



# Customer Engagement & Buying Patterns

384K

Total Sales

238

Total Orders

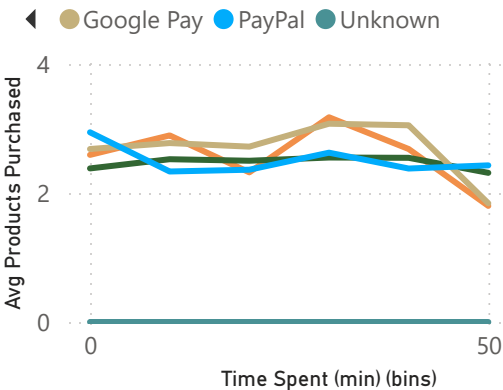
1612

Avg Order Value

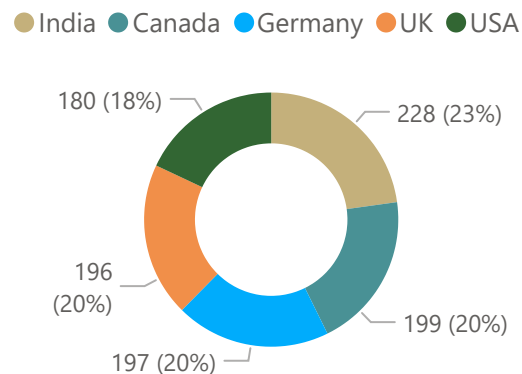
24%

Conversion Rate

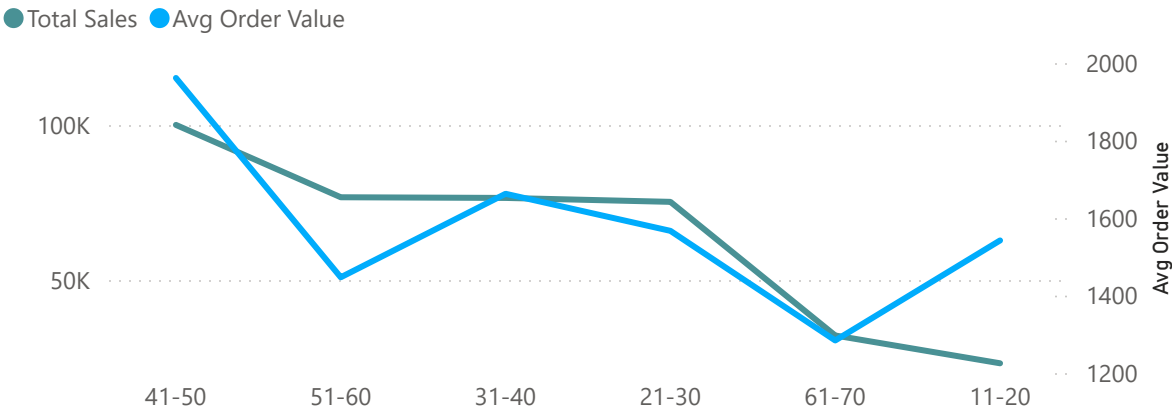
## Time Spent vs Purchase by Payment Method



