

TREND CART
APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All

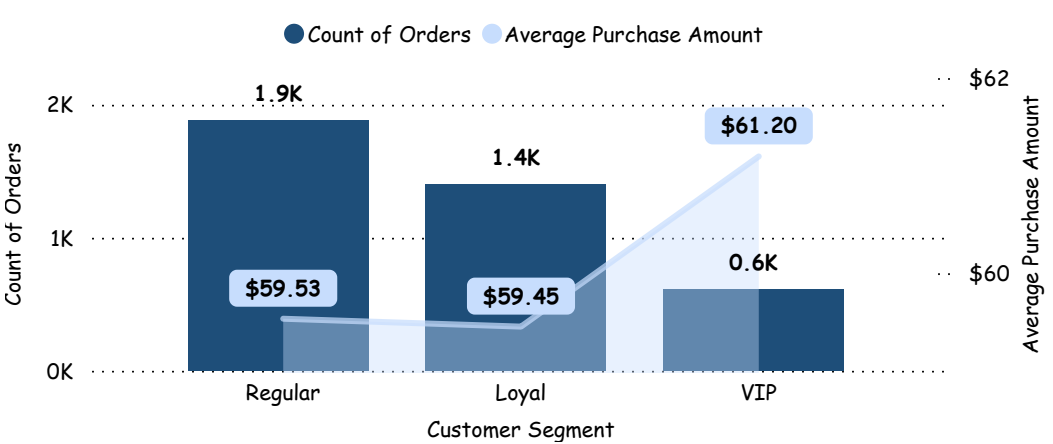
| Total Revenue | Total Orders | Average Order Value (AOV) | Subscription Customer Rate | Discount Usage Rate | Average Rating (★/5) |
|---------------|--------------|---------------------------|----------------------------|---------------------|---|
| 233K | 3.9K | \$59.76 | 27% (1.1K) | 43% (1.7K)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

