



Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

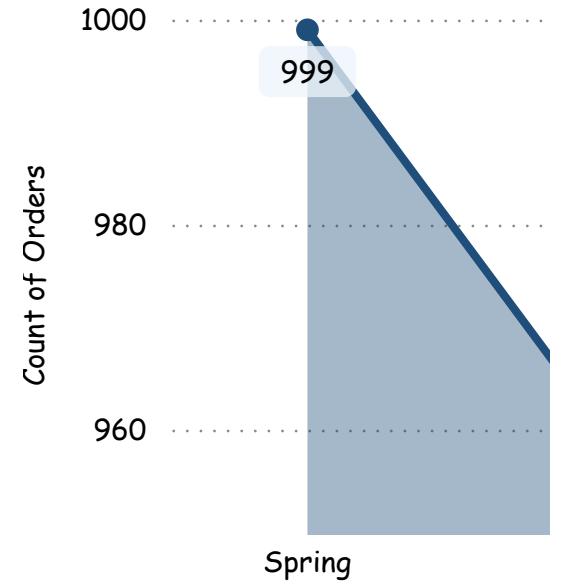
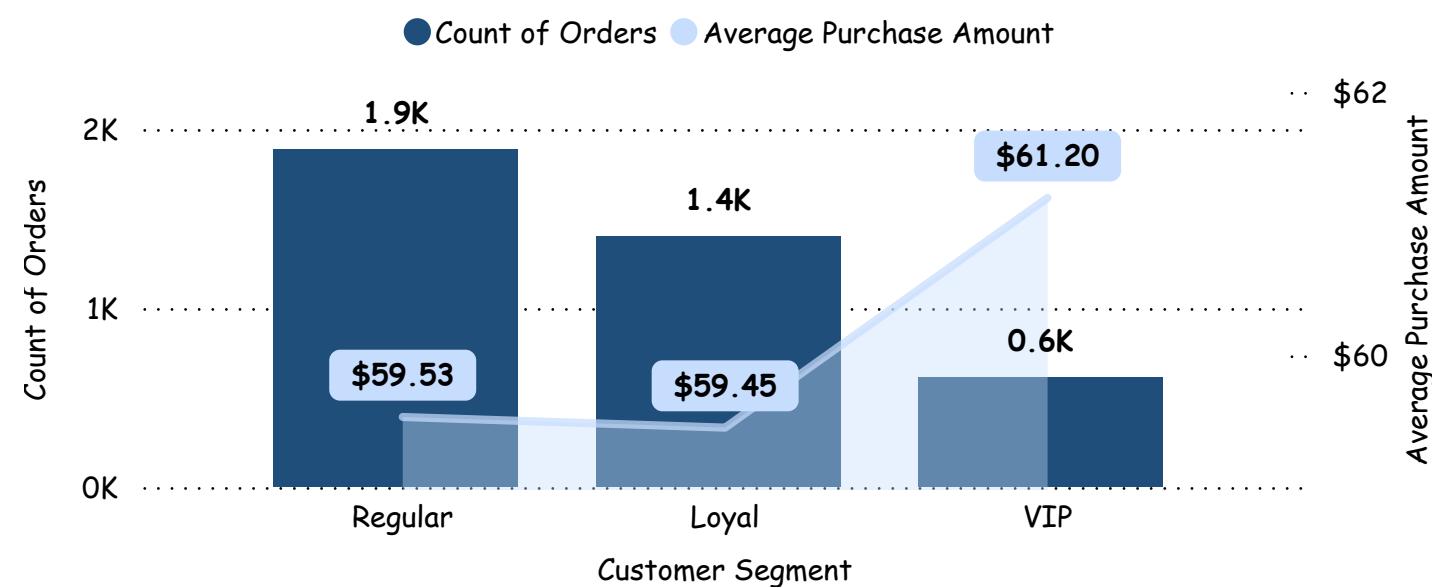
Total Revenue	Total Orders	Average Order Value (AOV)	Subscription Customer Rate	Delivery Type
233K	3.9K	\$59.76	27% (1.1K)	

