Customer Behaviour Analysis Total Gender Wise Sales Revenue based on Age Revenue Per Month 305,838 66,266,859 Mobiles & Tablets 63.845.135 Month of Month 15,025,065 Appliances 15,035,771 57,666,990 Region 23,887,550 13,445,212 Entertainment 13,693,223 21,994,926 19,095,640 19,752,268 Midwest 21,436,207 20,894,996 20,057,552 19,821,508 7,374,591 Others 8,189,744 19,016,863 Northeast 18,804,682 36,698,561 40M 4,305,780 Computing 5,056,563 South Total 3,140,816 Women's Fashion 3,509,025 West 25,161,516 20M 2,277,410 Men's Fashion 2,542,736 20,521,811 20M Superstore 1,522,892 1,364,015 11,485,010 488 19,037,457 233,650,194 1,272,931 leauty & Grooming 1,371,817 5,299,812 10,056,620 11,531,922 967 992,912 Home & Living 817,670 Female Revenue 10M 7,141,194 OΜ Kids & Baby 424,267 431,946 April 2021 May 2021 July 2021 January 2021 June 2021 March 2021 August 2021 416,264 Health & Sports | 603,693 13,035 66M December Jovember Male Revenue OM OM 95-100 Categories 30-40 60-70 75-80 80-85 >100 <20 30 40-50 50-60 85-90 90-95 Female Revenue details Male Revenue 64M 19.382 Category Revenue per Region Discount Analysis Revenue per State ✓ Appliances Beauty & Groomi... Books Computing Entertainment 8 West 15,467,456 41 117 466 Midwest 0 8,000,870 300 62,920,632 ✓ Health & Sports ✓ Home & Living 6.254.494 Qty Ordered 5,130,792 0 ✓ Kids & Baby 200 4,067,436 0 ✓ Men's Fashion 3,708,783 0 ✓ Mobiles & Tablets 00000 3.116.258 **✓** Others 0 00 100 2.496.124 ✓ School & Educati... 1,967,323 Soghaat 1.678.923 ✓ Superstore Northeast 1,034,336 ✓ Women's Fashion South 39.964.247 89,647,850 40 15M 20M Discount Percent Total