

Navigation



Home



Customer
Insights



Sales
Insights



Shopping Dashboard

Full Insights

Revenue

233.08K

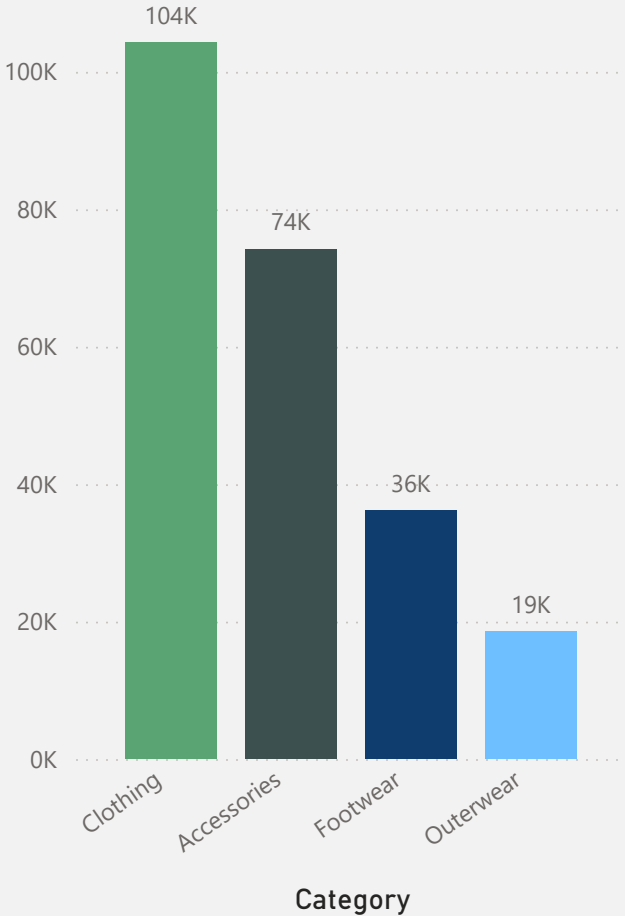
Total Customers

3900

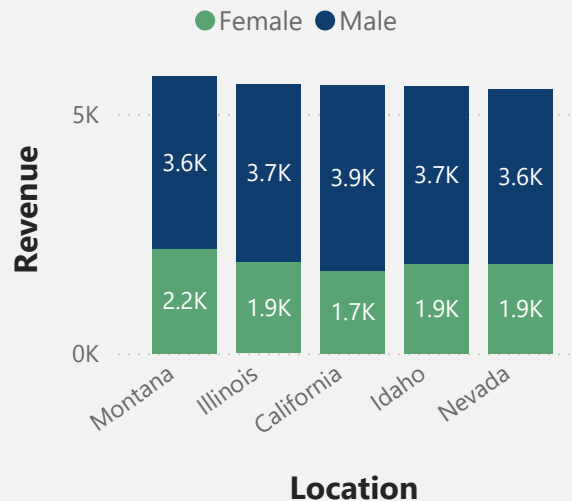
Avg. Review Rating

3.75/5

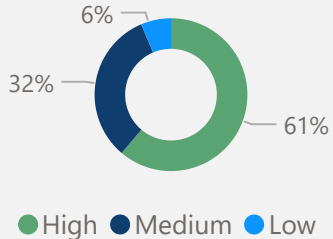
Revenue by Category



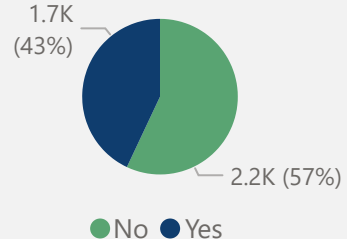
Revenue by Sex and Location



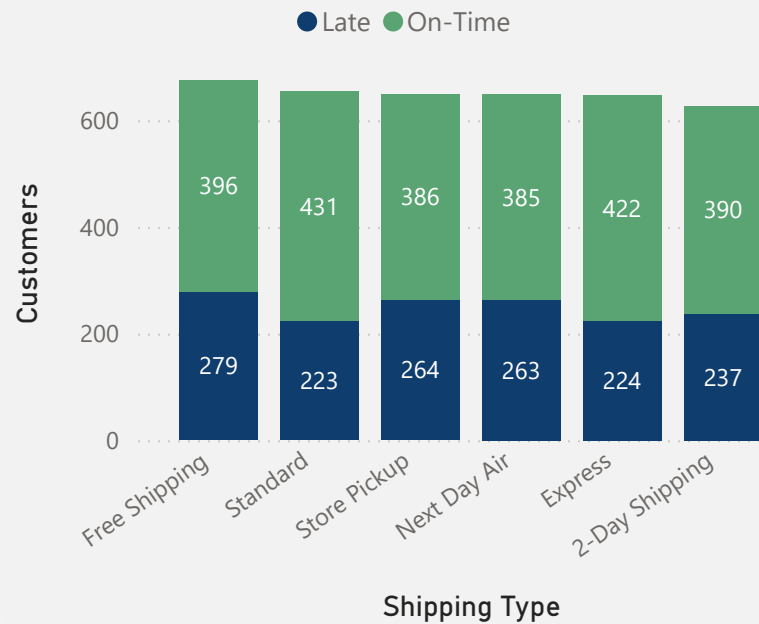
Purchase Tiers



Usage of Promo Code



Shipping Performance by Customers



Month	Sum of Purchase Amount (USD)
January	29806
February	28801
March	20113
April	19631
May	18935
June	19122
Total	233081

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Customer Insights Table

✓ ☐ Female

✓ ☐ Male

Customer Insights Table

Customer ID	Age Group	Gender	Preferred Payment Method	Subscription Status	Frequency of Purchases	Sum of Purchase Amount (USD)
1005	30-40	Male	Cash	Yes	Annually	\$79
1008	40+	Male	Credit Card	Yes	Annually	\$62
1009	40+	Male	PayPal	Yes	Annually	\$85
1010	30-40	Male	Venmo	Yes	Annually	\$30
1013	20-30	Male	Credit Card	Yes	Annually	\$37
1018	20-30	Male	Credit Card	Yes	Annually	\$53
1021	20-30	Male	Debit Card	Yes	Annually	\$95
1023	40+	Male	Cash	Yes	Annually	\$41
1026	40+	Male	Credit Card	Yes	Annually	\$84
1036	40+	Male	Venmo	Yes	Annually	\$89
1047	30-40	Male	Venmo	Yes	Annually	\$22
1052	40+	Male	PayPal	Yes	Annually	\$53
1056	40+	Male	Debit Card	No	Annually	\$27
106	40+	Male	Bank Transfer	Yes	Annually	\$96
1082	40+	Male	Credit Card	No	Annually	\$30
1097	40+	Male	Credit Card	No	Annually	\$46
112	20-30	Male	Credit Card	Yes	Annually	\$75
1123	40+	Male	Credit Card	No	Annually	\$62
1148	40+	Male	Debit Card	No	Annually	\$36