## Customer Behavior Analysis

## Delivery Type Analysis

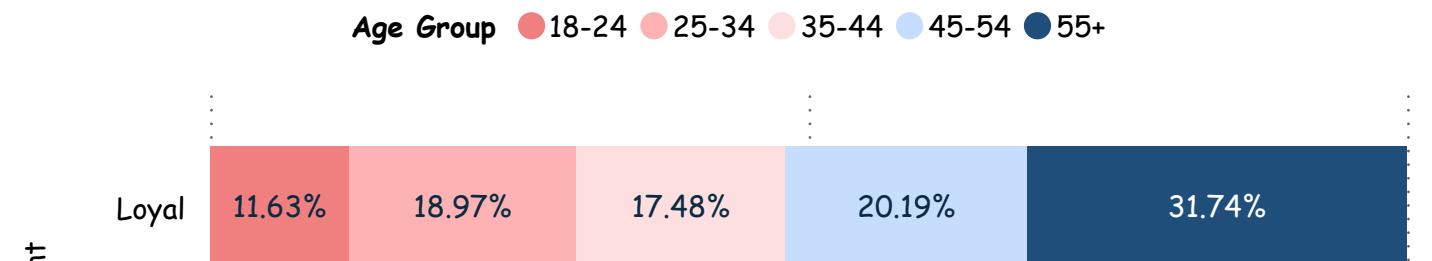
## Loyalty Tier vs Average Purchase

## Seasonal Sales Trend



## Loyalty Distribution by Age Group

## Purchases by Age &amp; 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

233K

Total Orders

3.9K

Average Order Value (AOV)

\$59.76

Top Shipping Type

Free Shipping (17%)

Discount Coupon Usage Rate

43% (1.7K)

Free Shipping Rating (★/5)

