

# CUSTOMER SHOPPING BEHAVIOR

[Clear Segmentations](#)

## Subscription Status

No  Yes

## Discount Applied

No  Yes

## Gender

Female  Male

## Category

Accessories

Clothing

Footwear

Outerwear

## Shipping Type

2-Day Shipping

Express

Free Shipping

Next Day Air

Standard

Store Pickup

**\$224 Mil**

Total Purchase Amount

**4 Mil**

Number of Customers

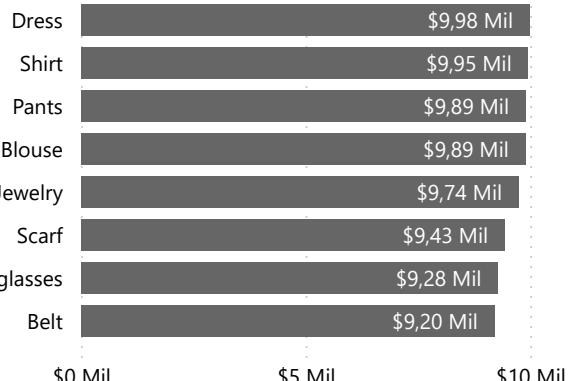
**59,65**

Average Purchase Amount

**3,75**

Average Review Rating

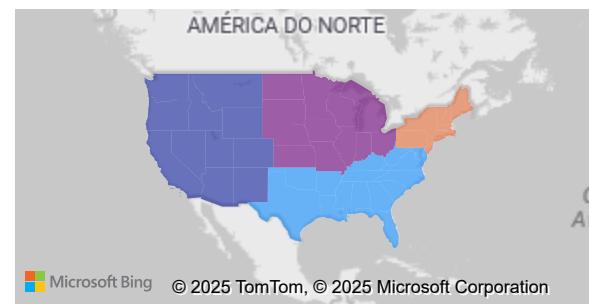
## Total Purchase Amount by Item by item



⚠ Este tipo de visual será descontinuado em...

## Purchase Amount by region

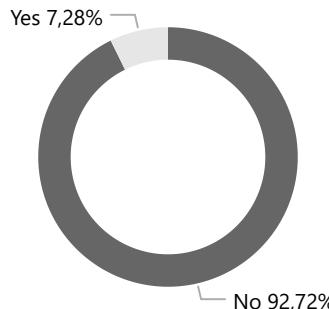
● Midwest ● Northeast ● South ● West



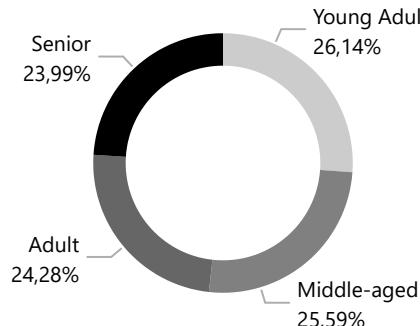
## Total Purchase Amount by season and gender



## % Customers by subscription



## % Customers by age group



## Total Previous Purchase by frequency of purchases



## Total Customers by frequency of purchases

