

Customer Behavior Dashboard

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

3.9K

Number of Customers

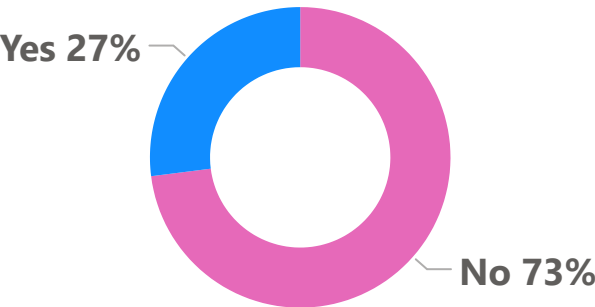
\$59.76

Average Purchase Amount

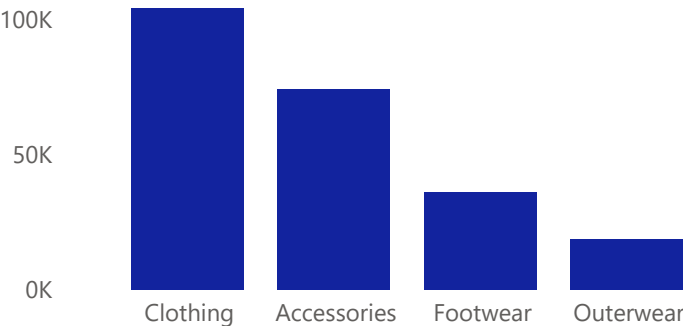
3.75

Average Review Rating

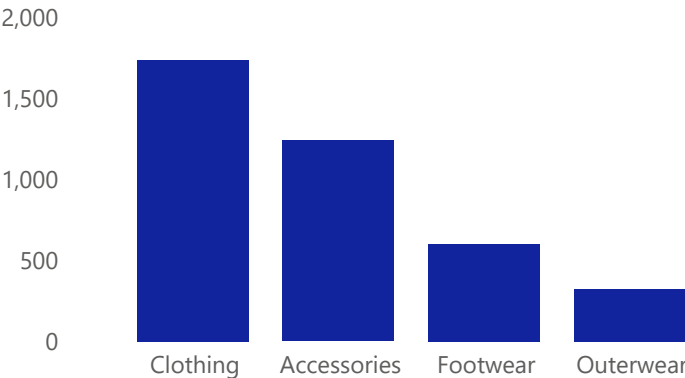
% of Customers by Subscription Status



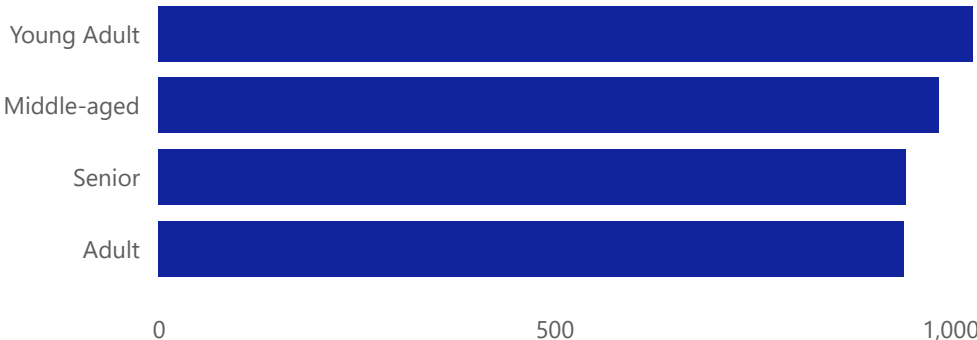
Revenue by Category



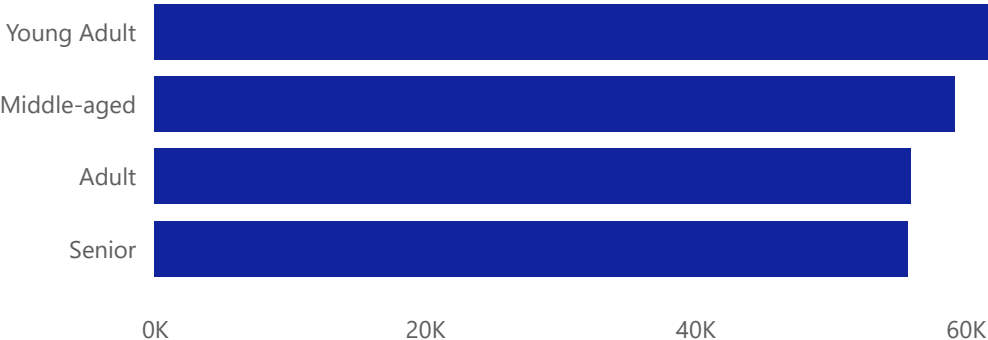
Sales by Category



Sales by Age Group



Revenue by Age Group



