# Customer Behavior Project Analysis Dashboard

**59.76**
Average Purchase Amount

**3.75**
Average Review rating

**4K**
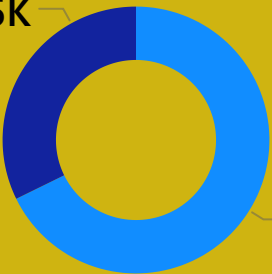Number of Customers

**Shipping Type** ⌄
- ☐ 2-Day Shipping
- ☐ Express
- ☐ Free Shipping
- ☐ Next Day Air
- ☐ Standard

**Gender** ⌄
- ☐ Female
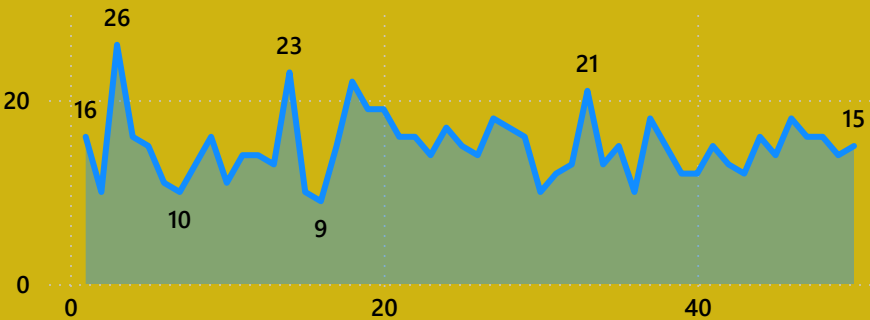- ☐ Male

## Sum of Purchase Amount by Gender
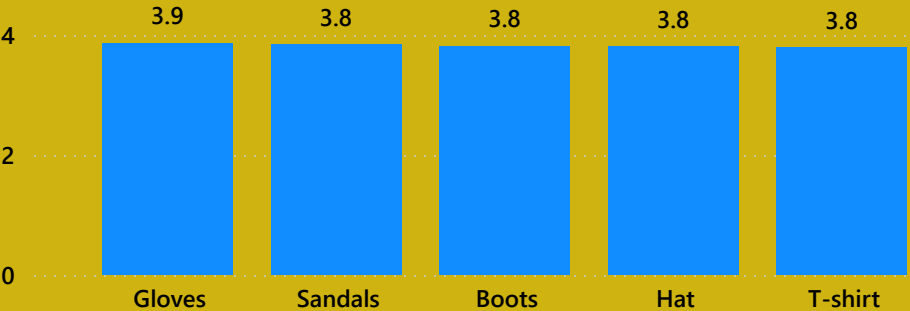
Female 75K
Male 158K

**Gender**
- 🔵 Male
- 🔵 Female

| Customer ID | Sum of Purchase Amount |
|---|---|
| 43 | 100 |
| 96 | 100 |
| 194 | 100 |
| 205 | 100 |
| 244 | 100 |
| 249 | 100 |
| 456 | 100 |
| 519 | 100 |
| **Total** | **3600** |

## Count of Customer ID by Previous Purchases

16  26  23  21  15
20
10  9
0
0        20        40

## Average Review rating by Item Purchased

3.9 — Gloves
3.8 — Sandals
3.8 — Boots
3.8 — Hat
3.8 — T-shirt

## Average Purchase Amount by Shipping Type

| Shipping Type | Value |
|---|---|
| Express | 64 |
| 2-Day Shipping | 63 |
| Store Pickup | 62 |
| Standard | 60 |
| Free Shipping | 59 |
| Next Day Air | 58 |

0    20    40    60    80
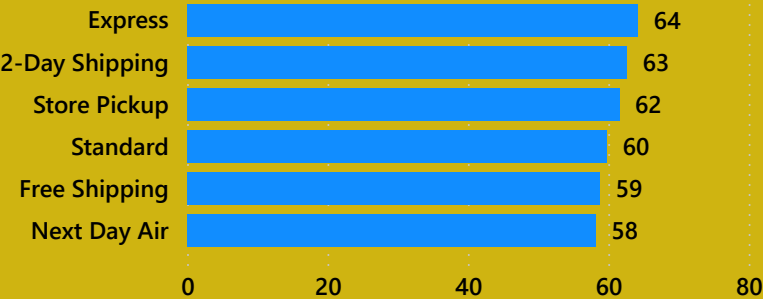
## Number of Customers by Purchase Amount

16    16
20
10
9    3    4
0
50        100
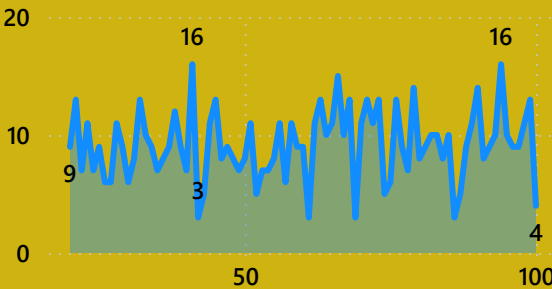
# Customer Behavior Project Analysis Dashboard

