

Home

Total Orders
3,900

Average Purchase
Amount
\$59.76

Subscription Rate
1,053
27%

Discount Usage Rate
1,677
43%

Home

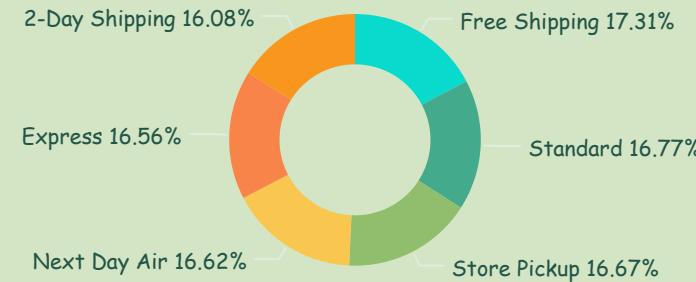
Payment &
Discount
Analysis

Customer
Behavior
Analysis

Delivery
Type
Analysis

State
Analysis

Delivery Method Distribution



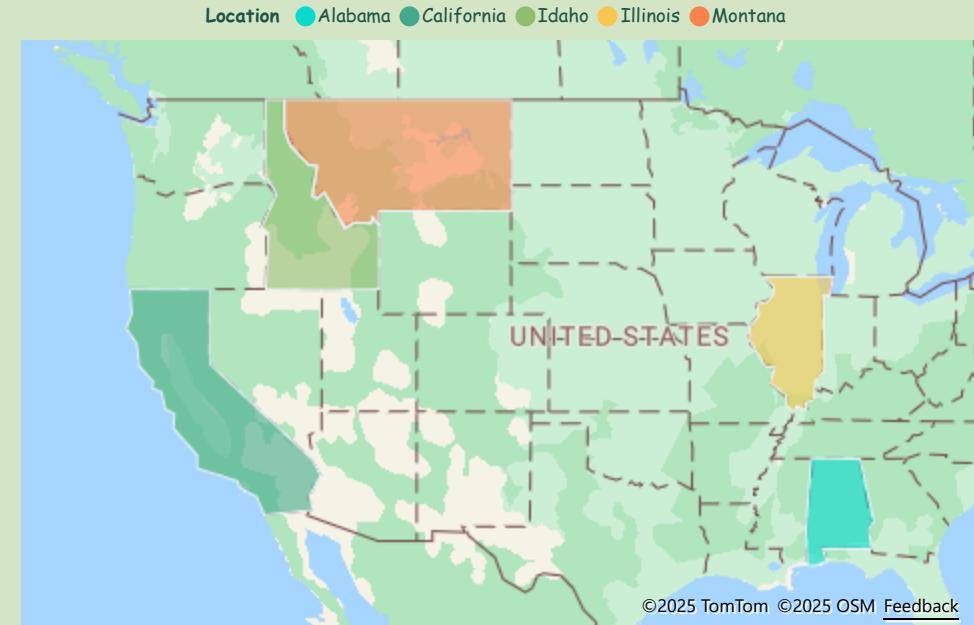
Order Volume by Season



