

TREND CART
APPAREL

Season

All

Age Group

All

Location

All

Gender

All

Item Purchased

All

Customer Segment

All

Shipping Type

All

PaymentCategory

All

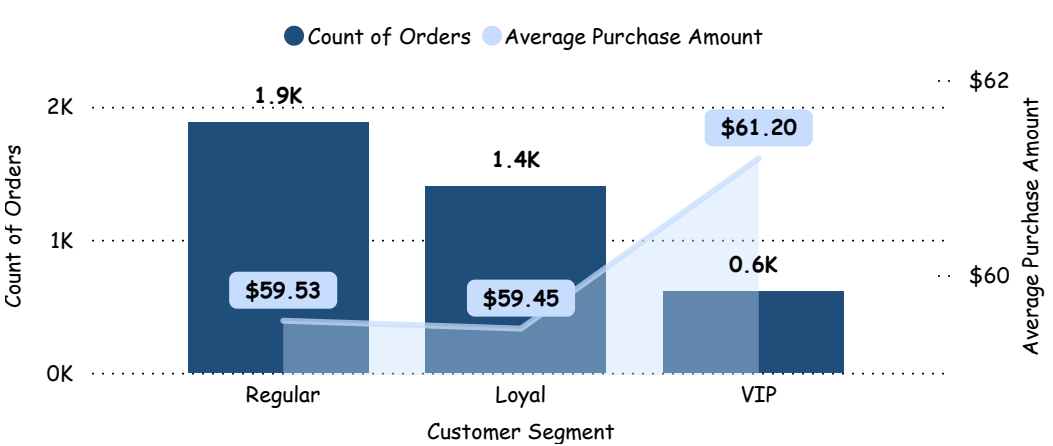
Total Revenue	Total Orders	Average Order Value (AOV)	Subscription Customer Rate	Discount Usage Rate	Average Rating (★/5)
233K	3.9K	\$59.76	27% (1.1K)	43% (1.7K)	<div><div></div><div>3.75</div><div>4.2</div><div>5</div></div>