1150	20-30	Male	Venmo	No	Annually	\$42
1159	40+	Male	Bank Transfer	No	Annually	\$89
117	40+	Male	Venmo	Yes	Annually	\$86
1170	20-30	Male	Cash	No	Annually	\$94
Total						\$233,081

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Insights



Sales
Insights



Shopping Dashboard

Full Insights

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Avg. Review Rating

3.75/5

Sales Insights

- ✓ ☐ Accessories
- ✓ ☐ Clothing
- ✓ ☐ Footwear
- ✓ ☐ Outerwear

Sales Insights

Customer ID	Category	Sum of Purchase Amount (USD)	Frequency of Purchases	Shipping Performances	Preferred Payment Method	Average of F
1	Clothing	\$53	Fortnightly	Late	Venmo	3
10	Accessories	\$31	Quarterly	On-Time	Cash	4
100	Clothing	\$40	Quarterly	On-Time	Debit Card	3
1000	Clothing	\$28	Monthly	Late	Debit Card	2
1001	Clothing	\$46	Bi-Weekly	On-Time	Bank Transfer	3
1002	Clothing	\$60	Fortnightly	On-Time	Debit Card	3
1003	Footwear	\$59	Bi-Weekly	On-Time	Bank Transfer	3
1004	Accessories	\$68	Bi-Weekly	On-Time	Cash	4
1005	Accessories	\$79	Annually	On-Time	Cash	4
1006	Accessories	\$94	Bi-Weekly	On-Time	Debit Card	3
1007	Clothing	\$83	Quarterly	On-Time	Venmo	4
1008	Accessories	\$62	Annually	On-Time	Credit Card	4
1009	Accessories	\$85	Annually	Late	PayPal	2
101	Accessories	\$98	Fortnightly	Late	Cash	2
1010	Clothing	\$30	Annually	Late	Venmo	3
1011	Clothing	\$24	Fortnightly	On-Time	Credit Card	4
1012	Accessories	\$25	Fortnightly	Late	Debit Card	2
1013	Footwear	\$37	Annually	On-Time	Credit Card	3
1014	Accessories	\$69	Bi-Weekly	On-Time	Venmo	3
1015	Footwear	\$97	Fortnightly	Late	Debit Card	3
1016	Accessories	\$24	Weekly	On-Time	Cash	4
1017	Accessories	\$30	Every 3 Months	Late	Bank Transfer	3

Total \$233,081