4.2

3.72

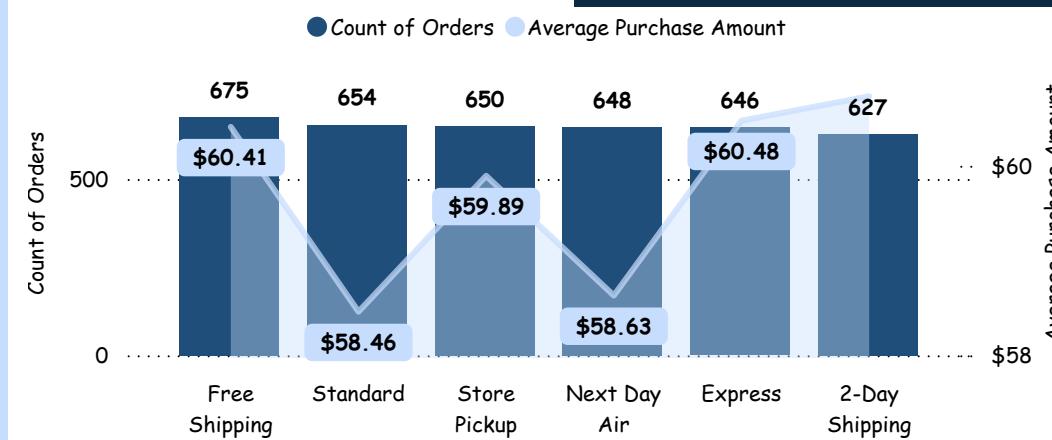
5

Customer Behavior Analysis

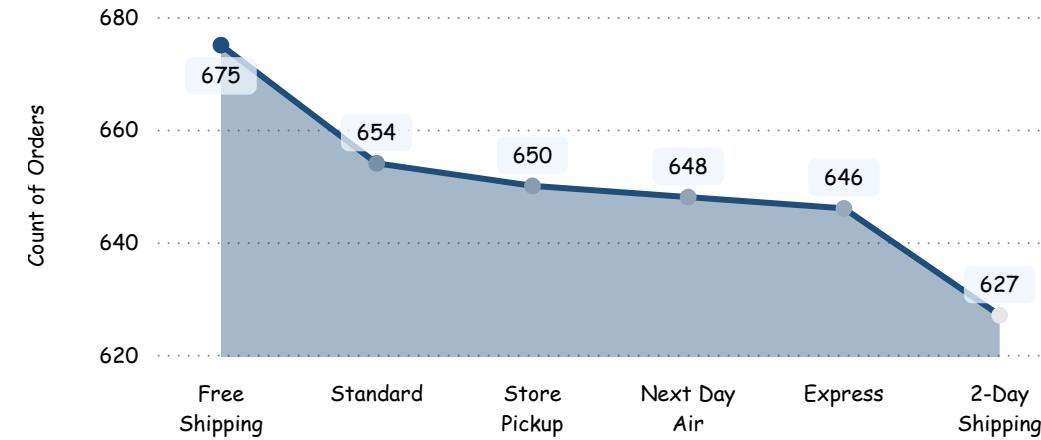
Delivery Type Analysis

Payment Type Analysis

## Average Order Value by Shipping Type

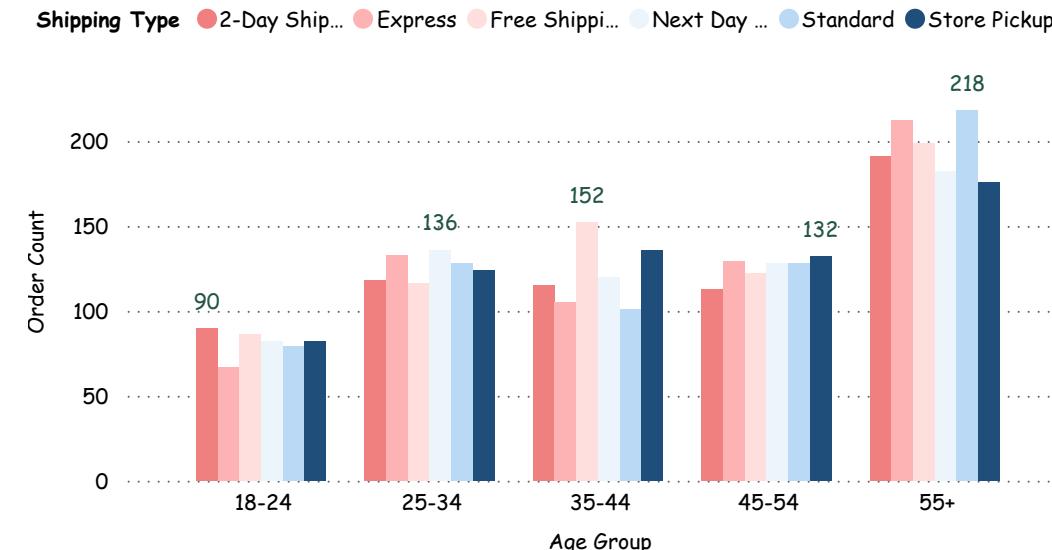
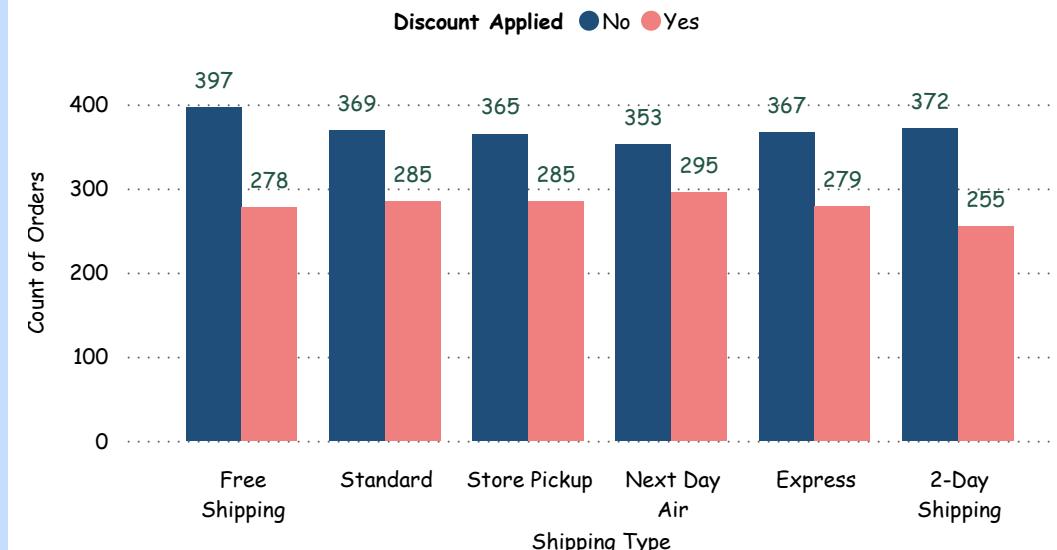
Explore Free Shipping  
[Click the Free Shipping Bar First]

