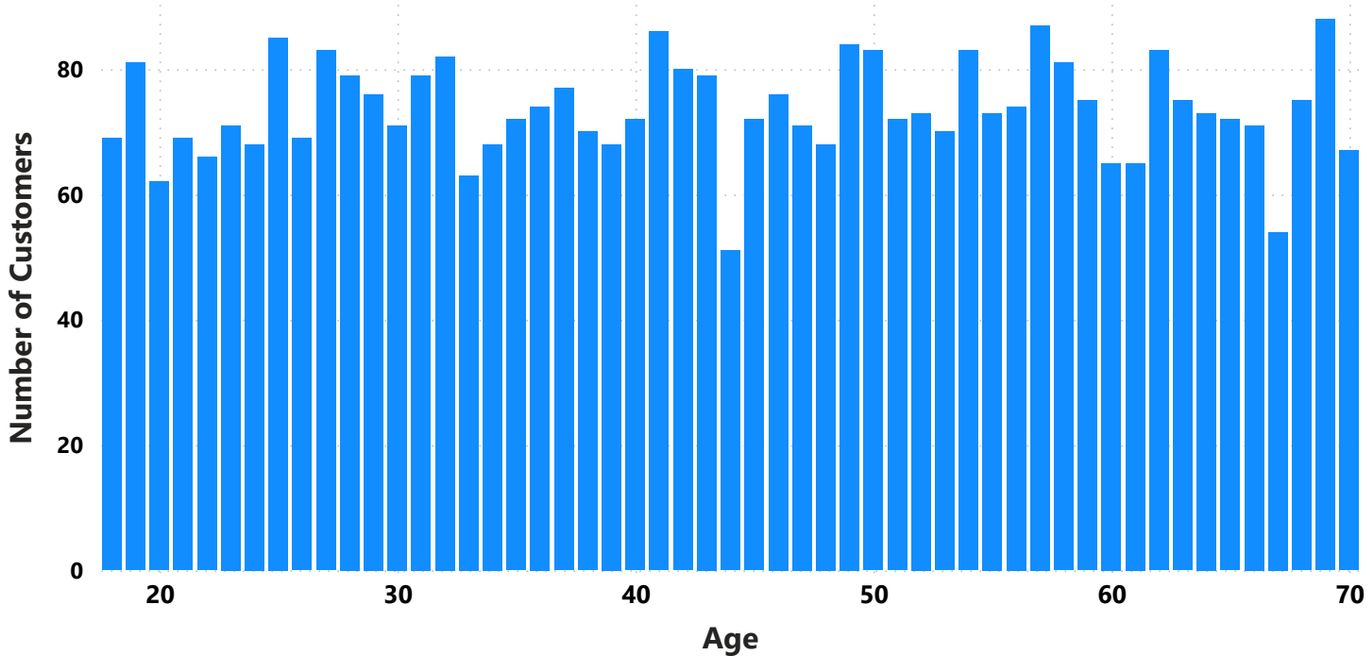
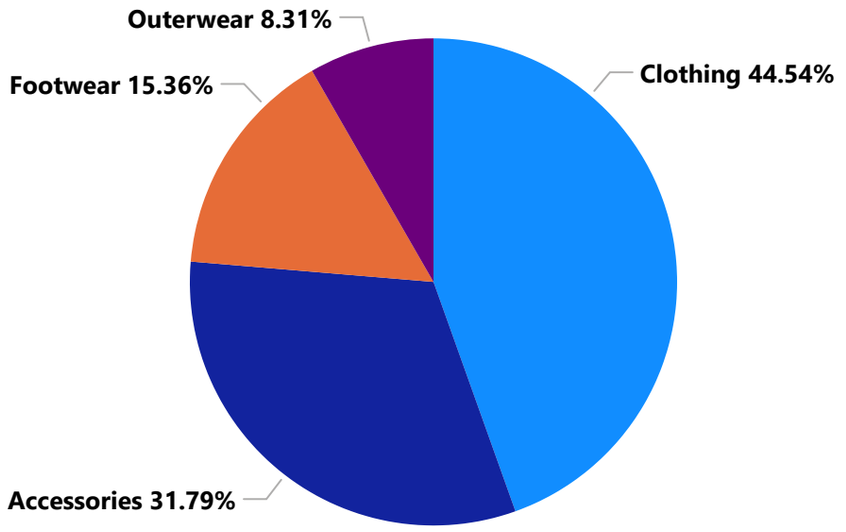
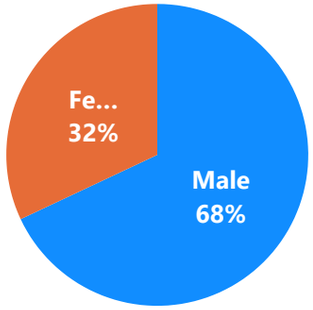
Age Distribution of Customers