Customer Behavior Analysis

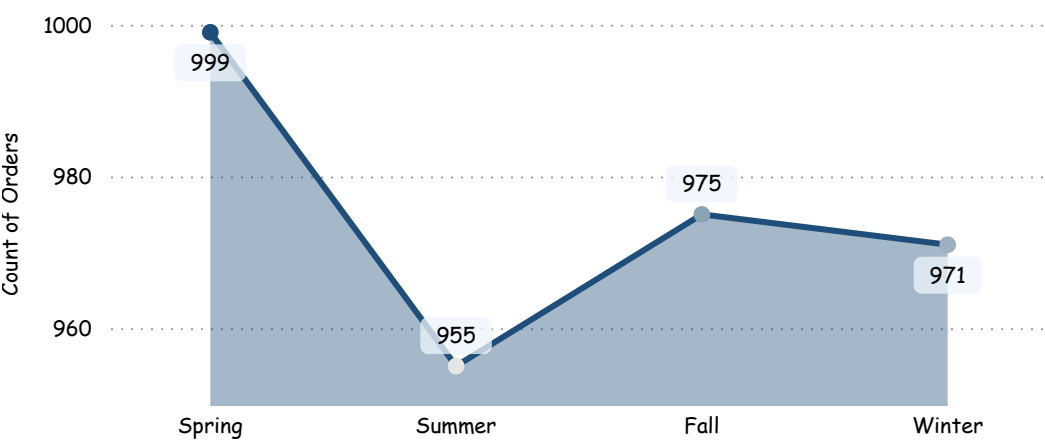
Delivery Type Analysis

Payment Type Analysis

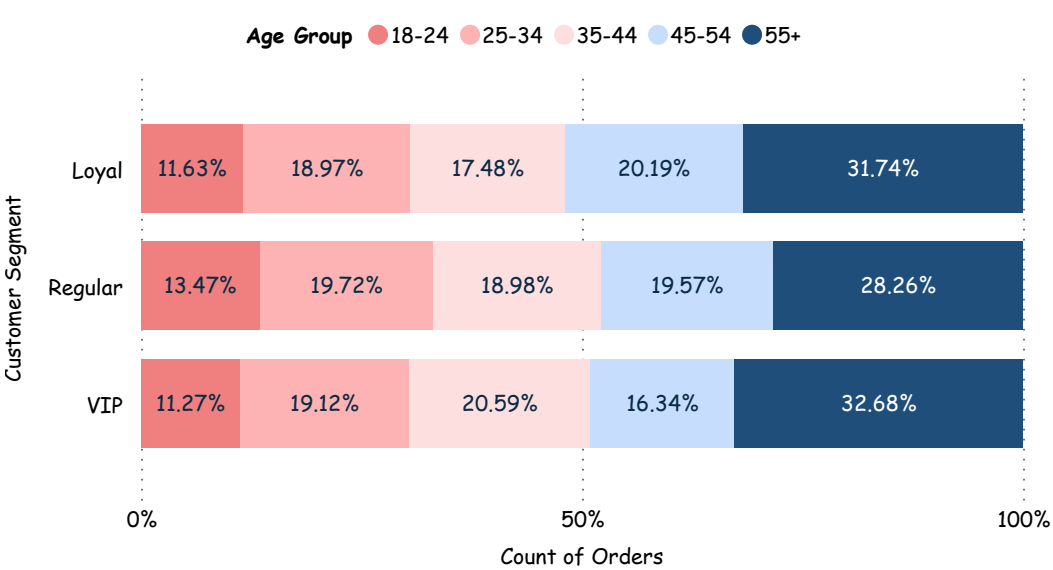
Loyalty Tier vs Average Purchase



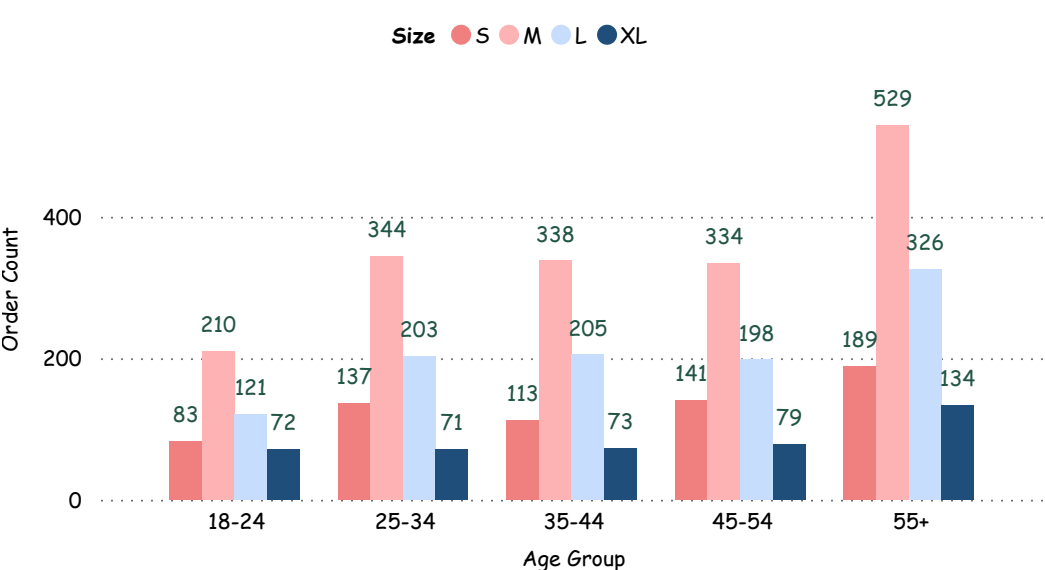
Seasonal Sales Trend



Loyalty Distribution by Age Group



Purchases by Age & Size