## Number of Orders by Shipping Type



## Discount Coupon Usage by Shipping Type

## Purchases by Age &amp; Shipping Type



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

233K

Total Orders

3.9K

Average Order Value (AOV)

\$59.76

Top Actual Payment

Credit Card (18%)

Top Preferred Payment

PayPal (17%)

Payment Preference Match

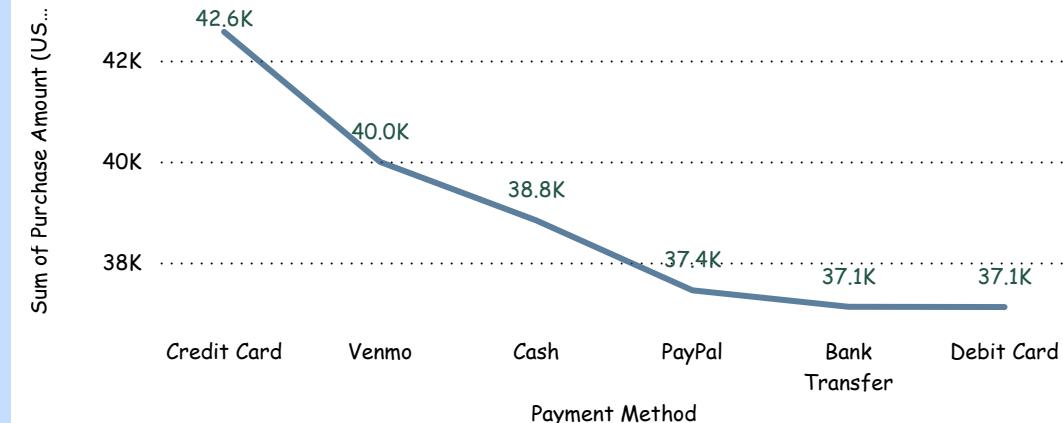
