Sales Analytics

Buyers Age Group

Age Group	Value
46-59	~1070
18-31	~1030
32-45	~1020
60-70	~790

Popular Shipping Type

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

Popular Payment Method By Age Group

Payment Method	Age Group	Value
PayPal	46-59	207
Debit Card	46-59	180
Cash	46-59	177
Credit Card	46-59	174
Venmo	46-59	166
Bank Transfer	46-59	166

Season Purchase Behavior

Season	Value
Spring	999
Fall	975
Winter	971
Summer	955

Popular Payment Method

Payment Method	Percent
PayPal	18%
Credit Card	17%
Cash	17%
Debit Card	16%
Venmo	16%
Bank Transfer	16%

Most Popular Category Sold

Category	Percent
Clothing	45%
Accessories	32%
Footwear	15%
Outerwear	8%

Population Percentage By Gender

Gender	Value
Males	68
Females	32

Most Popular Item Purchased

Items (top to bottom): Jeans, Backpack, Sneakers, Shoes, Handbag, Scarf, Skirt, Sandals, Sunglasses, Jacket, Dress, Jewelry, Blouse

(axis: 0 to 200)