

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
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Loyalty Tier vs Average Purchase

Count of Orders

Average Purchase Amount

Customer Segment	Count of Orders	Average Purchase Amount
Regular	1.9K	\$59.53
Loyal	1.4K	\$59.45
VIP	0.6K	\$61.20

Seasonal Sales Trend

Season	Count of Orders
Spring	999
Summer	955
Fall	975
Winter	971

Loyalty Distribution by Age Group

Age Group

18-24

25-34

35-44

45-54

55+

Customer Segment	18-24	25-34	35-44	45-54	55+
Loyal	11.63%	18.97%	17.48%	20.19%	31.74%
Regular	13.47%	19.72%	18.98%	19.57%	28.26%
VIP	11.27%	19.12%	20.59%	16.34%	32.68%

Purchases by Age & Size

Size

S

M

L

XL

Age Group	S	M	L	XL
18-24	83	210	121	72
25-34	137	344	203	71
35-44	113	338	205	73
45-54	141	334	198	79
55+	189	529	326	134

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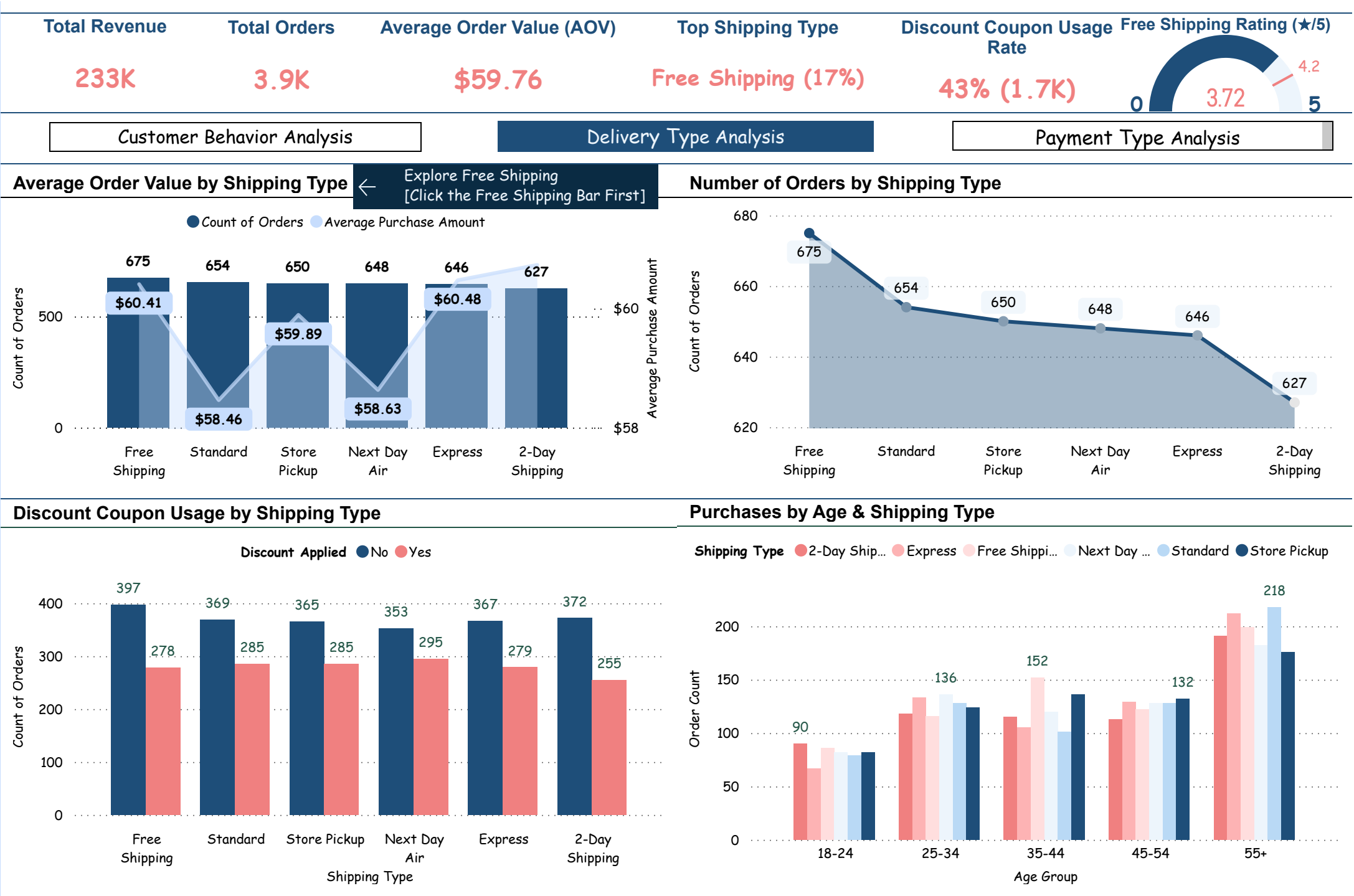
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3.9K

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

Sum of Purchase Amount (US...)

42.6K

40.0K

38.8K

37.4K

37.1K

37.1K

Credit Card

Venmo

Cash

PayPal

Bank Transfer

Debit Card

Payment Method

Payment Method Conversion Rate

97.6%

97.5%

96.7%

95.2%

94.5%

88.6%

Bank Transfer

Debit Card

PayPal

Cash

Venmo

Credit Card

Ratings by Payment Preference Match

Count of Payment Method Unmatch

Count of Payment Method Match

Count of Payment Method Unmatch and ...