Advanced Customer Insights & Segmentation

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Churn Risk

- ☐ HIGH
- ☐ LOW

3.9K

Number of Customers

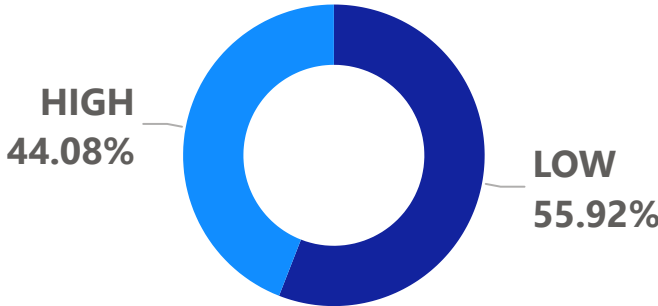
\$59.76

Average Purchase Amount

3.75

Average Review Rating

Churn Risk Distribution



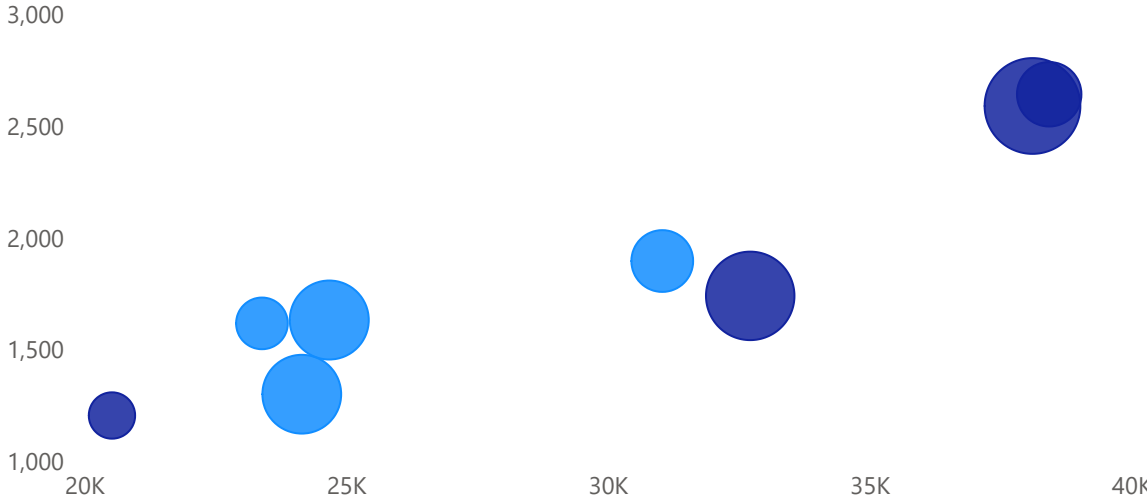
Average Purchase Frequency by Segment



Churn Risk by Customer Segment



Customer Value vs Satisfaction Distribution



Revenue Contribution by Customer Segment