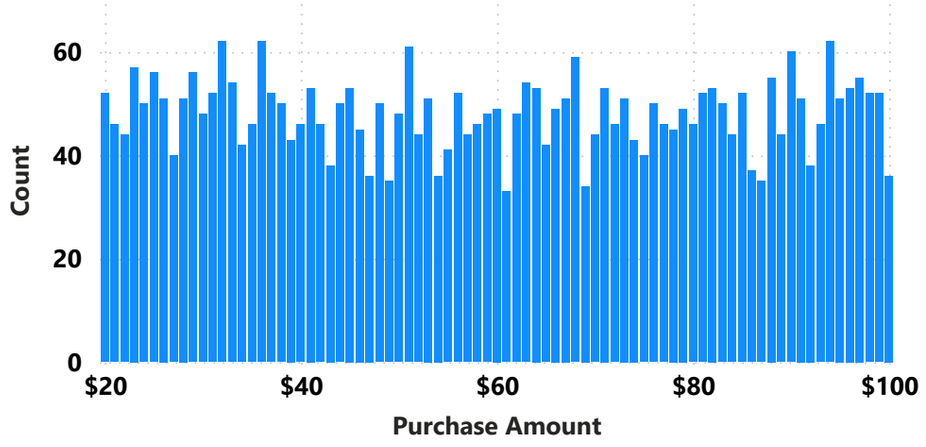
Category Share of Purchases



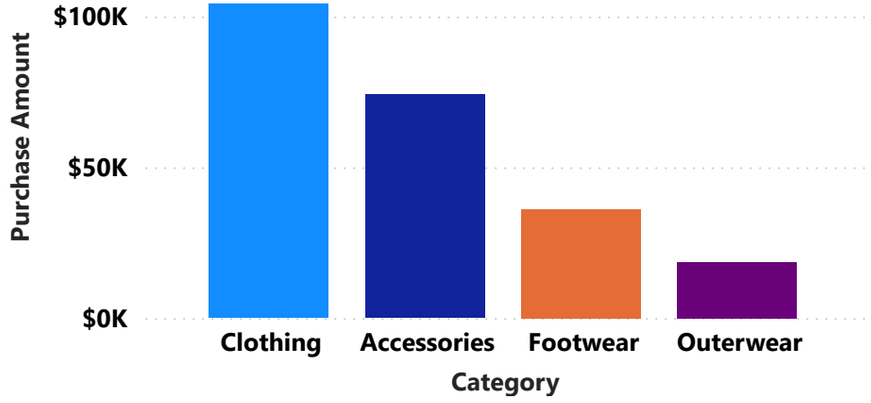
Gender Distribution



Purchase Amount Distribution

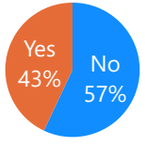


Spending Distribution by Category

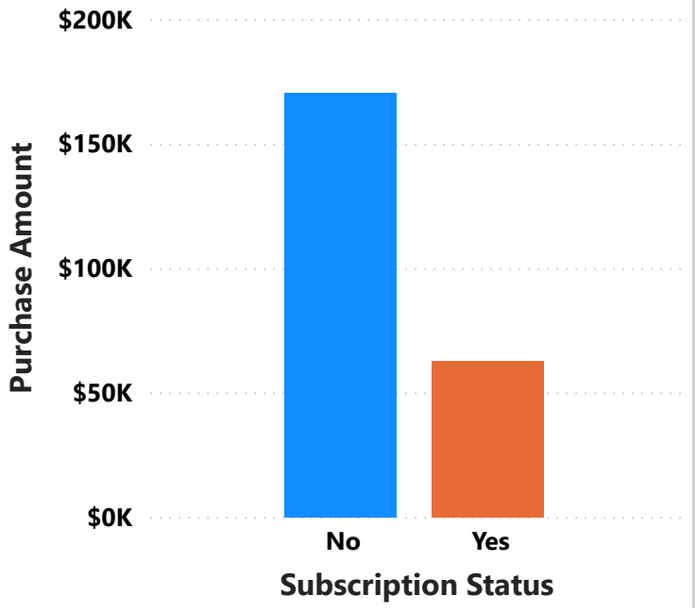


Season	Average of Purchase Amount
Fall	**$61.56**
Accessories	$61.34
Clothing	$61.41
Footwear	$63.71
Outerwear	$59.76
Spring	**$58.74**
Accessories	$56.50
Clothing	$61.00
Footwear	$58.62
Outerwear	$54.63
Summer	**$58.41**
Accessories	$60.99
Clothing	$56.56
Footwear	$58.71
Outerwear	$57.04
Winter	**$60.36**
Accessories	$60.37
Clothing	$60.88
Footwear	$60.57
Outerwear	$57.03
Total	**$59.76**