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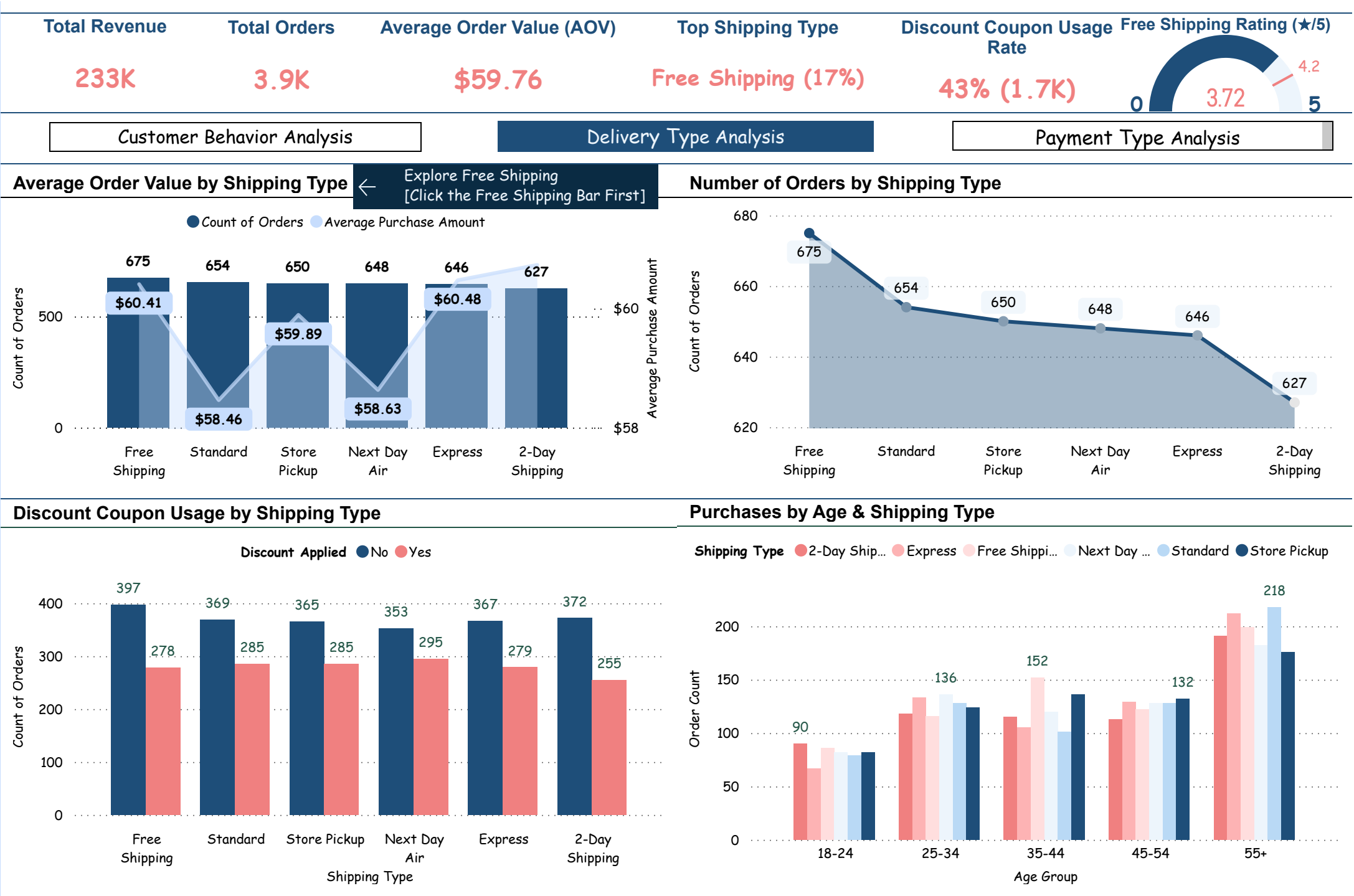
All

Shipping Type

All

PaymentCategory

All



Discount Coupon Usage by 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 |

Purchases by Age & Shipping Type

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 | | | | | |
| 25-34 | | | | | | |
| 35-44 | | | | | | |
| 45-54 | | | | | | |
| 55+ | | | | | | |