0% 32% 100%

Customer Behavior Analysis

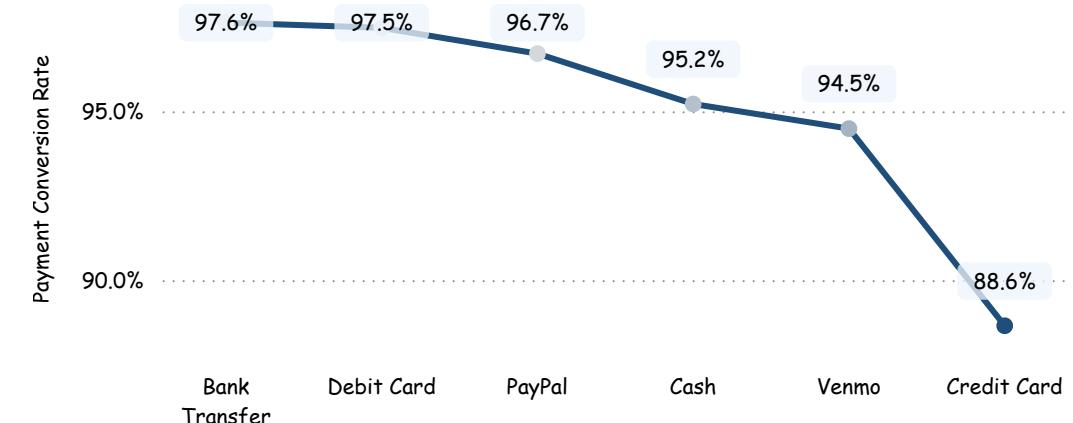
Delivery Type Analysis

Payment Type Analysis

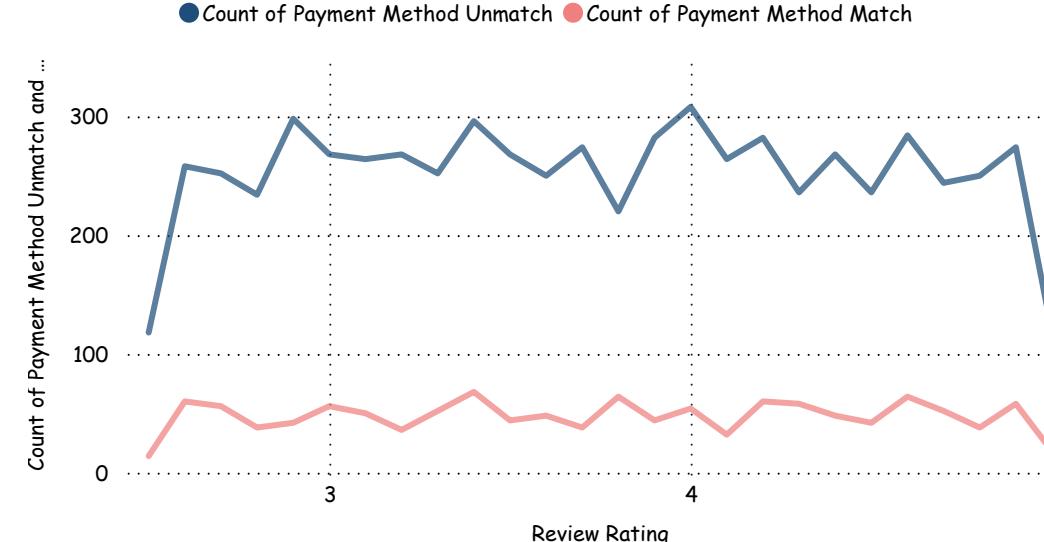
### Payment Amount by Actual Method



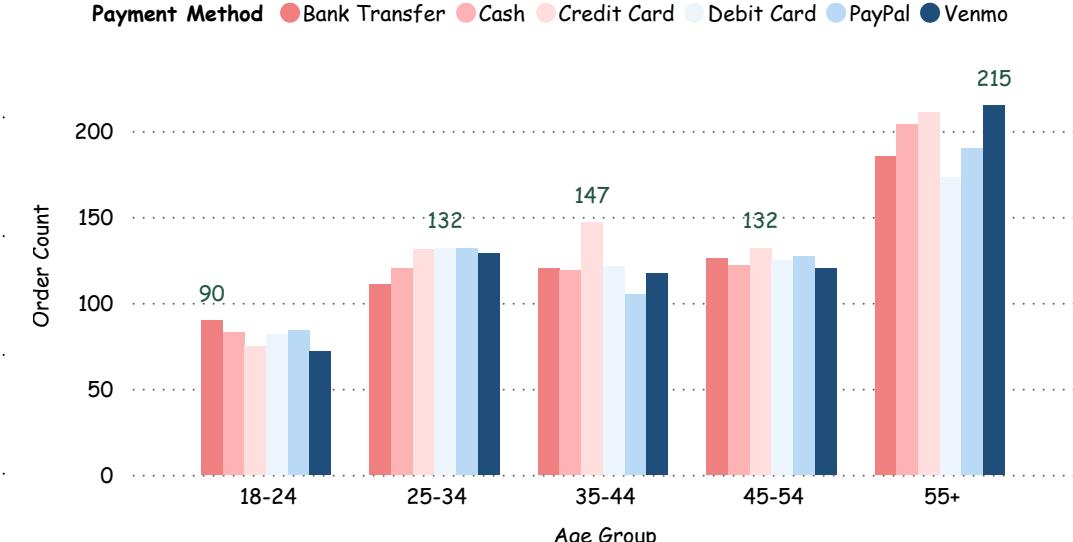
### Payment Method Conversion Rate



### Ratings by Payment Preference Match



### Purchases by Age & Payment Type

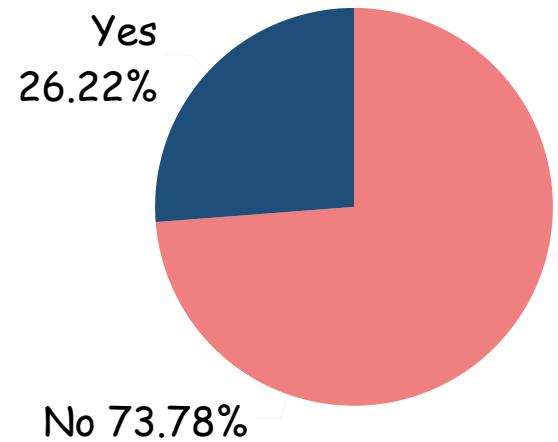