Top 5 Most Frequently Used Payment Methods



Top 5 State by Order Volume



Payment/Discount Analysis

Home

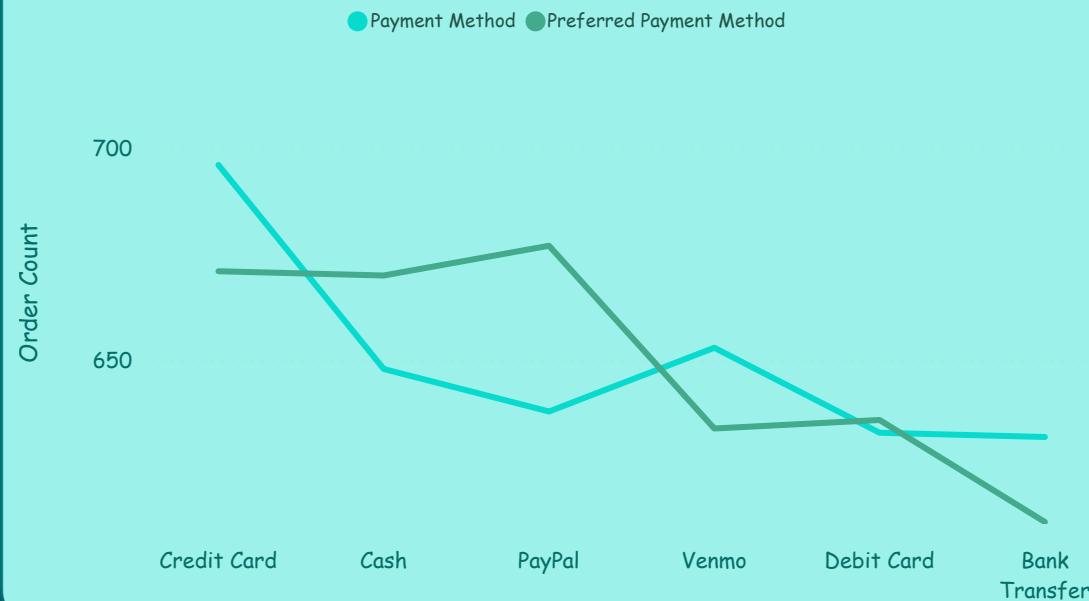
Payment & Discount Analysis

Customer Behavior Analysis

Delivery Type Analysis

State Analysis

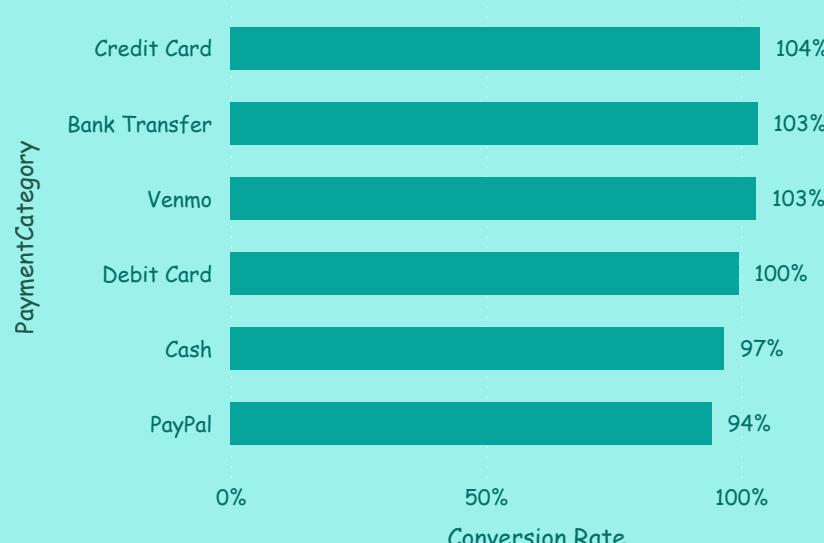
Order Volume by Payment Method: Actual vs. Preferred



