



Customer Shopping Behavior Analysis

Select all Fall Spring Summer >

Total Sale
\$233.1K

Avg Sale
\$59.8

Avg Rating
3.7

Most Sale Category
Clothing

Item Purchased	Sum of Purchase Amount (USD)
Jeans	\$7,548
Gloves	\$8,477
Sneakers	\$8,635
Backpack	\$8,636
Hoodie	\$8,767
Handbag	\$8,857
Boots	\$9,018
Sandals	\$9,200
Shoes	\$9,240

Alabama
\$5,261
Sum of Purchase Am...
3.8
Avg_Rating

Alaska
\$4,867
Sum of Purchase Am...
3.8
Avg_Rating

Arizona
\$4,326
Sum of Purchase Am...
3.7
Avg_Rating

Arkansas
\$4,828
Sum of Purchase Am...
3.7
Avg_Rating

California
\$5,605
Sum of Purchase Am...
3.8
Avg_Rating

Colorado
\$4,222
Sum of Purchase Am...
3.7
Avg_Rating

Connecticut

Gender wise Total Sale

Gender	Total Sale	Percentage
Male	158K	(67.74%)
Female	75K	(32.26%)

Gender

- Male
- Female

Category wise Total Sale

Category	Total Sale	Percentage
Clothing	104K	(44.73%)
Accessories	36K	(15.49...)
Footwear	19K	(7.95%)
Outerwear	74K	(31.83%)