300

200

100

0

3

4

5

Review Rating

Purchases by Age & Payment Type

Payment Method

Bank Transfer

Cash

Credit Card

Debit Card

PayPal

Venmo

90

132

147

132

215

18-24

25-34

35-44

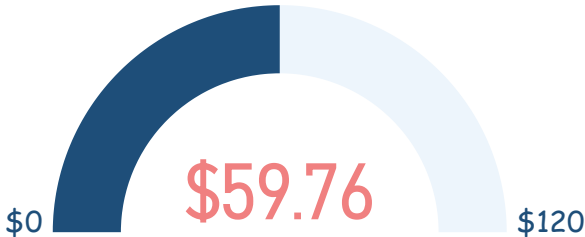
45-54

55+

Age Group

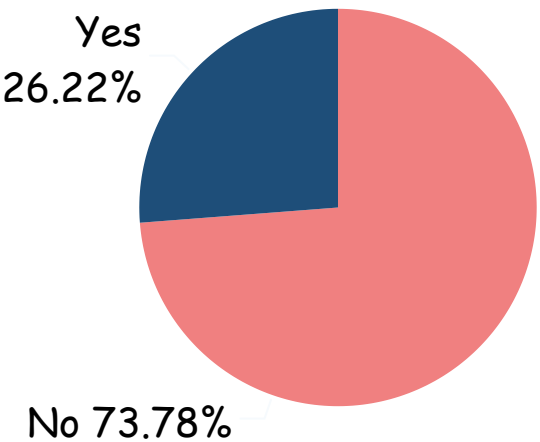
Age Group	Count Order	Payment Method
18-24	3900	Bank Transfer

Average Purchase Amount

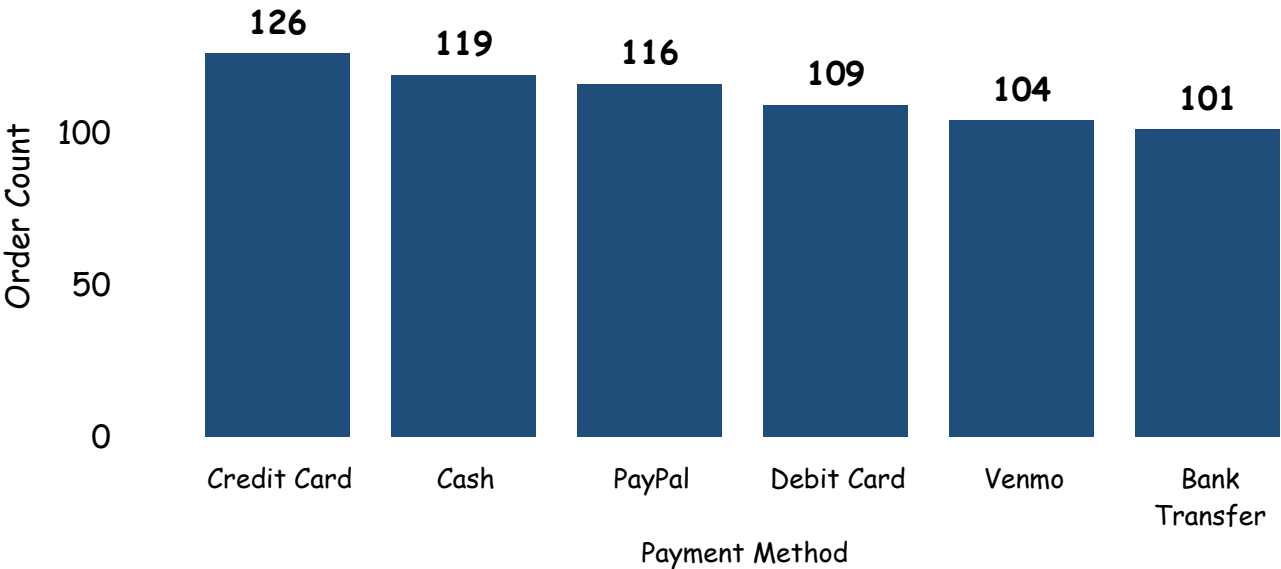




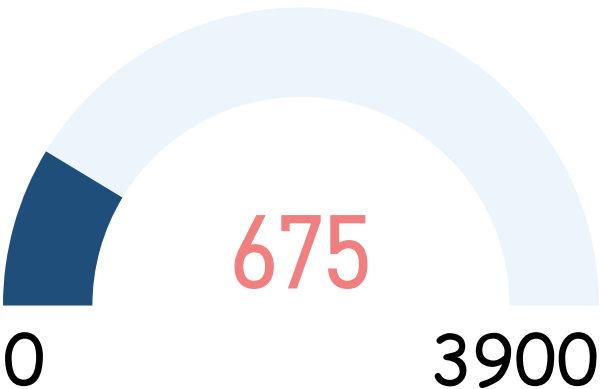
Subscription Status Free Shipping Customers



Distribution of Payment Methods for Free Shipping



Free Shipping Order Count



Frequency of Purchases by Age Group