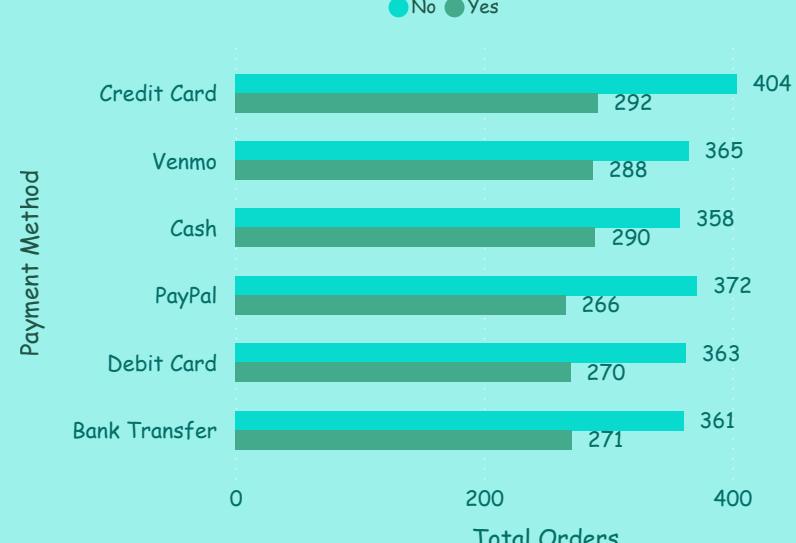
Average Order Value by Payment Method



Payment Conversion Efficiency



Impact of Payment Methods on Discount Usage



Top Actual Payment

Credit Card

18%

Top Preferred Payment

PayPal

16%

Customer Behavior

Home

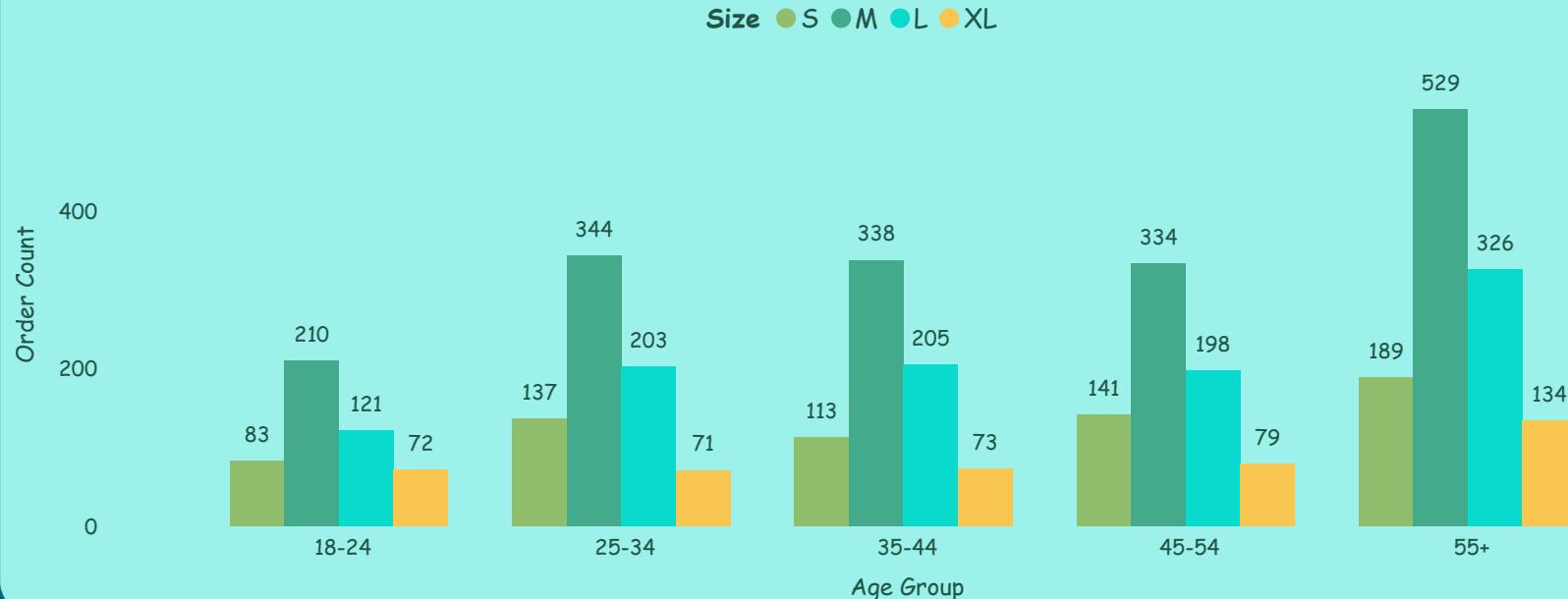
Payment & Discount Analysis

Customer Behavior Analysis

Delivery Type Analysis

State Analysis

Delivery Method Distribution



Top Age Group by Orders

55+

1,178

Average Review Rate

3.7 Out of 5

Popular Color Rate

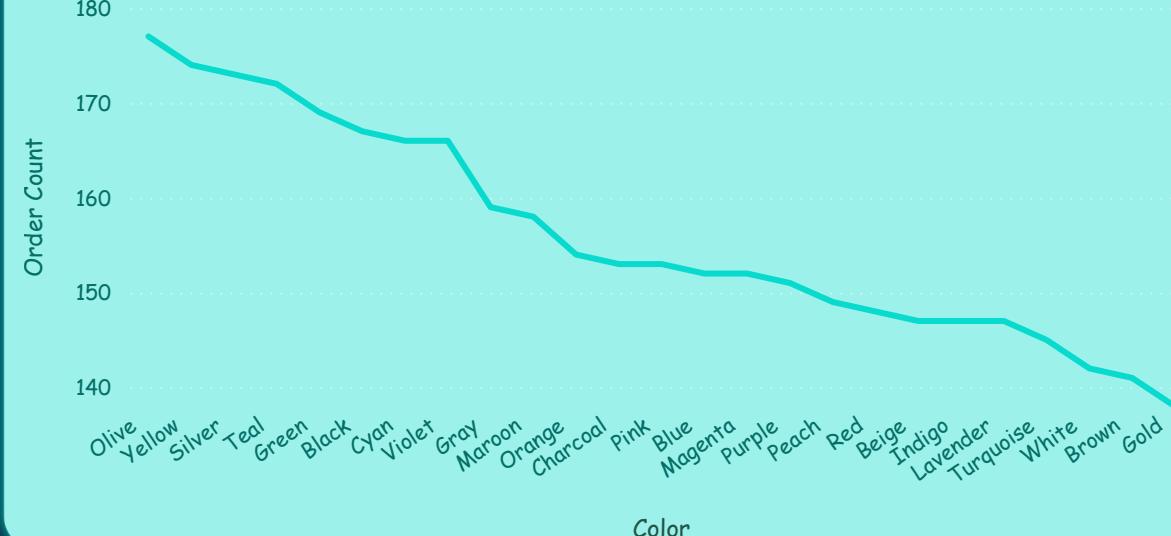
