

<div>POWER BI ASSIGNMENT 1</div> <div>SARAH QASIM</div>		<div>233K</div> <div>Total Sales</div>		<div>59.76</div> <div>Average purchase amount</div>		<div>4</div> <div>Average rating</div>																																																					
1. Customer Demographics Analysis:																																																											
<div>Age distribution</div> <div><table><tr><th>Age Group</th><th>Count</th><th>Percentage</th></tr><tr><td>Elderly</td><td>1.48K</td><td>37.85%</td></tr><tr><td>Middle-Aged</td><td>1.48K</td><td>37.82%</td></tr><tr><td>Young Adults</td><td>0.95K</td><td>24.33%</td></tr></table></div>		Age Group	Count	Percentage	Elderly	1.48K	37.85%	Middle-Aged	1.48K	37.82%	Young Adults	0.95K	24.33%	<div>Customer Loyalty by Age Group</div> <div><table><tr><th>Age categories</th><th>Sum of Previous Purchases</th></tr><tr><td>Elderly</td><td>38K</td></tr><tr><td>Middle-Aged</td><td>35K</td></tr><tr><td>Young Adults</td><td>23K</td></tr></table></div>		Age categories	Sum of Previous Purchases	Elderly	38K	Middle-Aged	35K	Young Adults	23K	<div>Top Age Groups for High-Value Purchases</div> <div><table><tr><th>Age categories</th><th>Sum of Purchase Amount (USD)</th></tr><tr><td>Elderly</td><td>85K</td></tr><tr><td>Middle-Aged</td><td>75K</td></tr><tr><td>Young Adults</td><td>45K</td></tr></table></div>		Age categories	Sum of Purchase Amount (USD)	Elderly	85K	Middle-Aged	75K	Young Adults	45K	<div>Gender-Based Purchase Frequency</div> <div><table><tr><th>Frequency of Purchases</th><th>Female Count</th><th>Male Count</th></tr><tr><td>Every 3 Months</td><td>185</td><td>395</td></tr><tr><td>Annually</td><td>185</td><td>385</td></tr><tr><td>Quarterly</td><td>165</td><td>390</td></tr><tr><td>Monthly</td><td>185</td><td>365</td></tr><tr><td>Bi-Weekly</td><td>185</td><td>355</td></tr><tr><td>Fortnightly</td><td>160</td><td>375</td></tr><tr><td>Weekly</td><td>170</td><td>365</td></tr></table></div>		Frequency of Purchases	Female Count	Male Count	Every 3 Months	185	395	Annually	185	385	Quarterly	165	390	Monthly	185	365	Bi-Weekly	185	355	Fortnightly	160	375	Weekly	170	365
Age Group	Count	Percentage																																																									
Elderly	1.48K	37.85%																																																									
Middle-Aged	1.48K	37.82%																																																									
Young Adults	0.95K	24.33%																																																									
Age categories	Sum of Previous Purchases																																																										
Elderly	38K																																																										
Middle-Aged	35K																																																										
Young Adults	23K																																																										
Age categories	Sum of Purchase Amount (USD)																																																										
Elderly	85K																																																										
Middle-Aged	75K																																																										
Young Adults	45K																																																										
Frequency of Purchases	Female Count	Male Count																																																									
Every 3 Months	185	395																																																									
Annually	185	385																																																									
Quarterly	165	390																																																									
Monthly	185	365																																																									
Bi-Weekly	185	355																																																									
Fortnightly	160	375																																																									
Weekly	170	365																																																									
2. Product and Category Analysis:																																																											
<div>Top Categories by Purchase Amount</div> <div><table><tr><th>Category</th><th>Count</th><th>Percentage</th></tr><tr><td>Outerwear</td><td>19K</td><td>7.95%</td></tr><tr><td>Accessories</td><td>36K</td><td>15.49%</td></tr><tr><td>Footwear</td><td>74K</td><td>31.83%</td></tr><tr><td>Clothing</td><td>104K</td><td>44.73%</td></tr></table></div>				Category	Count	Percentage	Outerwear	19K	7.95%	Accessories	36K	15.49%	Footwear	74K	31.83%	Clothing	104K	44.73%	<div>Seasonal Trends</div> <div><table><tr><th>Season</th><th>Sum of Purchase Amount (USD)</th></tr><tr><td>Fall</td><td>60K</td></tr><tr><td>Spring</td><td>59K</td></tr><tr><td>Winter</td><td>59K</td></tr><tr><td>Summer</td><td>56K</td></tr></table></div>				Season	Sum of Purchase Amount (USD)	Fall	60K	Spring	59K	Winter	59K	Summer	56K																											
