# Shopping Behaviour Dashboard

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| Location ▾ | Category ▾ | Gender ▾ | Time Of Purchase ▾ |
|---|---|---|---|

**Count of Customer**
## 3.900

**Total Revenue**
## $233.081

**Total Item Purchase**
## 98.871

**Average Review Rating**
## 3,75

## Customer Gender

- Male
- Female

32%
68%

## Payment Method

- PayPal 17.4%
- Credit Card 17.2%
- Cash 17.2%
- Debit Card 16.3%
- Venmo 16.3%
- Bank Transfer 15.7%

## Shipping Type

- Free Shipping 17.3%
- Standard 16.8%
- Store Pickup 16.7%
- Next Day Air 16.6%
- Express 16.6%
- 2-Day Shipping 16.1%

## Sales By Category

Purchase Amount (USD) — Customer ID
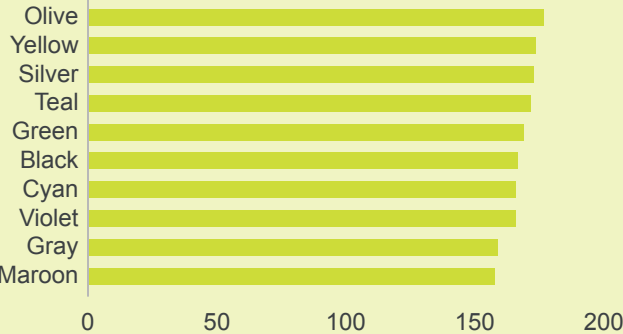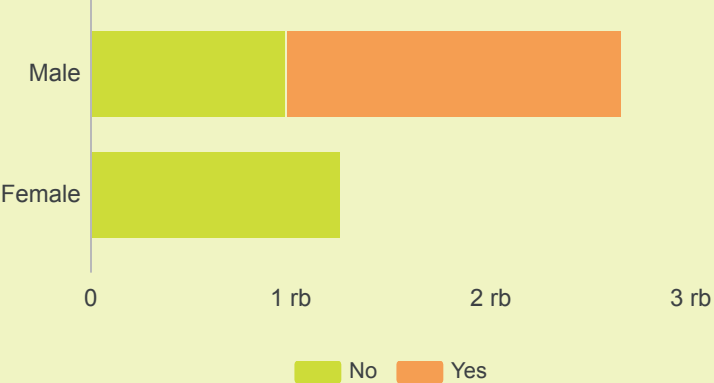
Clothing, Accessories, Footwear, Outerwear
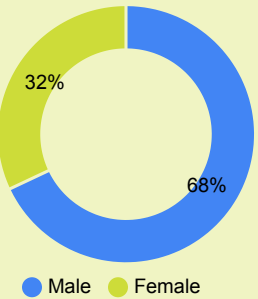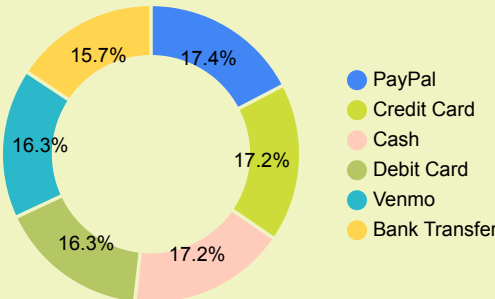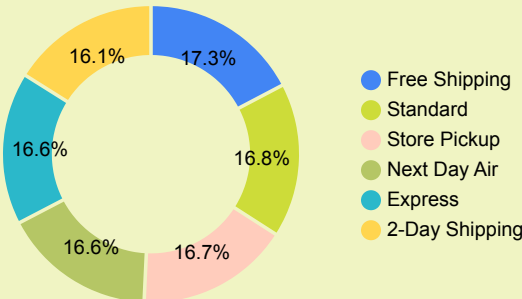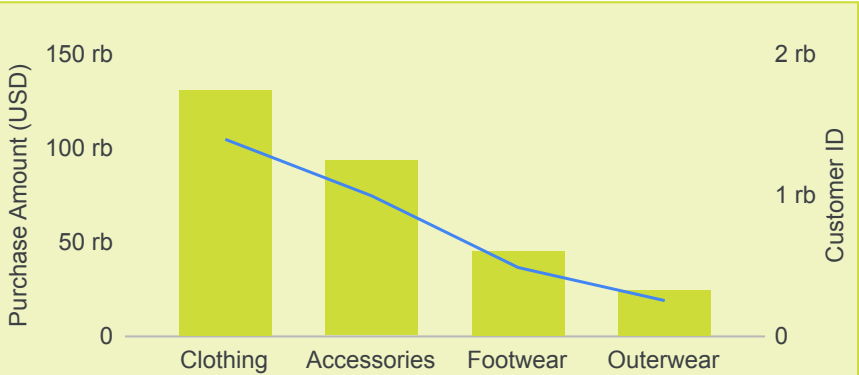
## Item Purchases

Jewelry, Coat, Sunglasses, Belt, San..., Boots, Shoes, Blouse, Pants, Shorts, Handbag, Dress, Scarf, Socks, Ho..., Sn..., T-..., Skirt, Jacket, Shirt, Sweater, Hat, Gloves, Backpack, Jeans

## Top 10 Favorite Color

Olive, Yellow, Silver, Teal, Green, Black, Cyan, Violet, Gray, Maroon

0  50  100  150  200

## Promo Code Used

Male
Female

0  1 rb  2 rb  3 rb

- No
- Yes

## Customer Distribution

Data peta ©2025 Google Citra ©2025 NASA  Persyaratan