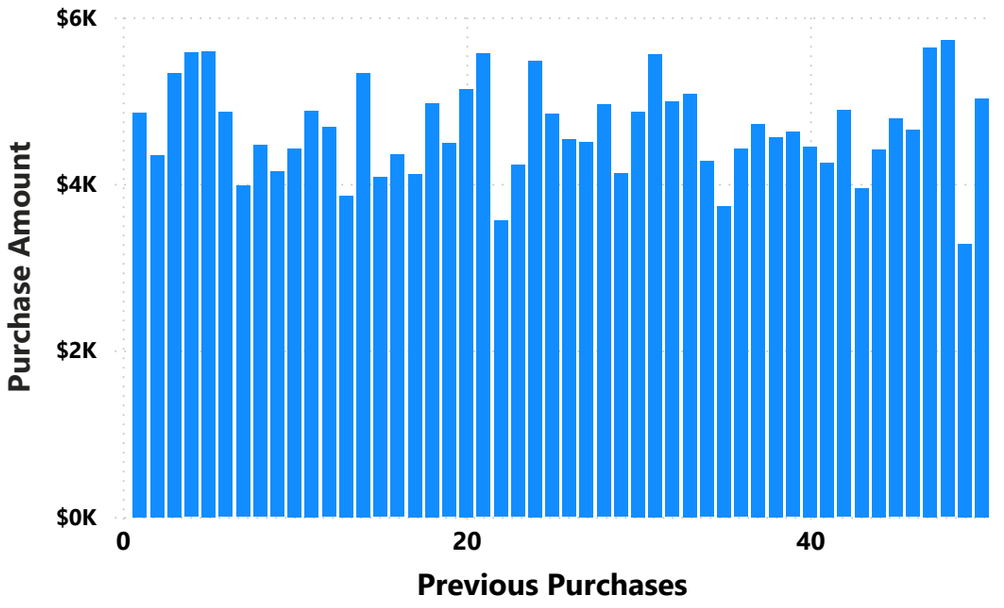
Discount Applied



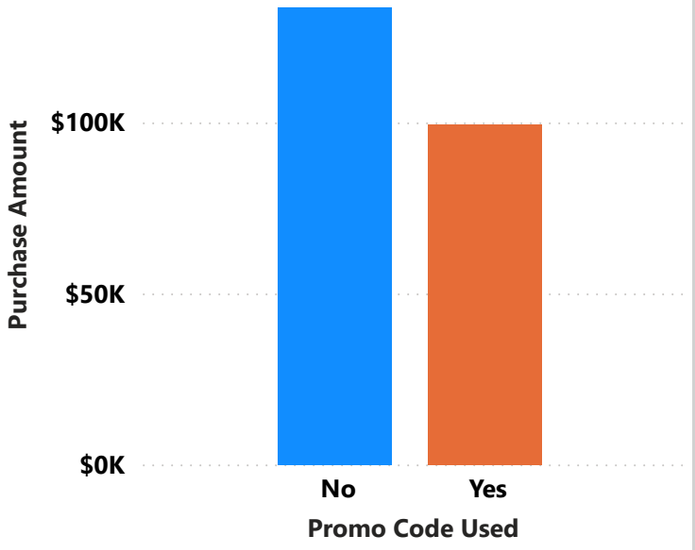
Subscription Status Spending



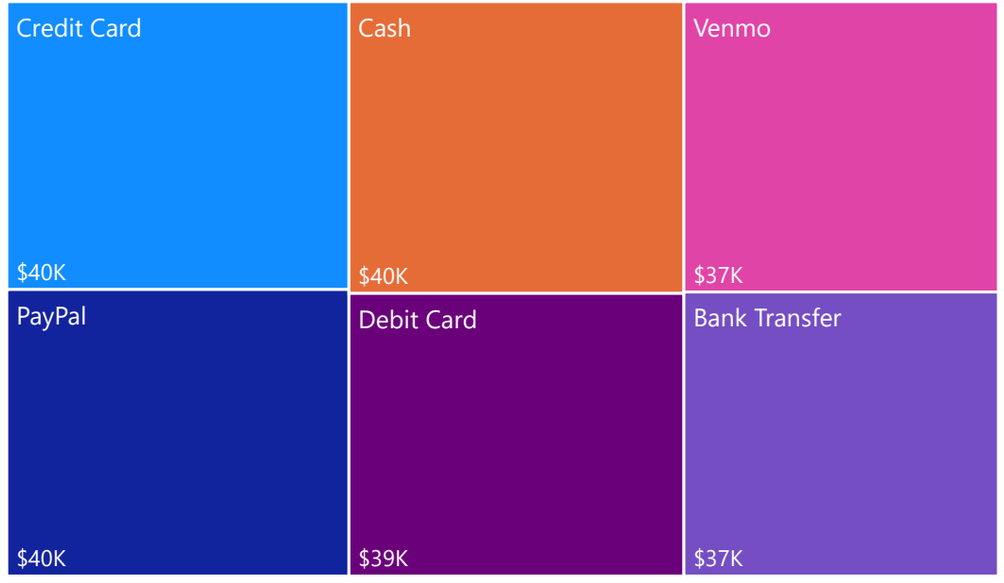