Category	Count	Percentage																																																									
Outerwear	19K	7.95%																																																									
Accessories	36K	15.49%																																																									
Footwear	74K	31.83%																																																									
Clothing	104K	44.73%																																																									
Season	Sum of Purchase Amount (USD)																																																										
Fall	60K																																																										
Spring	59K																																																										
Winter	59K																																																										
Summer	56K																																																										
1. 3. Geographical Analysis:																																																											
<div>Location-Based Analysis</div> <div>Darkest states show highest purchase</div> <div></div>				<div>Top 5 cities with highest purchases</div> <div><table><tr><th>Location</th><th>Sum of Purchase Amount (USD)</th></tr><tr><td>Montana</td><td>5800</td></tr><tr><td>Illinois</td><td>5600</td></tr><tr><td>California</td><td>5600</td></tr><tr><td>Idaho</td><td>5500</td></tr><tr><td>Nevada</td><td>5500</td></tr></table></div>				Location	Sum of Purchase Amount (USD)	Montana	5800	Illinois	5600	California	5600	Idaho	5500	Nevada	5500																																								
Location	Sum of Purchase Amount (USD)																																																										
Montana	5800																																																										
Illinois	5600																																																										
California	5600																																																										
Idaho	5500																																																										
Nevada	5500																																																										
				<div>Shipping Type Preference</div> <div><table><tr><th>Shipping Type</th><th>Percentage</th></tr><tr><td>Standard</td><td>15.05%</td></tr><tr><td>Express</td><td>15.91%</td></tr><tr><td>2-Day Shipping</td><td>16.56%</td></tr><tr><td>Free Shipping</td><td>16.56%</td></tr><tr><td>Next Day Air</td><td>16.56%</td></tr><tr><td>Store Pickup</td><td>19.35%</td></tr></table></div>				Shipping Type	Percentage	Standard	15.05%	Express	15.91%	2-Day Shipping	16.56%	Free Shipping	16.56%	Next Day Air	16.56%	Store Pickup	19.35%																																						
Shipping Type	Percentage																																																										
Standard	15.05%																																																										
Express	15.91%																																																										
2-Day Shipping	16.56%																																																										
Free Shipping	16.56%																																																										
Next Day Air	16.56%																																																										
Store Pickup	19.35%																																																										
INTERACTIVE FILTERING																																																											
<div>Category</div> <div><input type="checkbox"/> Accessories</div> <div><input type="checkbox"/> Clothing</div> <div><input type="checkbox"/> Footwear</div> <div><input type="checkbox"/> Outerwear</div>		<div>Location</div> <div><input type="checkbox"/> Alabama</div> <div><input type="checkbox"/> Alaska</div> <div><input type="checkbox"/> Arizona</div> <div><input type="checkbox"/> Arkansas</div> <div><input type="checkbox"/> California</div> <div><input type="checkbox"/> Colorado</div>		<div>Age categories</div> <div><input type="checkbox"/> Elderly</div> <div><input type="checkbox"/> Middle-Aged</div> <div><input type="checkbox"/> Young Adults</div>		<div>Gender</div> <div><input type="checkbox"/> Female</div> <div><input type="checkbox"/> Male</div>																																																					