Age Group	Count Order	Payment Method
18-24	3900	Bank Transfer
<b>Average Purchase Amount</b>		

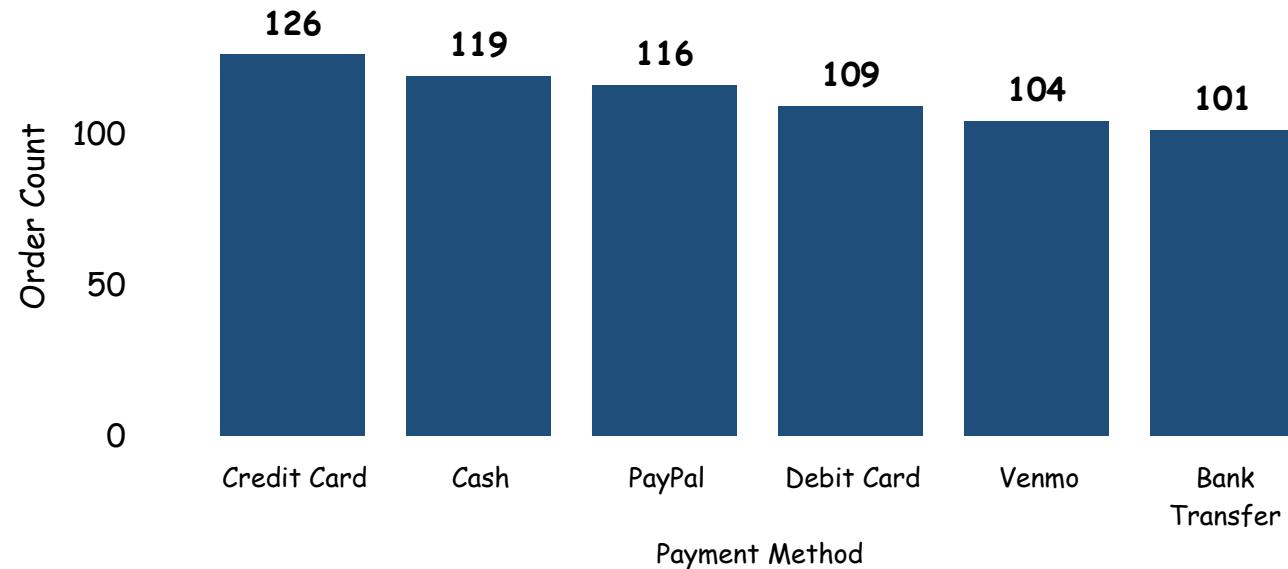




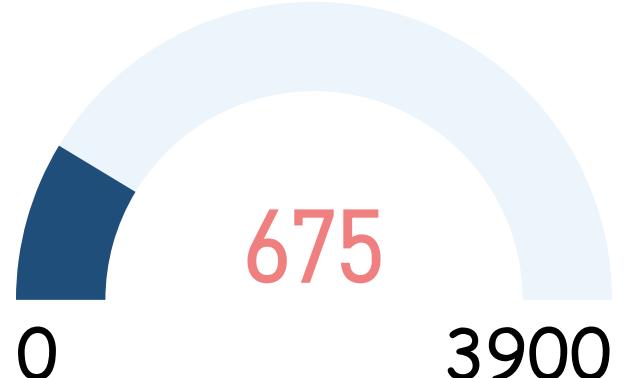
## Subscription Status Free Shipping Customers



## Distribution of Payment Methods for Free Shipping



## Free Shipping Order Count



## Frequency of Purchases by Age Group