Previous Purchases Amount Distribution



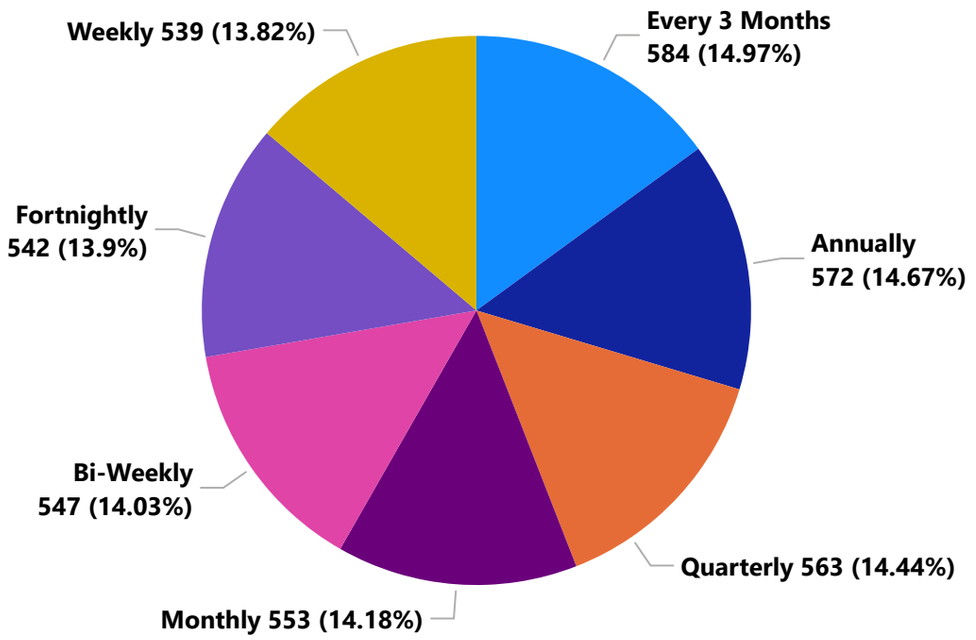
Purchase Amount by Promo Code



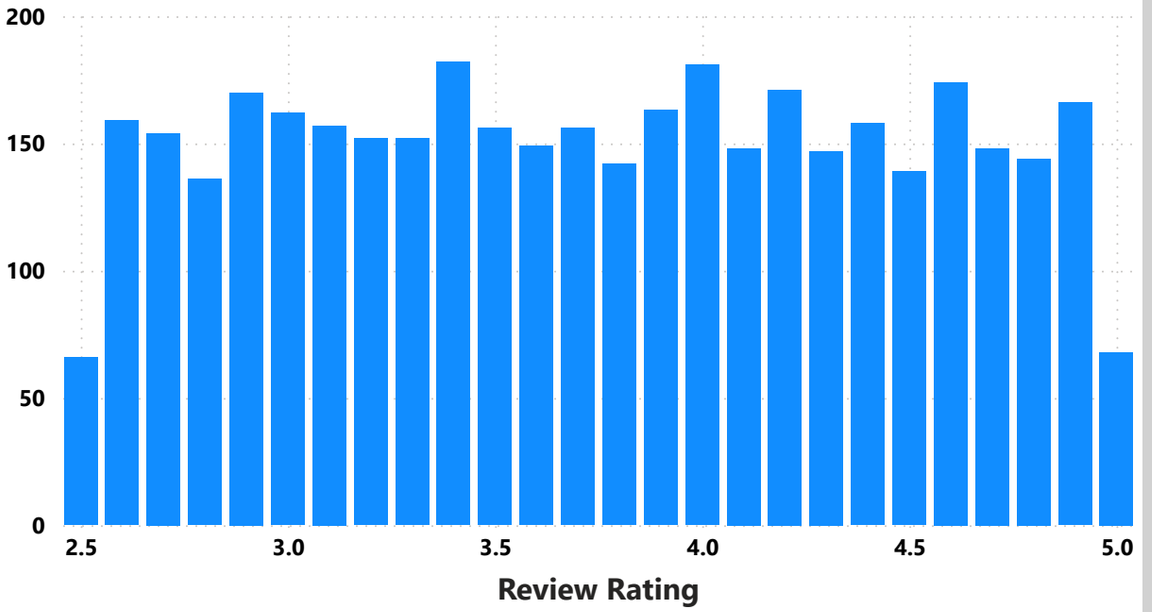
Purchase Amount by Payment Method