Olive

5%

Seasonal Purchase Patterns by Product Size



Impact of Payment Methods on Discount Usage



Delivery Type

Home

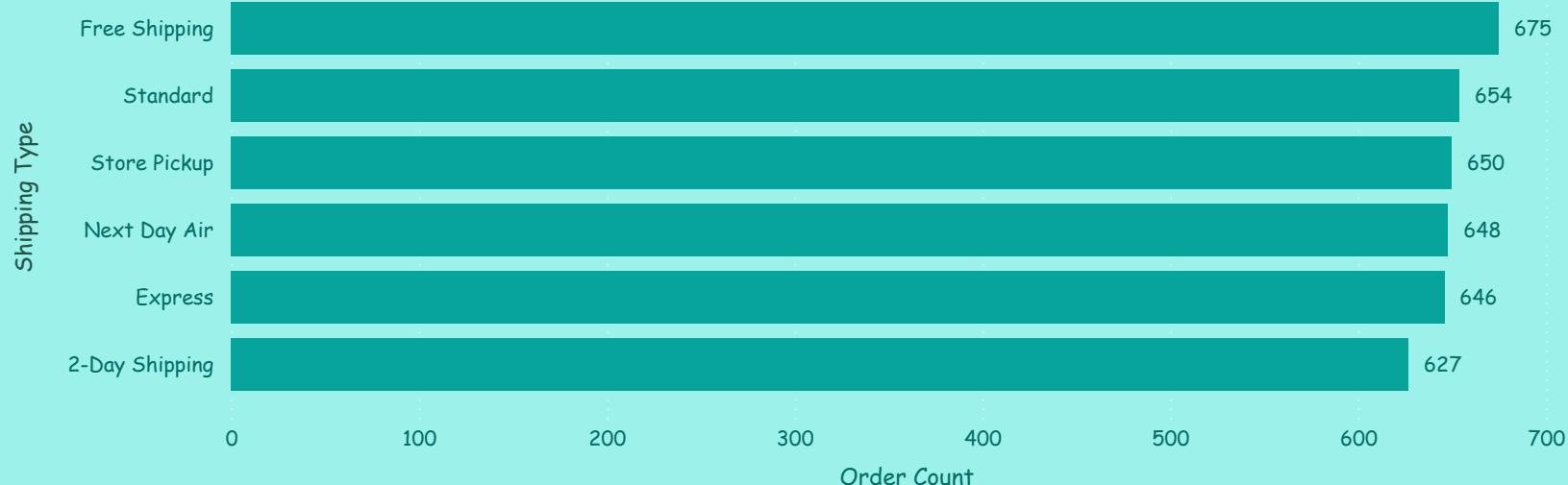
Payment & Discount Analysis

Customer Behavior Analysis

Delivery Type Analysis

State Analysis

Order Count by Delivery Type



Promo Code Usage Rate

1,677

43%

Top Shipping Type

Free Shipping

17%

Popular Color Rate

Olive

5%

Free Shipping Order Count by Age Group



Average of Previous Purchases by Delivery Type



State Analysis

Home

Payment & Discount Analysis

