

Clear Segmentations

Subscription Status

NoYes

Discount Applied

NoYes

Gender

FemaleMale

Category

Accessories

Clothing

Footwear

Outerwear

Shipping Type

2-Day Shipping

Express

Free Shipping

Next Day Air

Standard

Store Pickup

v1. 2025-12-02

CUSTOMER SHOPPING BEHAVIOR

\$224 Mil
Total Purchase Amount

4 Mil
Number of Customers

59,65
Average Purchase Amount

3,75
Average Review Rating

Total Purchase Amount by Item by item

Dress\$9,98 Mil

Shirt\$9,95 Mil

Pants\$9,89 Mil

Blouse\$9,89 Mil

Jewelry\$9,74 Mil

Scarf\$9,43 Mil

Sunglasses\$9,28 Mil

Belt\$9,20 Mil

⚠ Este tipo de visual será descontinuado em...

Purchase Amount by region

MidwestNortheastSouthWest

AMÉRICA DO NORTE

Microsoft Bing

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Total Purchase Amount by season and gender

Fall

Male \$38 Mil

Female \$...

Spring

Male \$38 Mil

Female \$18 Mil

Summer

Male \$37 Mil

Female \$18 Mil

Winter

Male \$39 Mil

Female ...

% Customers by subscription

Yes 7,28%

No 92,72%

% Customers by age group

Senior 23,99%

Adult 24,28%

Middle-aged 25,59%

Young Adult 26,14%

Total Previous Purchase by frequency of purchases

Quarterly14,60 Mil

Every 3 Months14,06 Mil

Annually13,60 Mil

Monthly13,55 Mil

Weekly13,16 Mil

Bi-Weekly13,03 Mil

Fortnightly12,96 Mil

Total Customers by frequency of purchases

Every 3 Months1,11 Mi

Annually1,10 Mi

Quarterly1,07 Mi

Bi-Weekly1,06 Mi

Monthly1,06 Mi

Weekly0,98 Mi

Fortnightly0,97 Mi