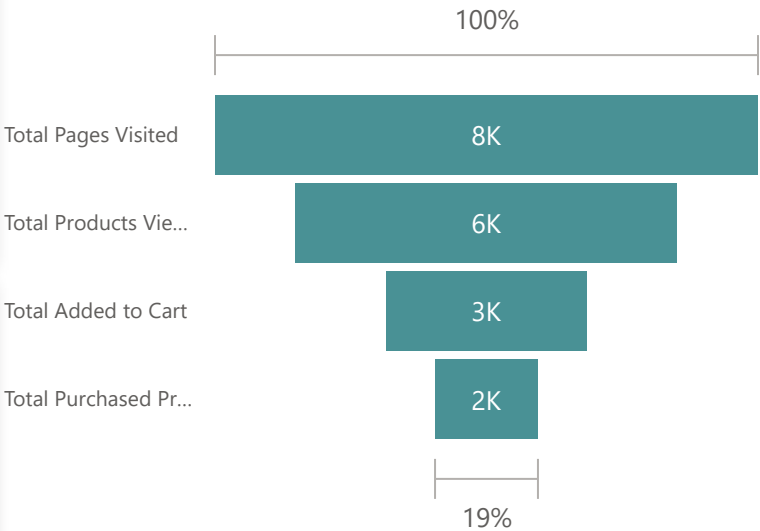
## Geographic Distribution of Customers



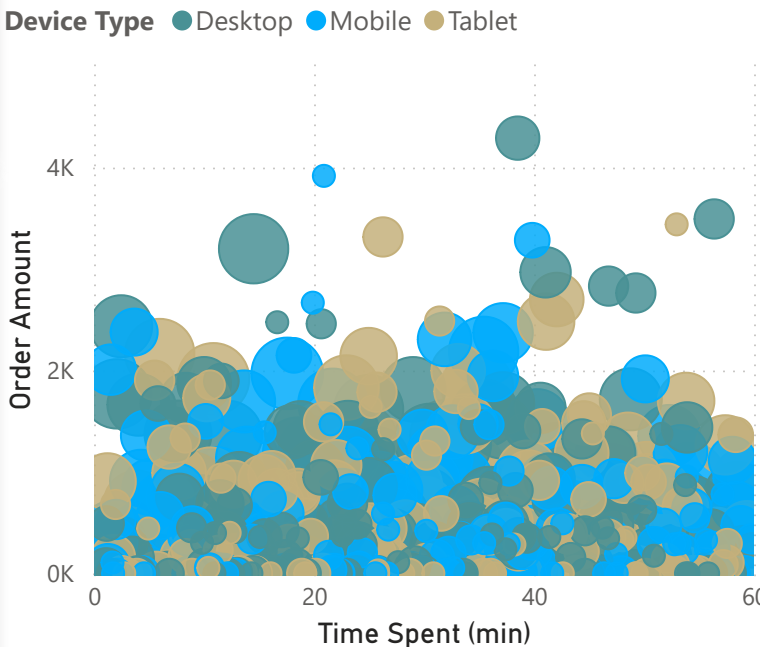
## Age Group Sales Trends



## Customer Journey



## Time Spent and Sales by Pages Visited (Bubble)



### Age Bracket

11-20 21-30 31-40 41-50

### Location

Canada Germany India

### Device Type

Desktop Mobile Tablet

### Payment Method

Apple Pay Credit Card

### Key Insights:

- Overview:** Total Sales: \$384K with 238 total orders. Average Order Value: \$1,612. Conversion Rate: 24%
- Customer Journey:** Significant drop-off between Products Viewed (6K) and Purchased (2K). Customer journey funnel shows a 19% completion rate.
- Payment & Demographics:** Customer distribution is relatively balanced across locations. Different payment methods show varying purchase patterns based on time spent. Age Group 41-50 shows highest total and average order value. But, 11-20 age group shows highest average order value per product.
- Engagement Analysis:** The bubble chart shows a slight positive correlation between time spent and order amount. Most high-value purchases occur when users spend 30-45 minutes on the site.

### Business Recommendations:

- Improve product discovery and Implement social proof elements (reviews/ratings) to increase add-to-cart rates
- Improved mobile UX and device-specific