Customer Behavior Analysis

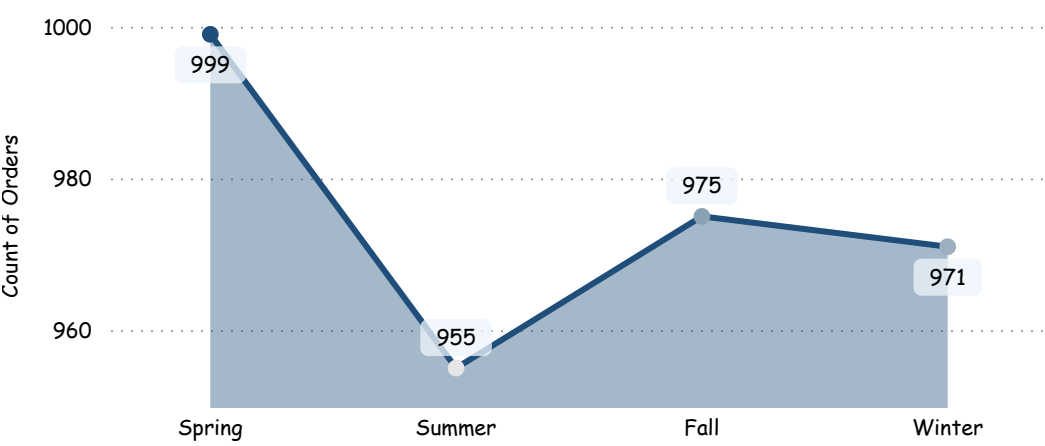
Delivery Type Analysis

Payment Type Analysis

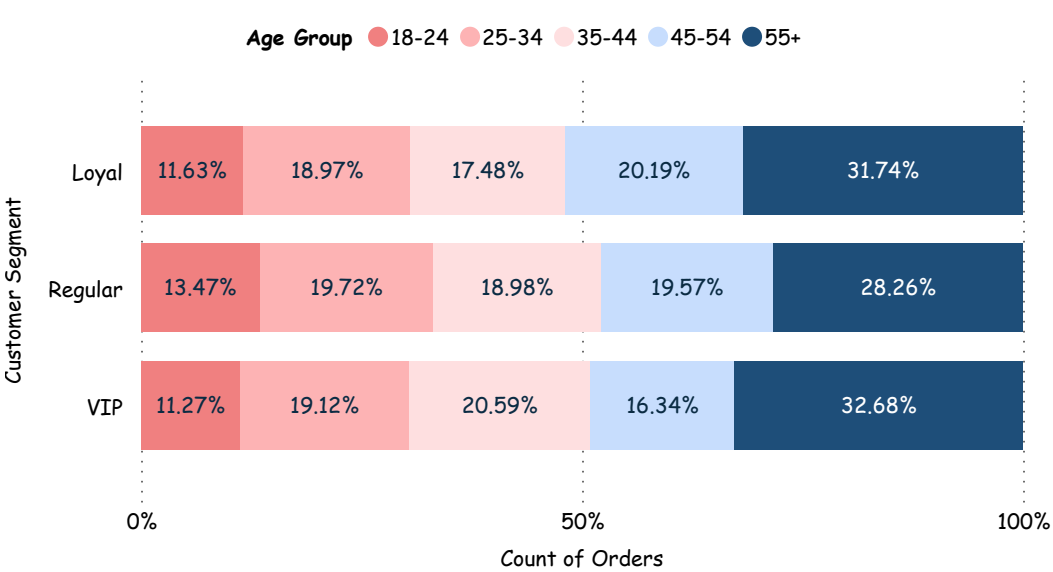
Loyalty Tier vs Average Purchase



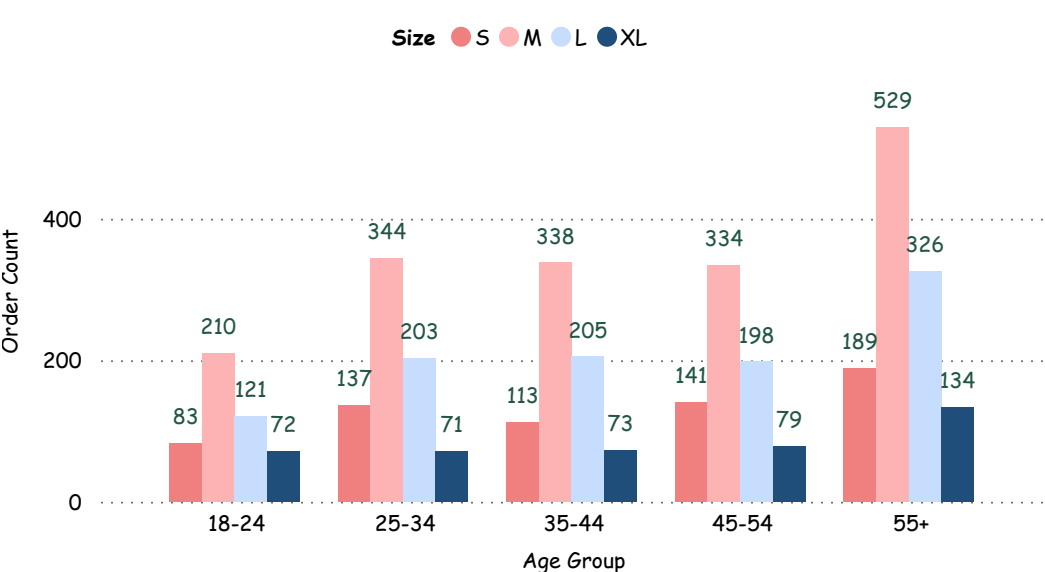
Seasonal Sales Trend



Loyalty Distribution by Age Group



Purchases by Age & Size



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Customer Segment

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Shipping Type

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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)

0

3.72

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

Count of Orders

Average Purchase Amount

Shipping Type	Count of Orders	Average Purchase Amount
Free Shipping	675	\$60.41
Standard	654	\$58.46
Store Pickup	650	\$59.89
Next Day Air	648	\$58.63
Express	646	\$60.48
2-Day Shipping	627	

Count of Orders

Shipping Type	Count of Orders
Free Shipping	675
Standard	654
Store Pickup	650
Next Day Air	648
Express	646
2-Day Shipping	627

