

USA Customer Shopping Trend Analysis



Discou...

All

Frequ...

All

Discou...

All

Subscr...

All

Size

All

Item P...

All

Catego...

All

Color

All

Gender

All

Locati...

All

Season

All

Shippi...

All

4K

Total Customers

233K

Total Sales

3.75

Avg Review Rating

59.76

Avg order value

25.35

Avg of Prev Purchases

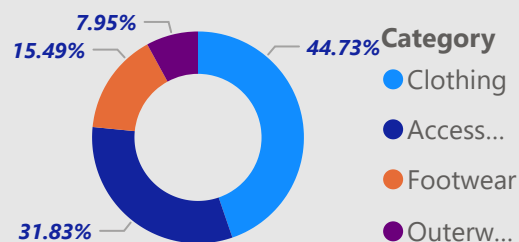
97.9%

Repeat Purchase rate

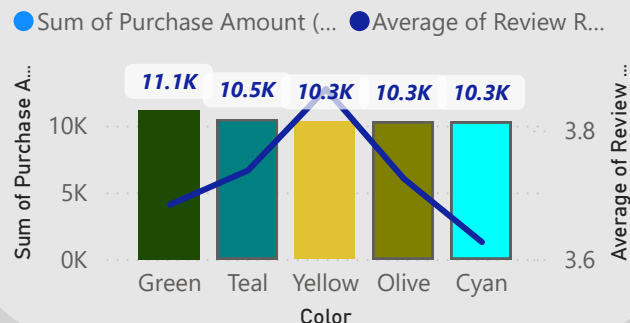
44

Avg Customer Age

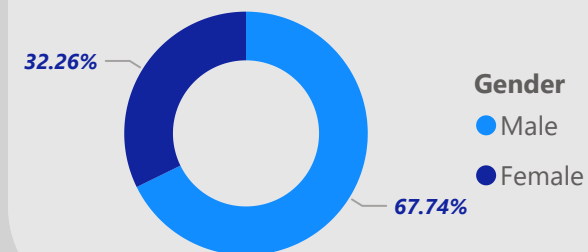
Sales by Category



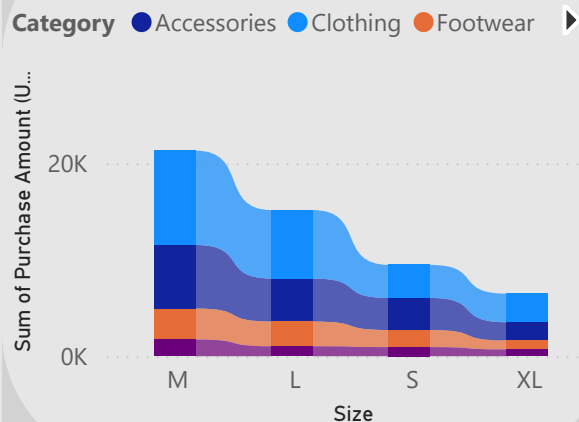
Top 5 Color By Sales



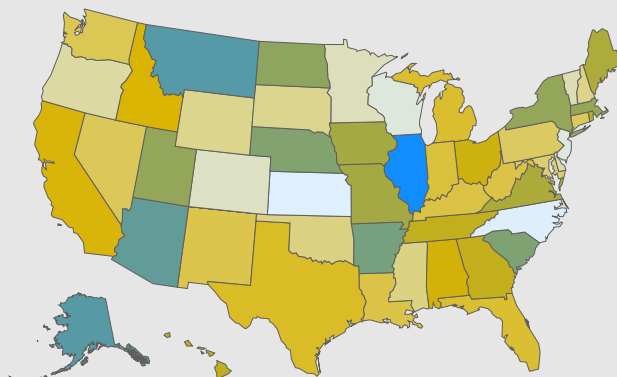
Sales by Gender



Sales by Size And Category



Sales by State



Sales by Item





USA Customer Shopping Trend Analysis



Disco...

All

Freq...

All

Disco...

All

Subs...

All

Size

All

Item ...

All

Catego...

All

Color

All

Gender

All

Locati...

All

Season

All

Shippi...

All

233K

Total_Sales

4K

Total_customers

1K

Total_Subscribers

3K

Total_Non-Subscribers

\$62.645K

Subs Revenue

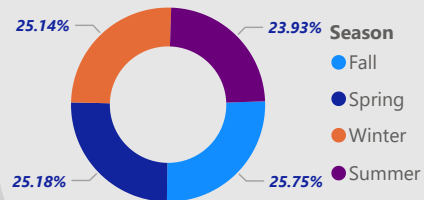
59.49

Avg Spend (Subs)

59.87

Avg Spend (Non-Subs)

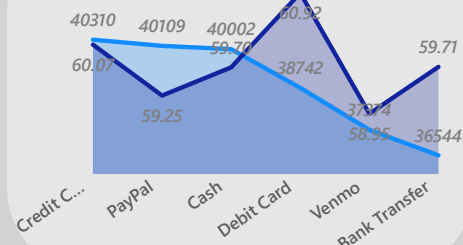
Sales by Seasons



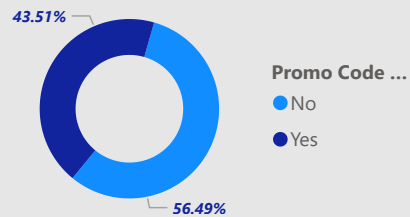
Payment Method vs Number of Customers



Payment Method vs Total Revenue



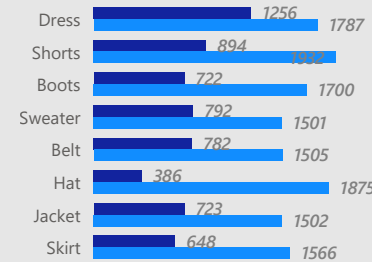
Sales by Promo Code



Revenue by Shipping



Revenue by Item & Gender



Payment & Subscription-Dashboard