Customer Behavior Analysis

Delivery Type Analysis

State Analysis

Top Ordering State

Montana

Total Sale Amount

\$233K

Rate

2.46%

Payment Method

Credit Card

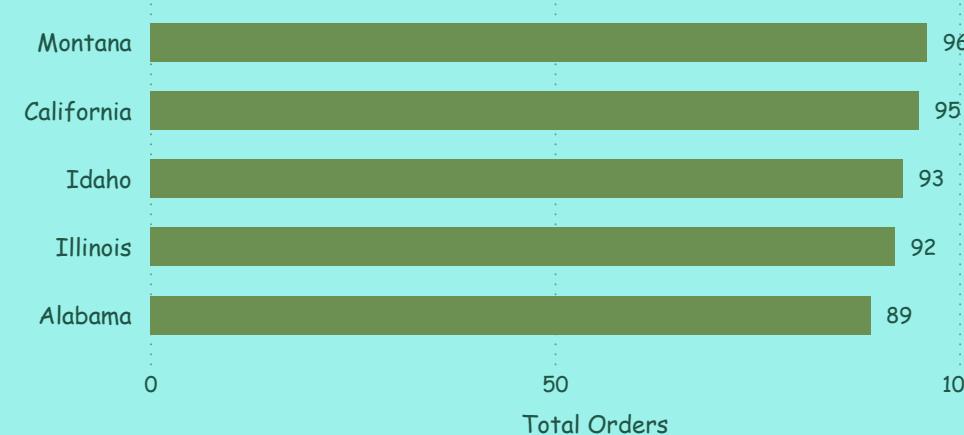
21%

Preferred Payment Method

PayPal

19%

Top 5 State by Order Volume



Bottom 5 State by Order Volume



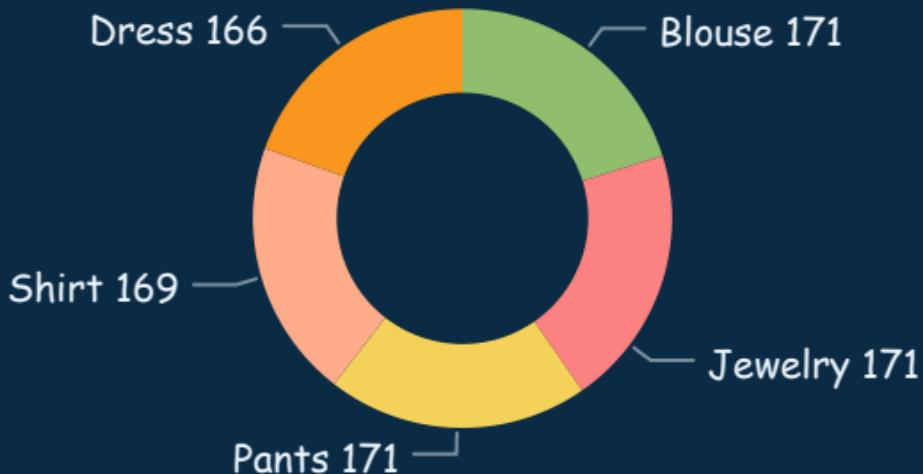
Total Orders & Amount by State

Location	Total Orders	Sum of Purchase Amount (USD)
Alabama	89	5261
Alaska	72	4867
Arizona	65	4326
Arkansas	79	4828
California	95	5605
Colorado	75	4222