Discount Coupon Usage by Shipping Type

Purchases by Age & 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

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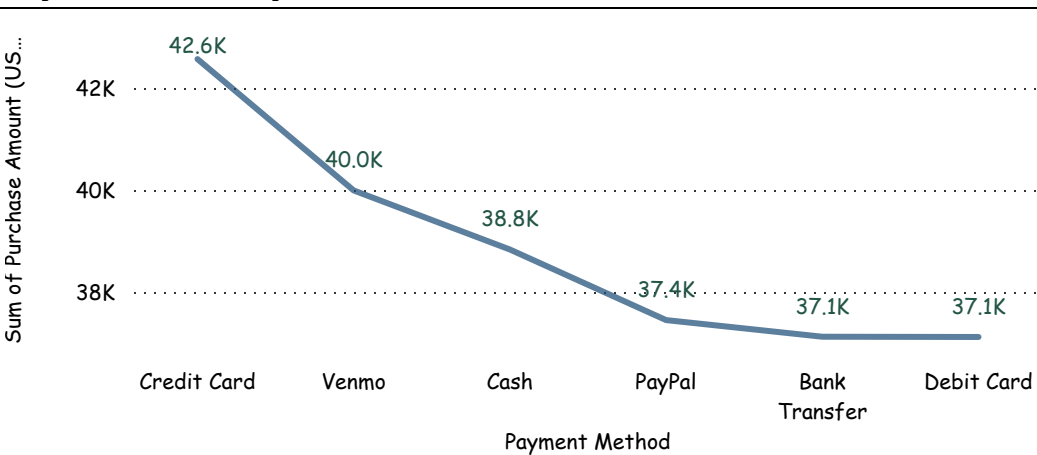
Total Revenue	Total Orders	Average Order Value (AOV)	Top Actual Payment	Top Preferred Payment	Payment Preference Match
233K	3.9K	\$59.76	Credit Card (18%)	PayPal (17%)	<div><div></div><div>0%32%100%</div></div>

