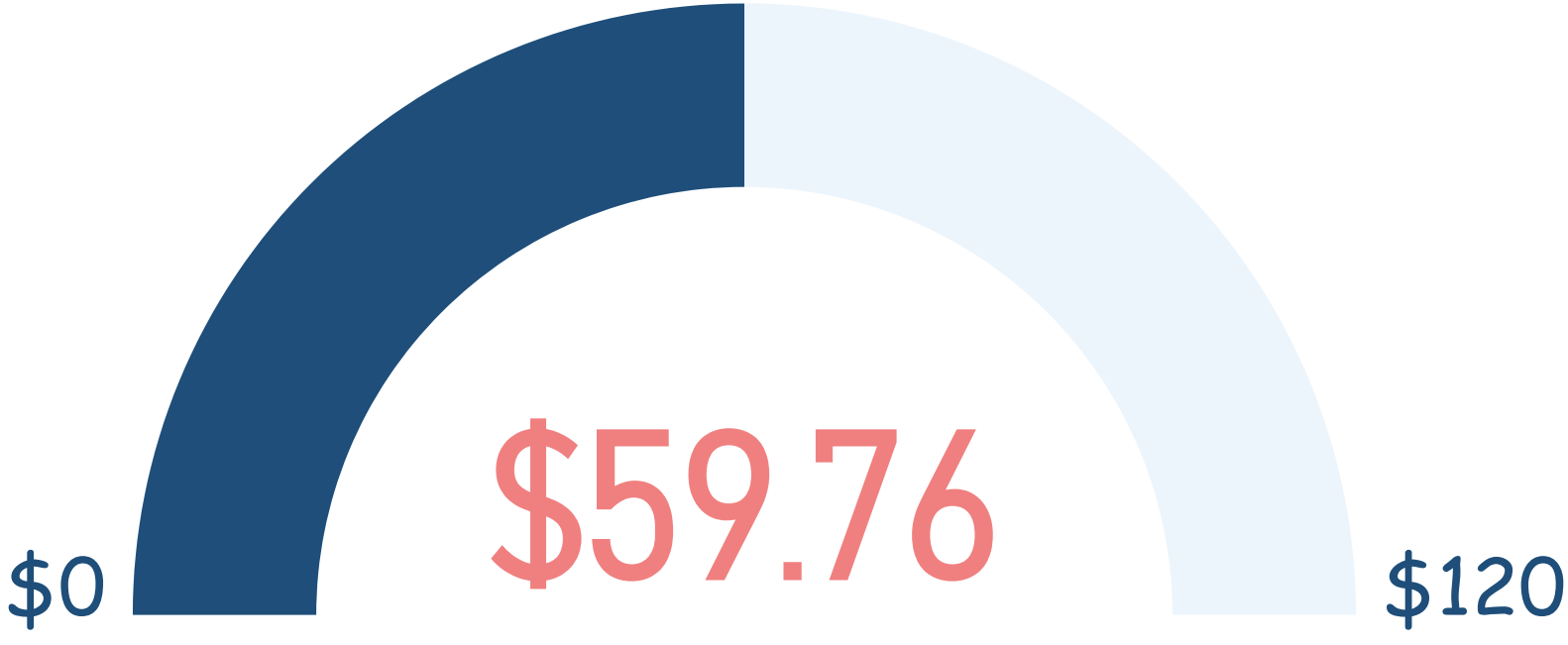


Purchases by Age & Payment Type

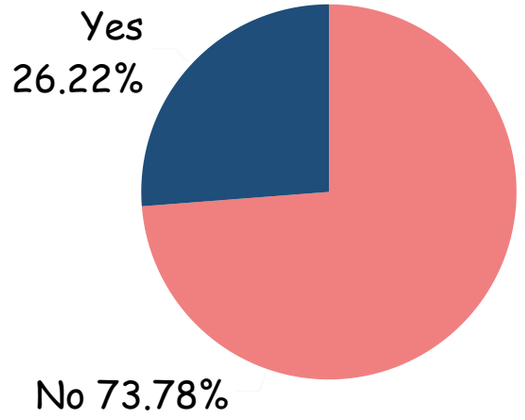


Age Group	Count Order	Payment Method
18-24	3900	Bank Transfer

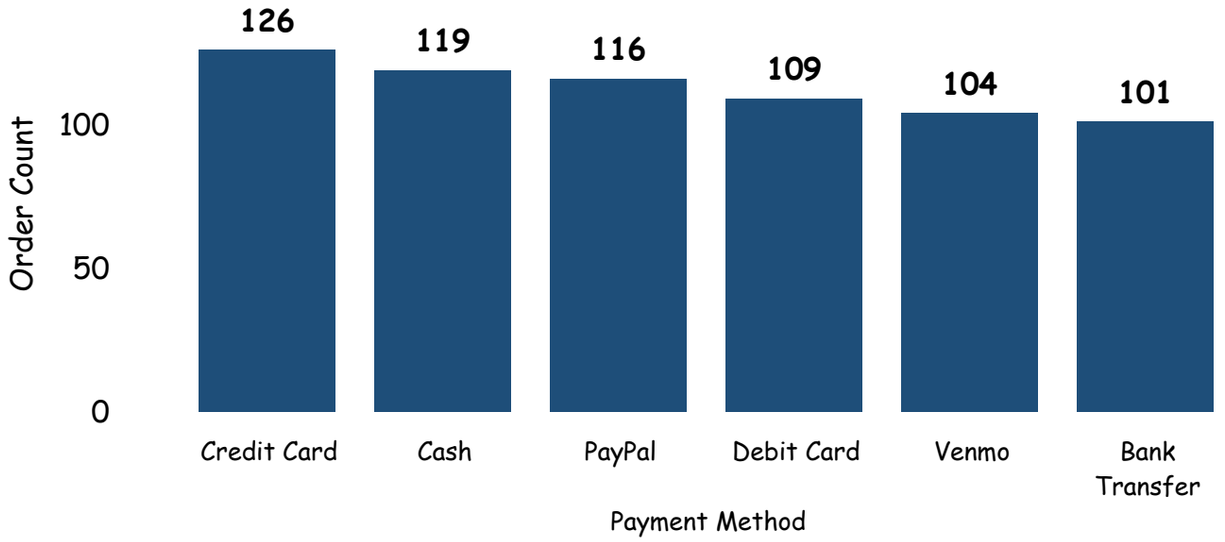
Average Purchase Amount