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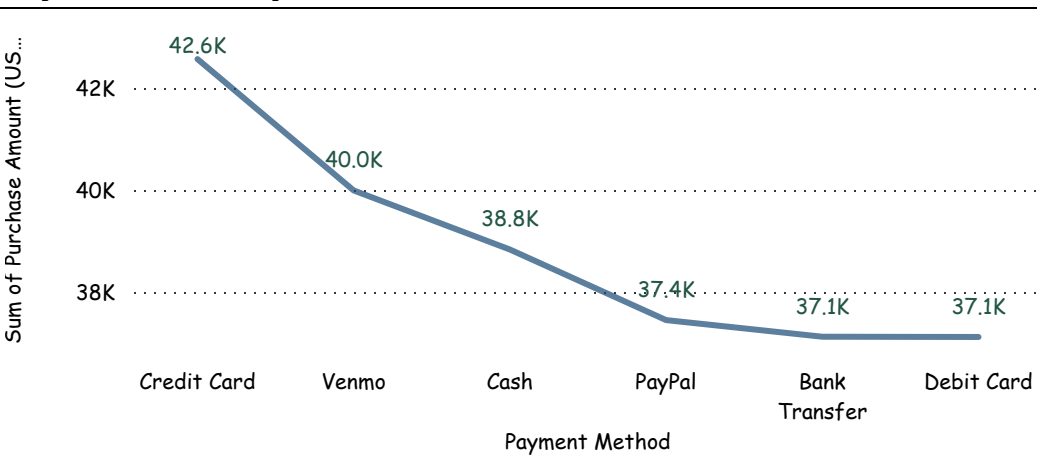
| Total Revenue | Total Orders | Average Order Value (AOV) | Top Actual Payment | Top Preferred Payment | Payment Preference Match |
|---------------|--------------|---------------------------|--------------------|-----------------------|--|
| 233K | 3.9K | \$59.76 | Credit Card (18%) | PayPal (17%)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

