

# Customer Behavior Dashboard

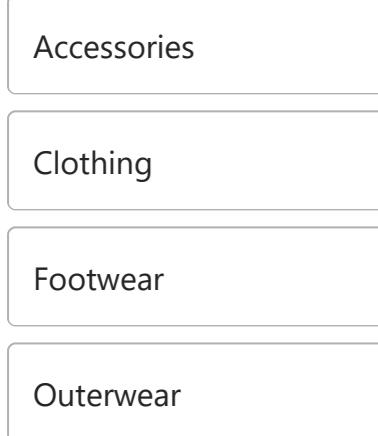
## Subscription Status



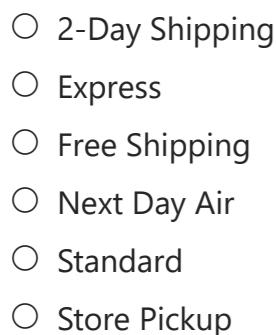
## Gender



## Category



## Shipping Type



**3.9K**

Number of Customers

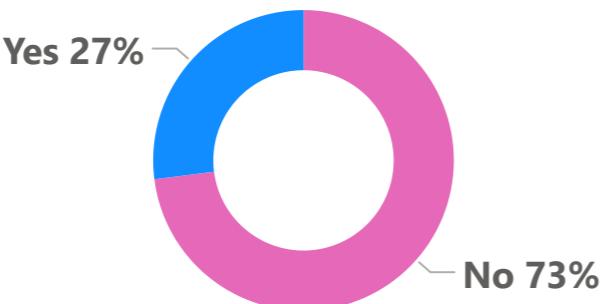
**\$59.76**

Average Purchase Amount

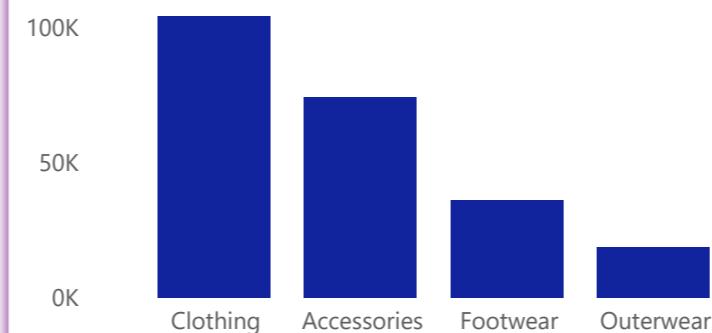
**3.75**

Average Review Rating

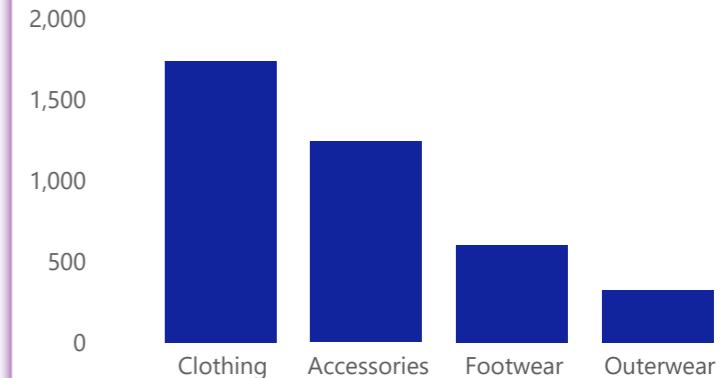
## % of Customers by Subscription Status