## Subscription Status
- [ ] No
- [ ] Yes

## Category
- [ ] Accessories
- [ ] Clothing
- [ ] Footwear
- [ ] Outerwear

| Customer ID | Average Purchase Amount |
|---|---|
| 616 | 100.00 |
| 1209 | 100.00 |
| 1301 | 100.00 |
| 1848 | 100.00 |
| 458 | 99.00 |
| 571 | 99.00 |
| 905 | 99.00 |
| 1235 | 99.00 |
| 1248 | 99.00 |
| **Total** | **60.83** |

## Sum of Purchased Amount by Age Group
- Senior 10K
- Young... 12K
- Adult 11K
- Middle... 12K

age_group
- Young Adult
- Middle-aged
- Adult
- Senior

## Count of Discount Applied by Item Purchased
- Sandals: 160
- Hat: 154
- T-shirt: 147
- Boots: 144
- Gloves: 140
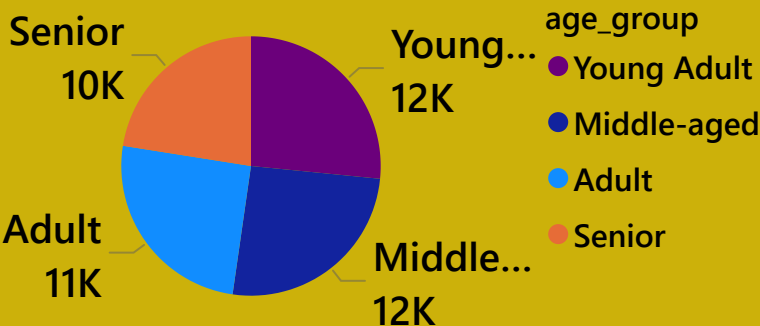
## Number of Customers by Subscription Status
- No: 543
- Yes: 202
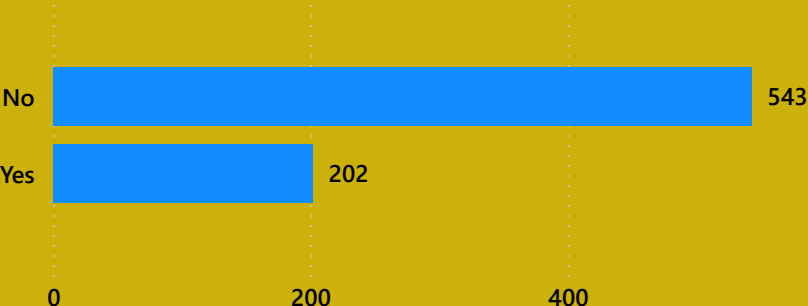
## Count of Category and Count of Customer ID by Item Purchased
- Sandals: 160 / 160
- Hat: 154 / 154
- T-shirt: 147 / 147
- Boots: 144 / 144
- Gloves: 140 / 140

Legend: Count of Catego..., Count of Custo...
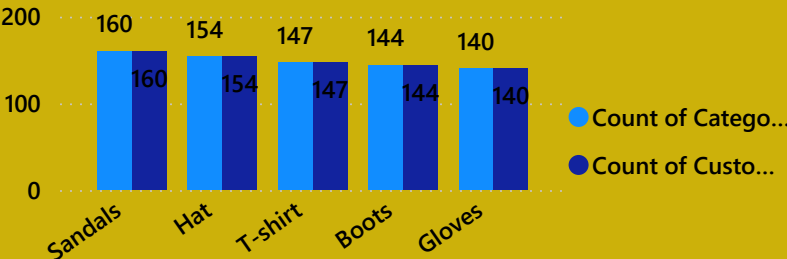
## Sum of Purchased Frequency by Item Purchased
- Sandals: 14.9K
- Hat: 13.6K
- T-shirt: 12.9K
- Gloves: 12.5K
- Boots: 11.0K
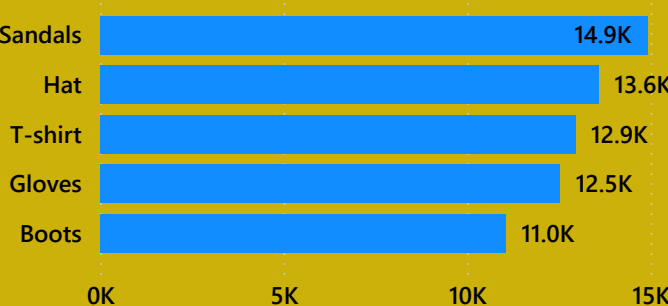
## Sum of Customer ID by Subscription Status
- Yes 0M
- No 1M

Subscription S...
- No
- Yes