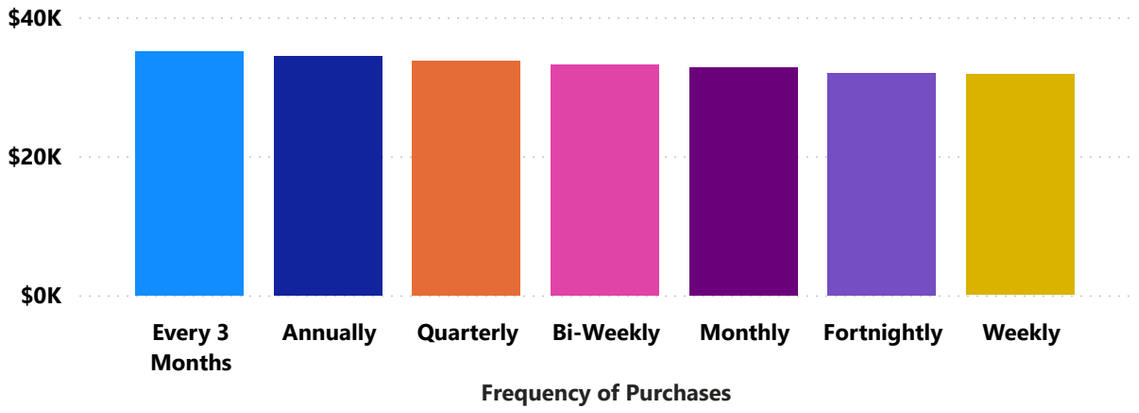
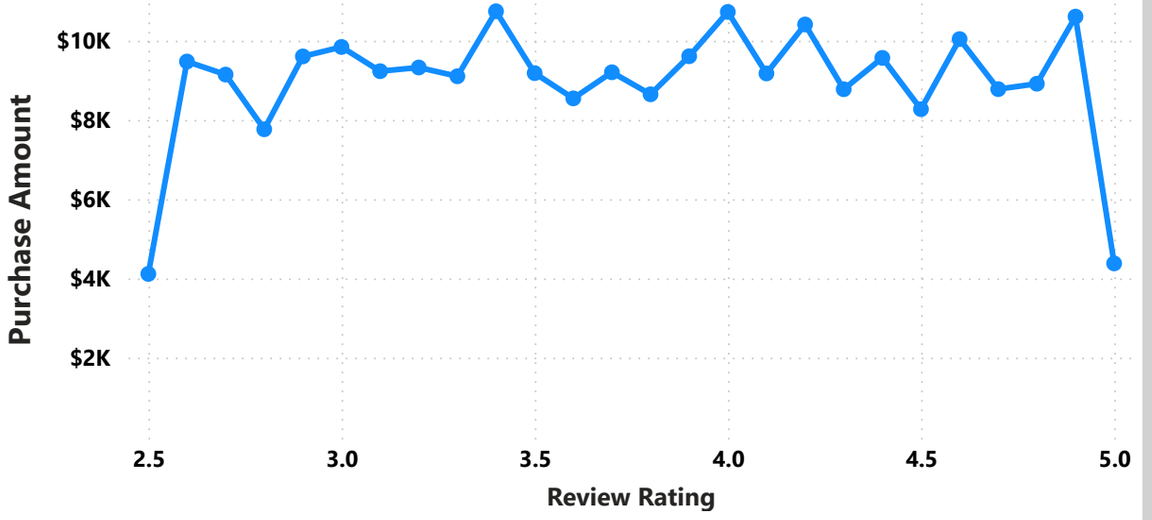
Frequency of Purchases



Review Rating



Purchase Amount by Frequency of Purchases



Purchase Amount by Review Rating