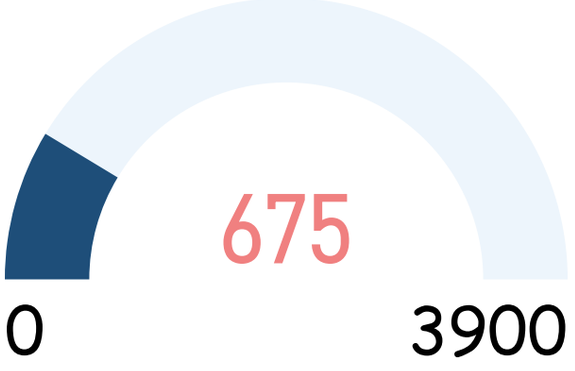
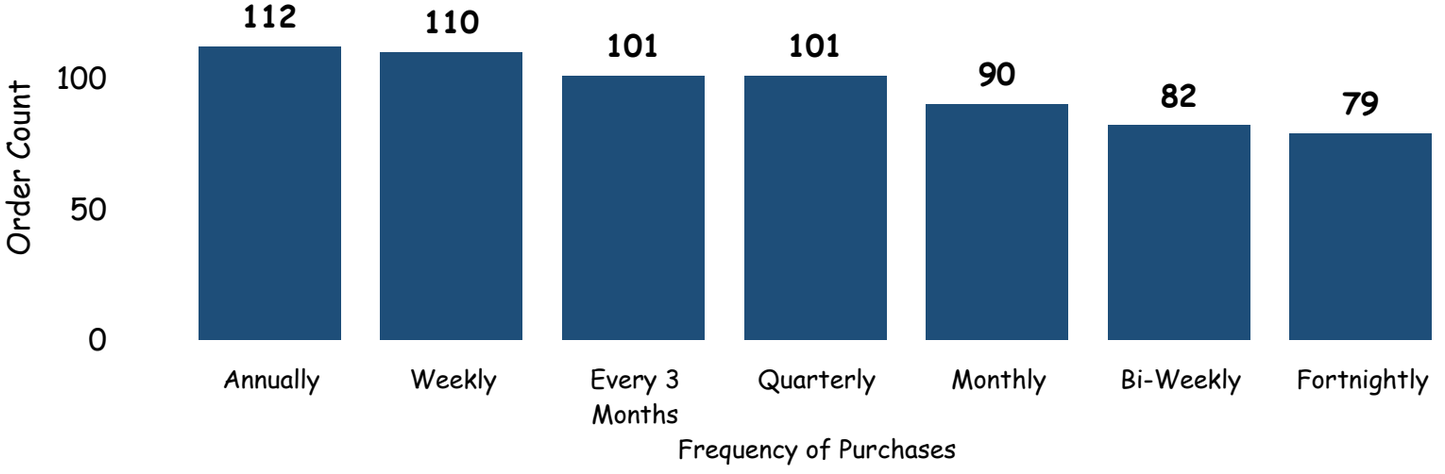
Subscription Status Free Shipping Customers



Distribution of Payment Methods for Free Shipping



Free Shipping Order Count



Frequency of Purchases by Age Group