# Transaction Insights

GOOGLE  
PAY

Payment Method with  
Highest Total Sales

INDIA

Location with Highest  
Total Sales

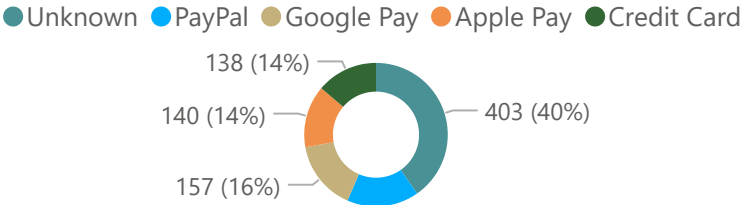
41 - 50

Age Bracket with Highest  
Total Sales

25

Avg Purchase Efficiency  
%

## Payment Method Distribution



### Age Bracket

11-20

21-30

31-40

41-50

### Location

Canada

Germany

India

### Device Type

Desktop

Mobile

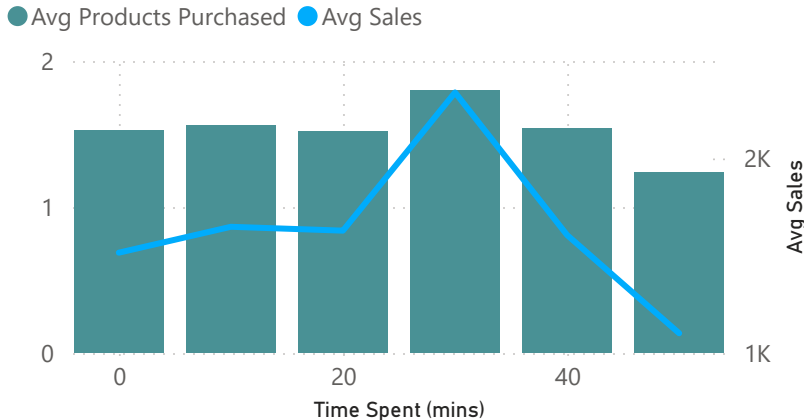
Tablet

### Payment Method

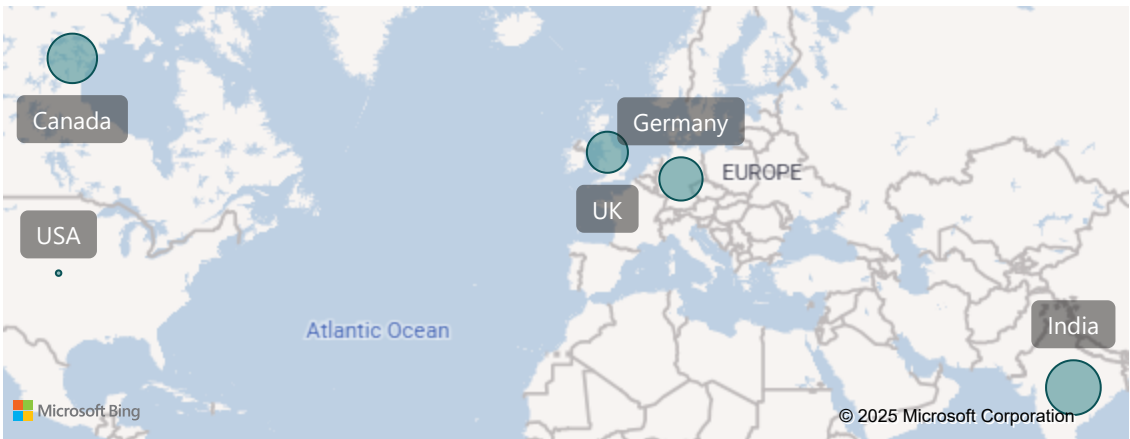
Apple Pay

Credit Card

## Time-based Purchase Patterns



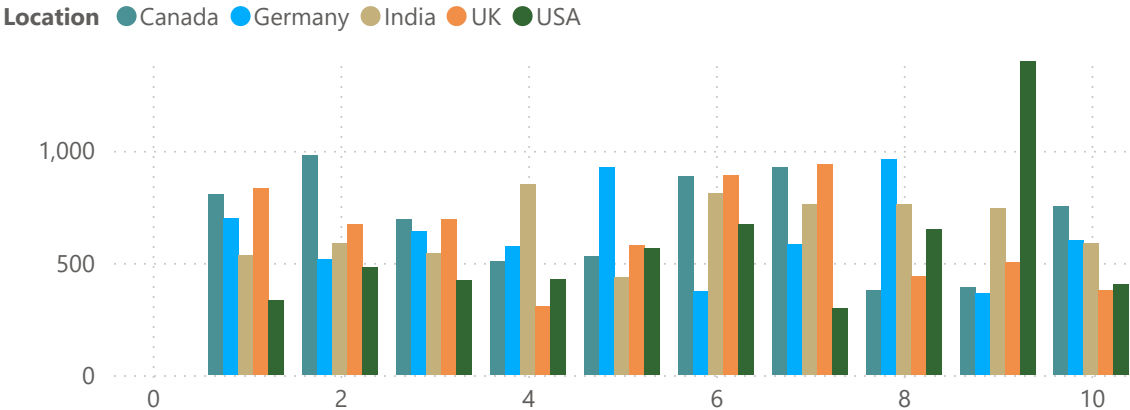
## Total Sales Distribution by Location



## Avg Sales by Age Group and Location

Age Bracket	Canada	Germany	India	UK	USA	Total
11-20						428.36
21-30						354.75
31-40						362.44
41-50						440.66
51-60						395.31
61-70						314.70
Total	418.41	390.43	391.67	382.35	328.96	383.63

## Shipping Time vs Avg Sales



### Key Insights:

- Overview:** Google Pay has one of the the highest usage among known payment methods (40%). India generates highest total sales geographically. 41-50 age bracket yields highest total sales. Purchase efficiency is 25%.
- Purchase Patterns:** Peak purchasing occurs around 30 minutes into sessions. Higher average sales correlate with 30-minute session times.
- Sales by Geography:** Canada and 41-150 age bracket, show highest average sales (\$418.41) in their respective categories. Matrix visualization reveals 11-20 age group in Germany has highest average order value (\$428.36).
- Shipping & Logistics:** No clear correlation between shipping time and sales, indicating shipping time may not be a crucial factor in purchase decisions. India shows higher sales despite varied shipping times.

### Business Recommendations:

- Consider region-specific payment method optimization
- Design user journeys that encourage approximately 30 minutes of engagement