Customer Behavior Analysis

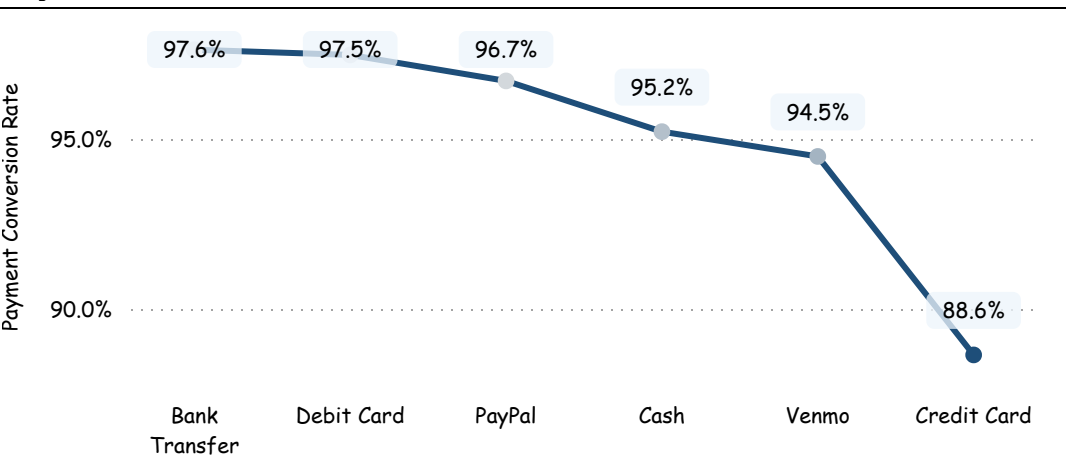
Delivery Type Analysis

Payment Type Analysis

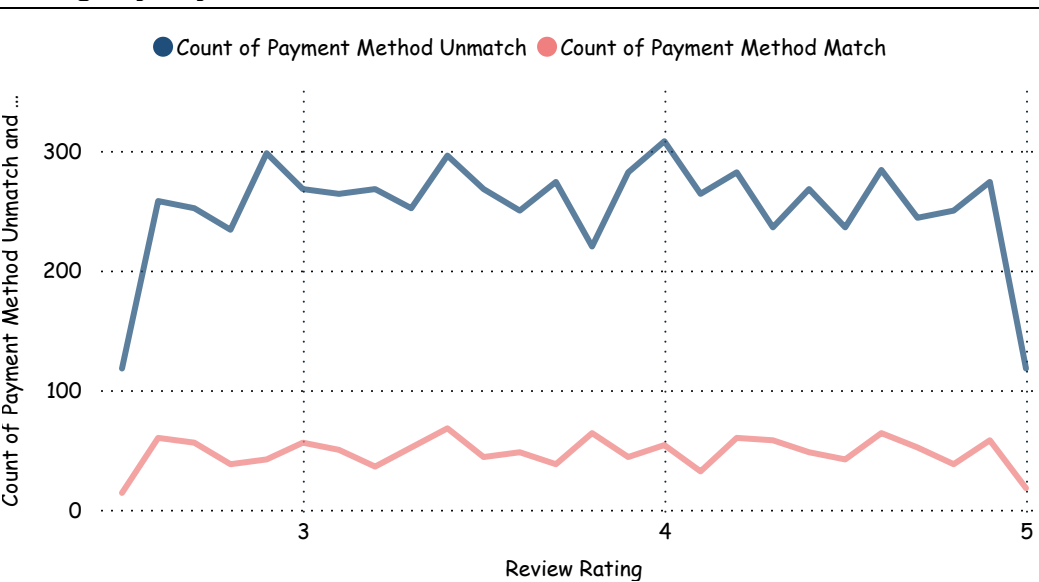
Payment Amount by Actual Method



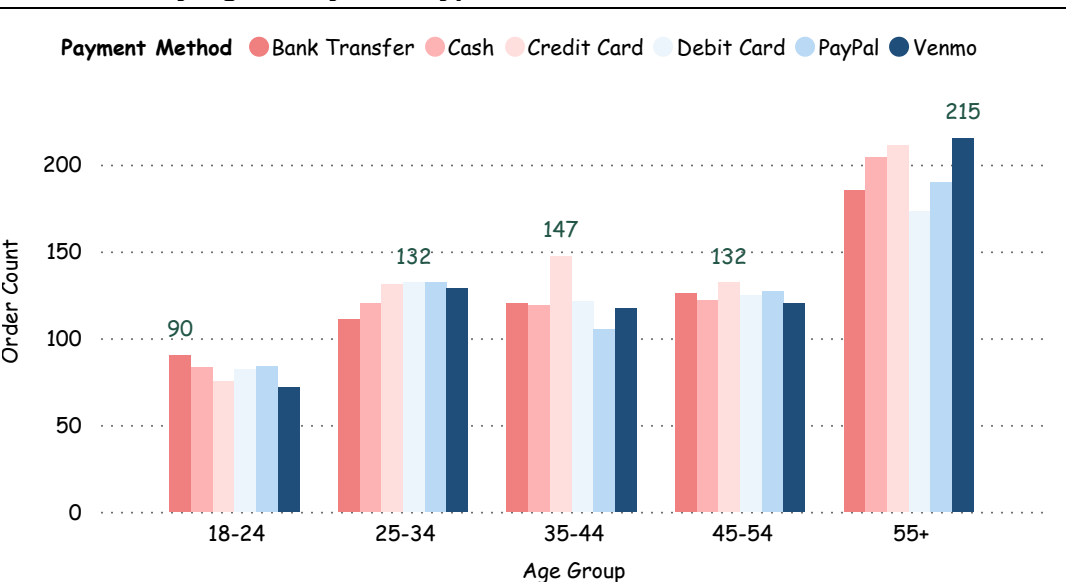
Payment Method Conversion Rate



Ratings by Payment Preference Match

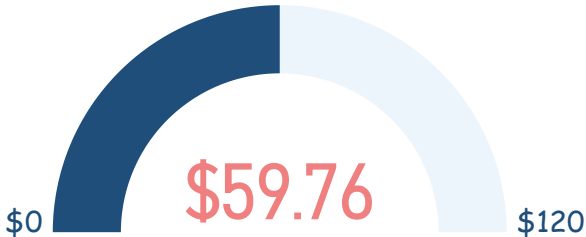


Purchases by Age & Payment Type



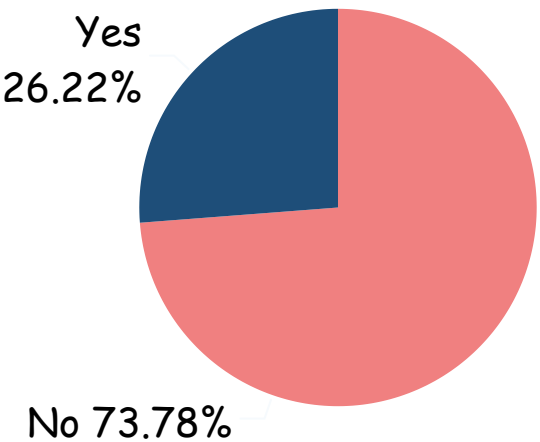