Connecticut	78	4226
Delaware	86	4758
Florida	68	3798
Georgia	79	4645
Total	3,900	233081

Purchase Patterns by Age Group & State

Age Group	Alabama	Alaska	Arizona	Arkansas	California	Colorado	Con
18-24	16	9	5	13	13	2	
25-34	9	19	12	16	19	16	
35-44	19	12	16	12	17	20	
45-54	14	12	11	9	19	18	
55+	31	20	21	29	27	19	
Total	89	72	65	79	95	75	

State	Count Order	Shipping Type
Alabama	3900	2-Day Shipping
Top 5 Purchased Items		

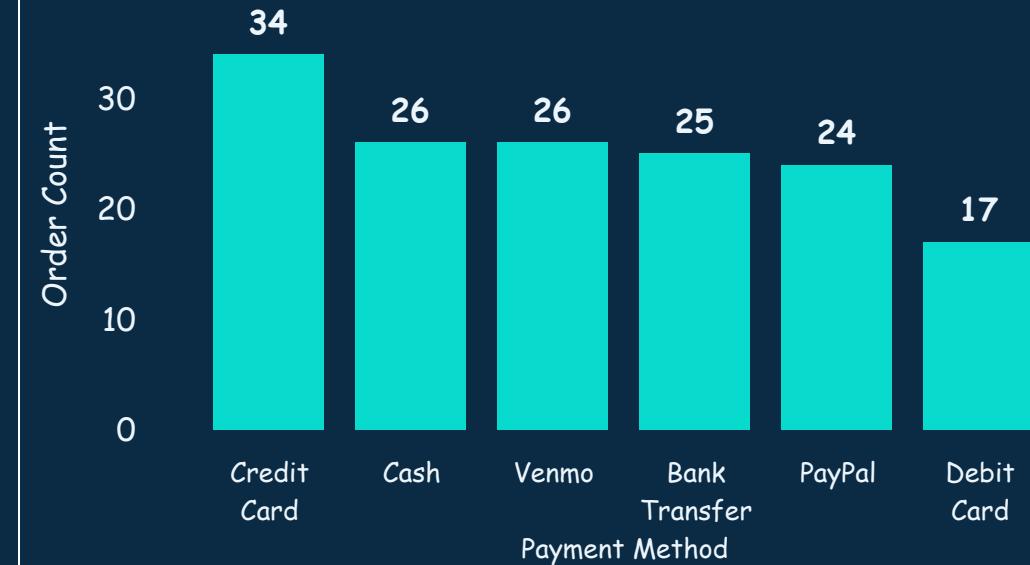




Orders by Age Group



Payment Method by Age Group



Frequency of Purchases by Age Group

