



CUSTOMER DEMOGRAPHICS BY PRODUCT ANALYSIS

Customer Behavior

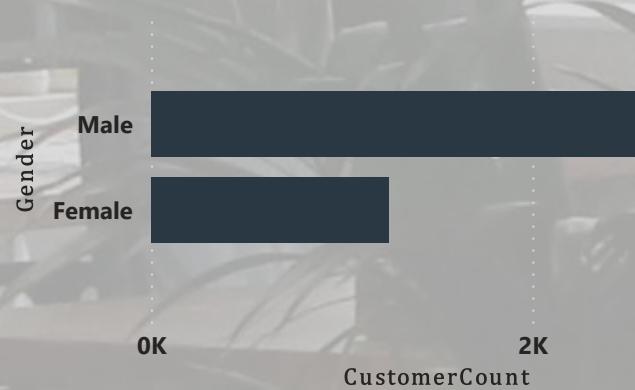
Seasonal Purchase

DEMOGRAPHICS

CustomerCount by AgeGroup



CustomerCount by Gender

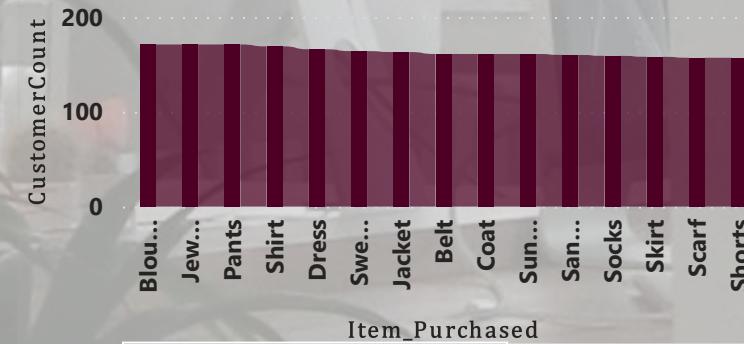


PRODUCT ANALYSIS

CustomerCount by Category



CustomerCount by Item_Purchased



At 88, 69 had the highest CustomerCount and was 72.55% higher than 44, which had the lowest CustomerCount at 51.

69 had the highest CustomerCount at 88, followed by 57 and 41. 44 had the lowest CustomerCount at 51.

69 accounted for 2.26% of CustomerCount.

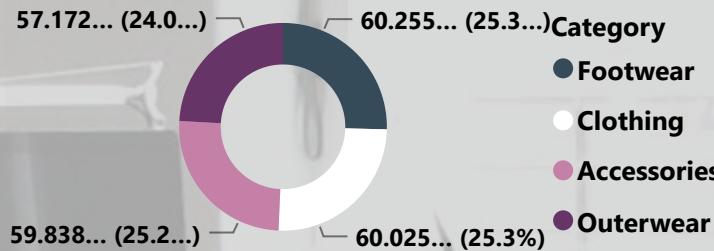
Across all 53 Age, CustomerCount ranged from 51 to 88.

CUSTOMER BEHAVIOR

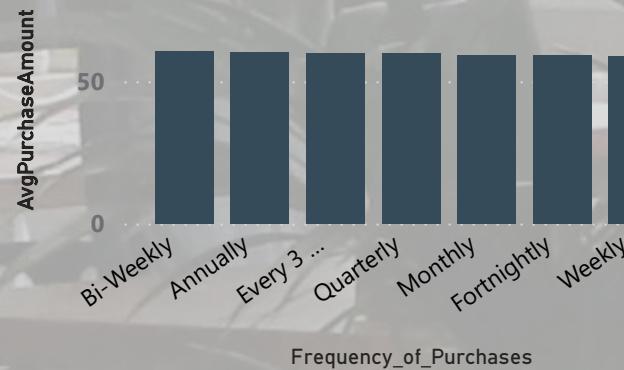
Customer Seasonal Demographic Purchase

PURCHASES

AvgPurchaseAmount by Category

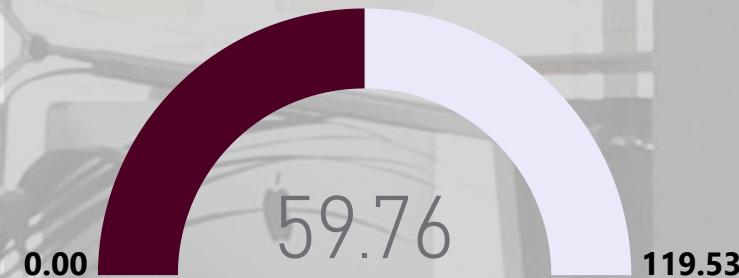


AvgPurchaseAmount by Frequency_of_Purchases



CUSTOMER BEHAVIOR

AvgPurchaseAmount and First Review_Rating



Subscription_Status AvgPurchaseAmount

Subscription_Status	AvgPurchaseAmount
No	59.87
Yes	59.49
Total	59.76

At 60.69, Bi-Weekly had the highest AvgPurchaseAmount and was 2.92% higher than Weekly, which had the lowest AvgPurchaseAmount at 58.97.

Across all 7 Frequency_of_Purchases, AvgPurchaseAmount ranged from 58.97 to 60.69.



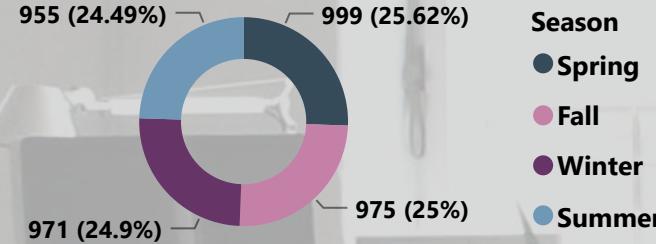
SEASONAL PURCHASE

Customer Demographic

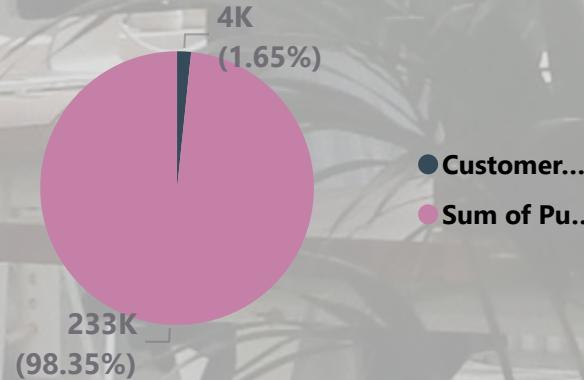
Customer Behavior

PURCHASES

CustomerCount by Season



CustomerCount and Sum of Purchase_Amount_USD



CUSTOMER BEHAVIOR

CustomerCount and First Payment_Method



Spring had the highest CustomerCount at 999, followed by Fall, Winter, and Summer.

Spring accounted for 25.62% of CustomerCount.