| Age Group | Count Order | Payment Method |
|-----------|-------------|----------------|
| 18-24 | 3900 | Bank Transfer |

Average Purchase Amount

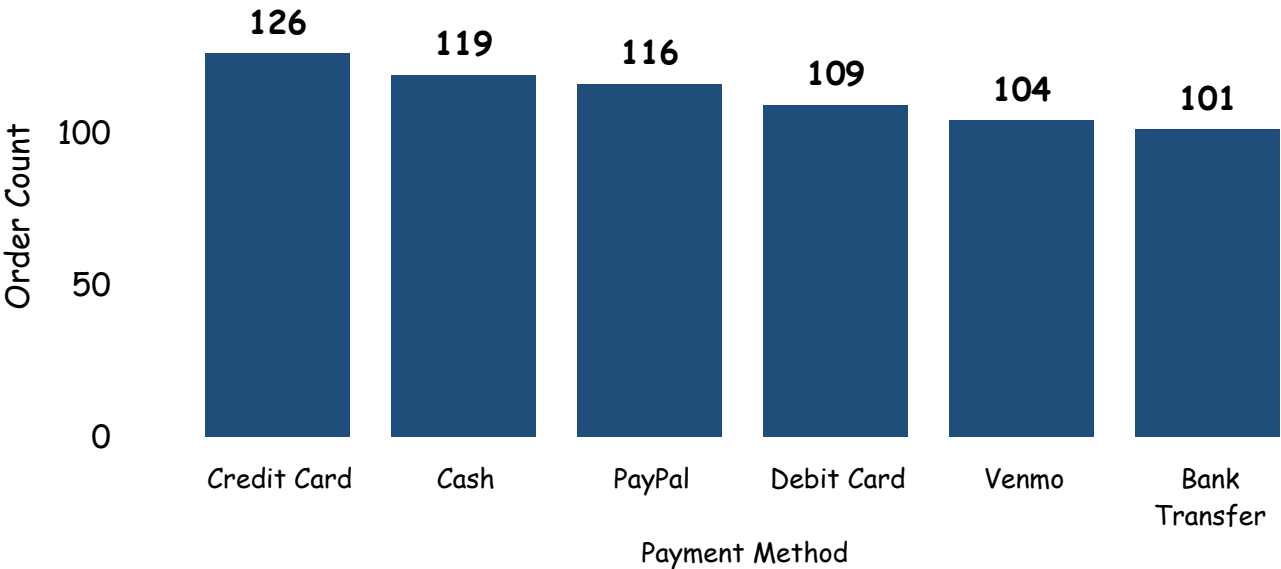




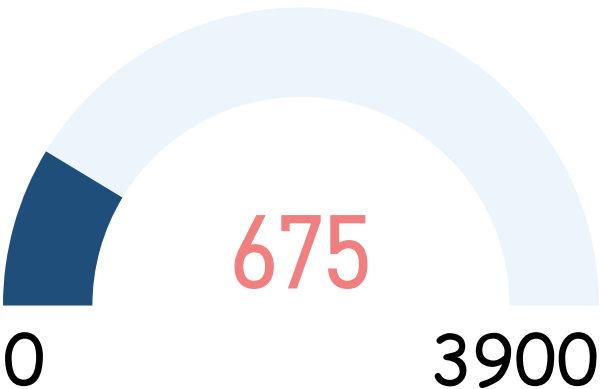
Subscription Status Free Shipping Customers



Distribution of Payment Methods for Free Shipping



Free Shipping Order Count



Frequency of Purchases by Age Group