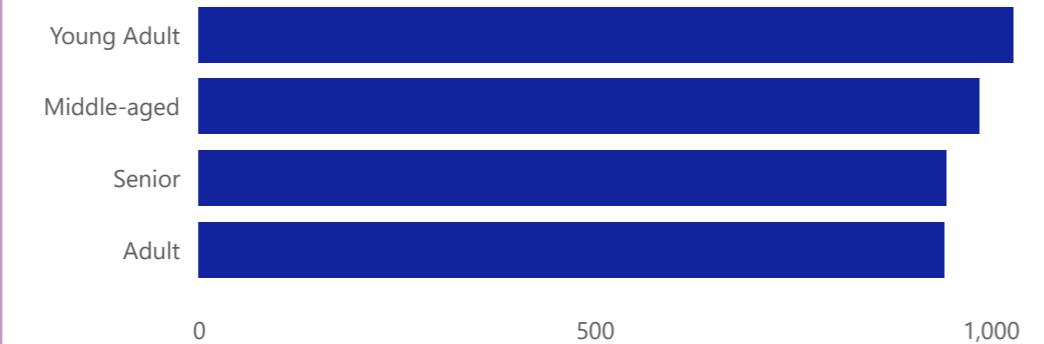
## Revenue by Category



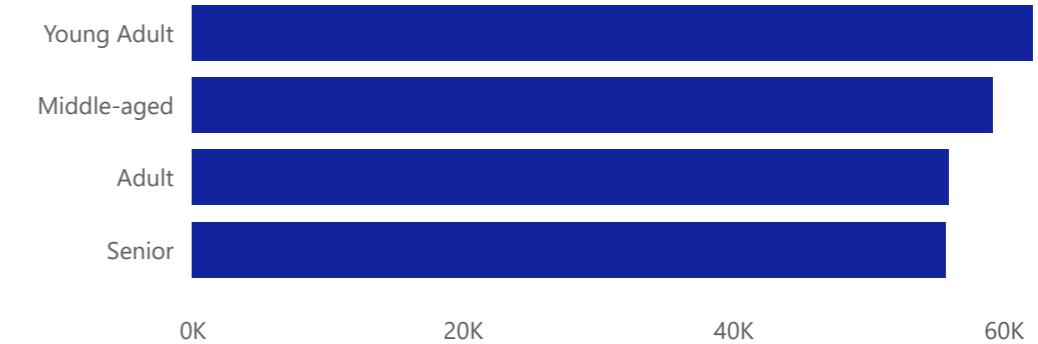
## Sales by Category



## Sales by Age Group



## Revenue by Age Group



# Advanced Customer Insights & Segmentation

## Subscription Status

No Yes

## Gender

Female Male

## Category

Accessories  
Clothing  
Footwear  
Outerwear

## Shipping Type

- 2-Day Shipping
- Express
- Free Shipping
- Next Day Air
- Standard
- Store Pickup

## Churn Risk

- HIGH
- LOW

**3.9K**

Number of Customers

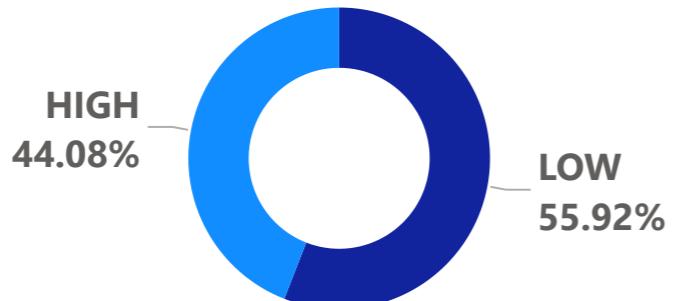
**\$59.76**

Average Purchase Amount

**3.75**

Average Review Rating

## Churn Risk Distribution



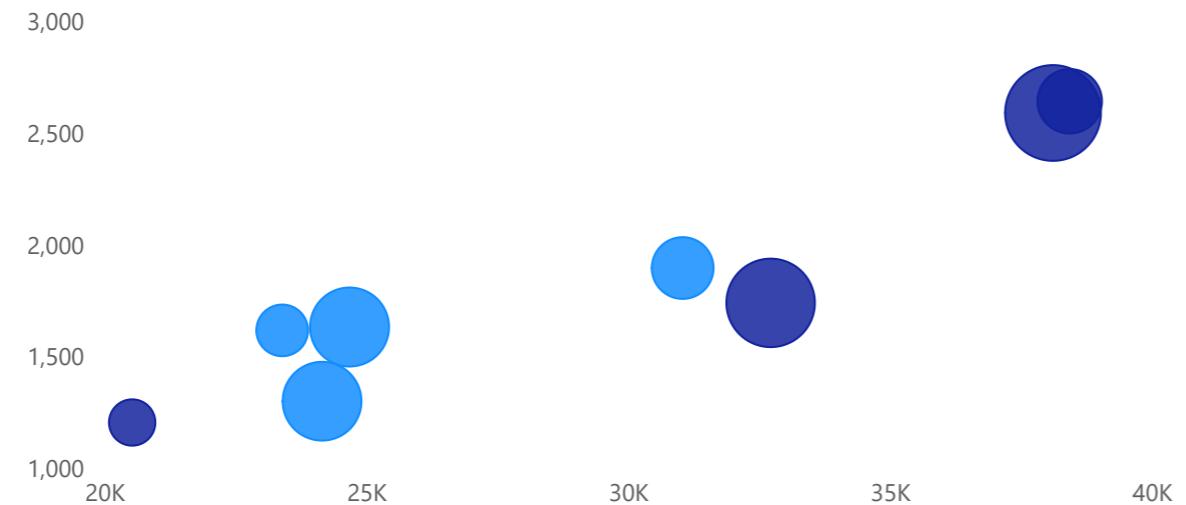
## Average Purchase Frequency by Segment



## Churn Risk by Customer Segment



## Customer Value vs Satisfaction Distribution



## Revenue Contribution by Customer Segment