Customer Behavior Analysis

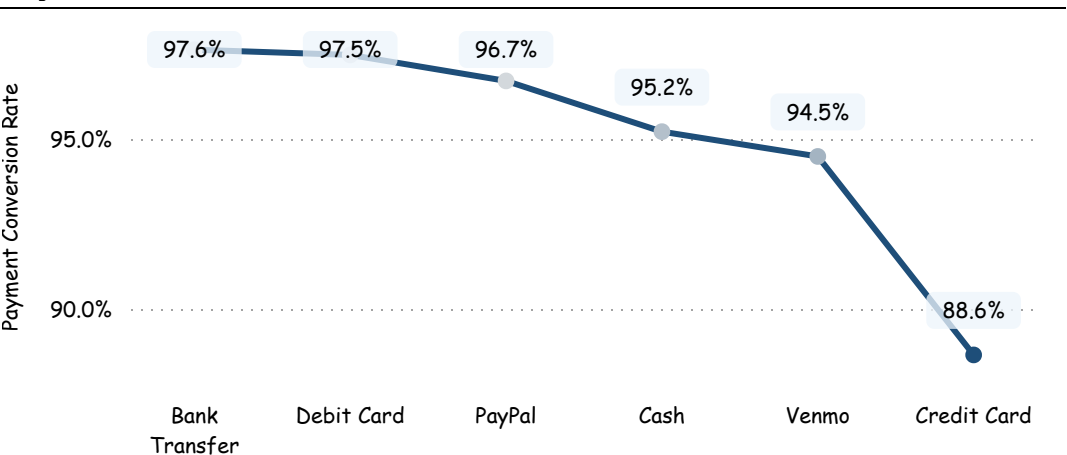
Delivery Type Analysis

Payment Type Analysis

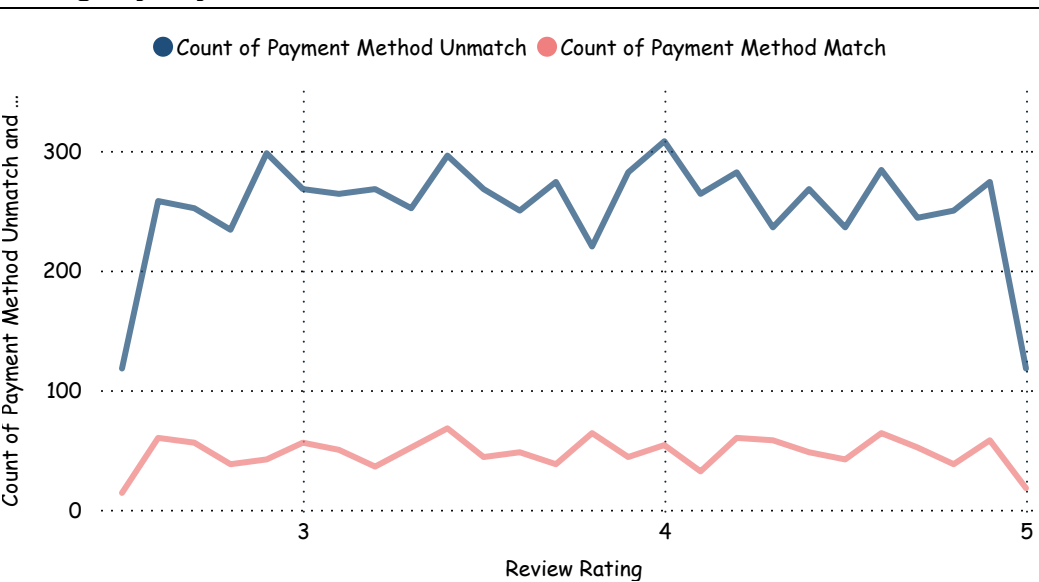
Payment Amount by Actual Method



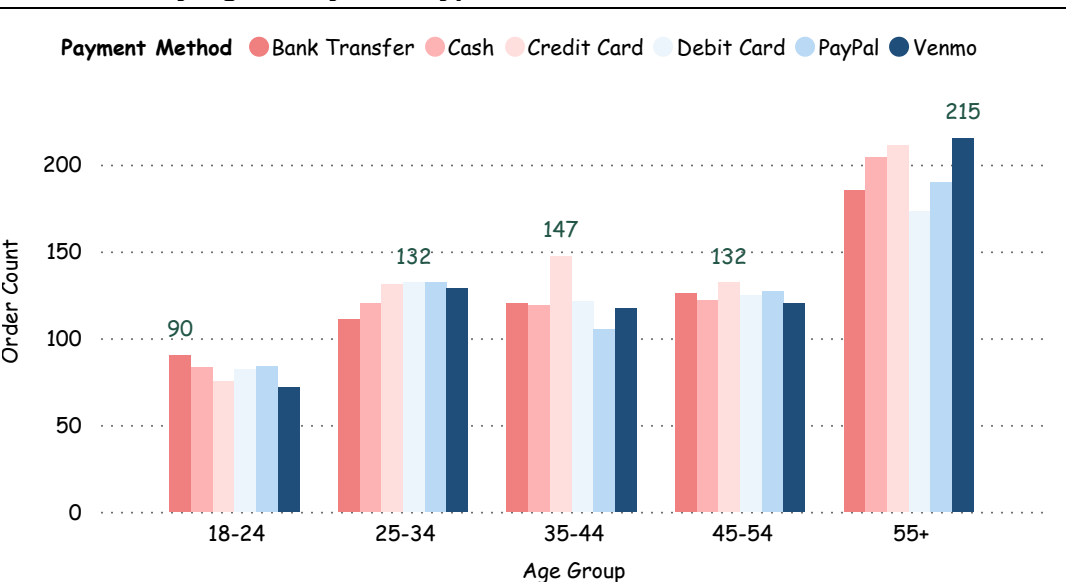
Payment Method Conversion Rate



Ratings by Payment Preference Match

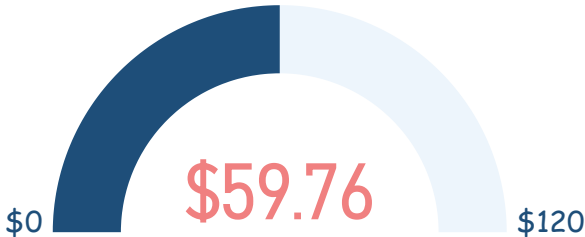


Purchases by Age & Payment Type



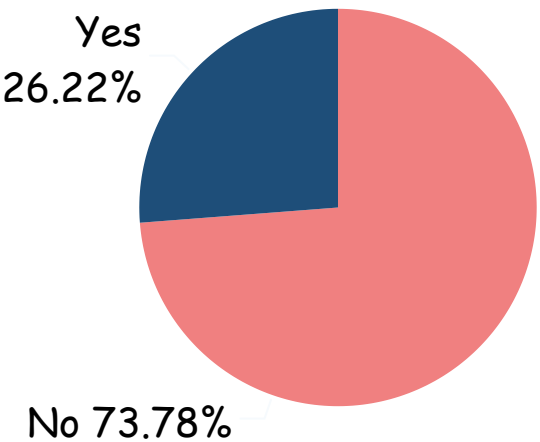
Age Group	Count Order	Payment Method
18-24	3900	Bank Transfer

Average Purchase Amount

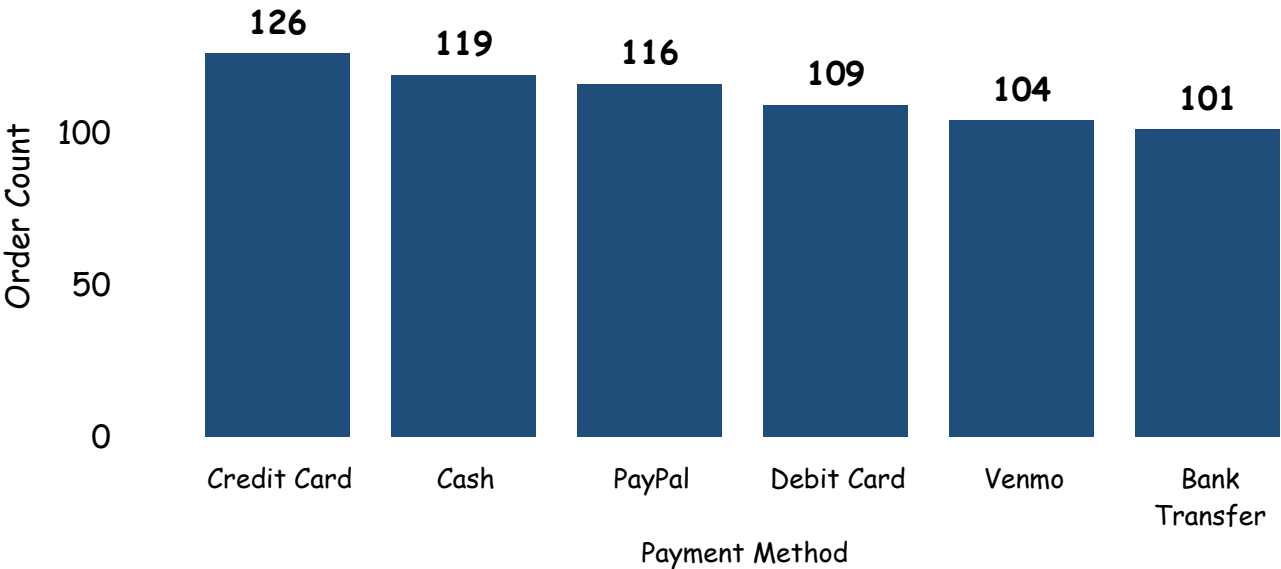




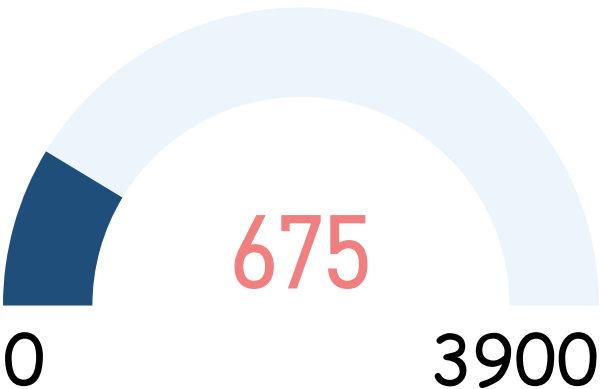
Subscription Status Free Shipping Customers



Distribution of Payment Methods for Free Shipping



Free Shipping Order Count



Frequency of Purchases by Age Group

