

CUSTOMER SHOPPING BEHAVIOR ANALYSIS

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

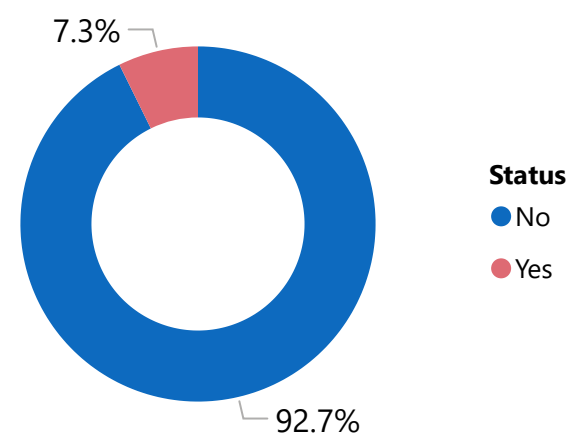
3.75

Average Review Rating

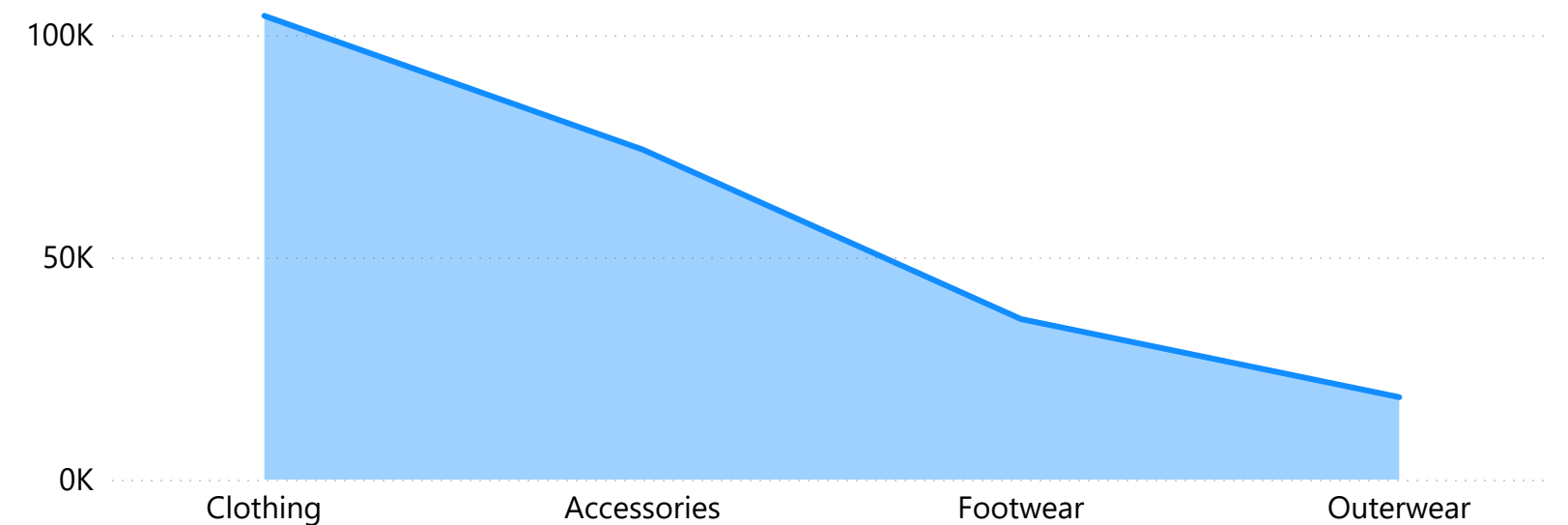
\$59.76

Average Purchase Amount

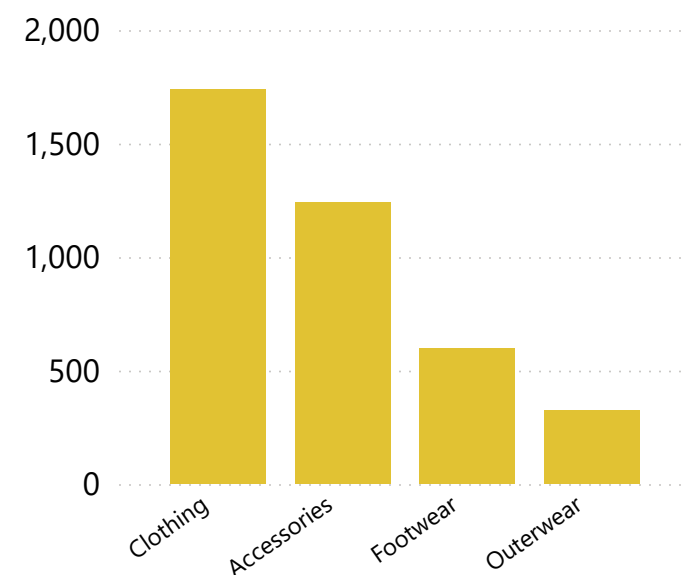
% of Customer Subscription Status



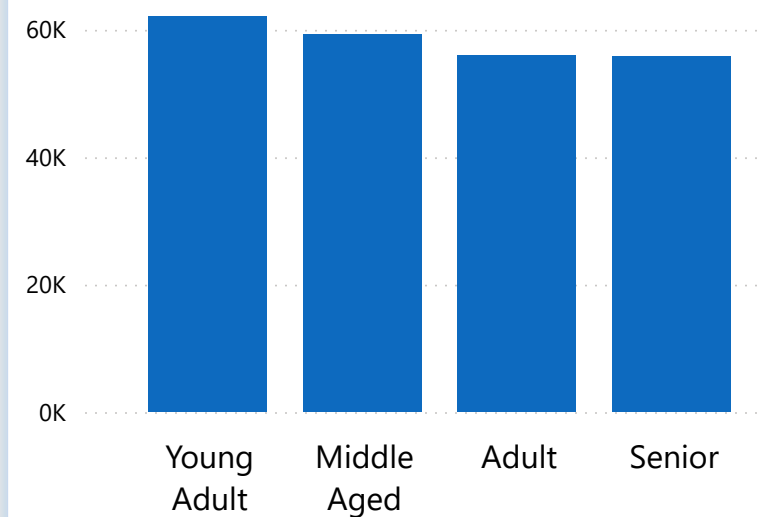
Revenue by Category



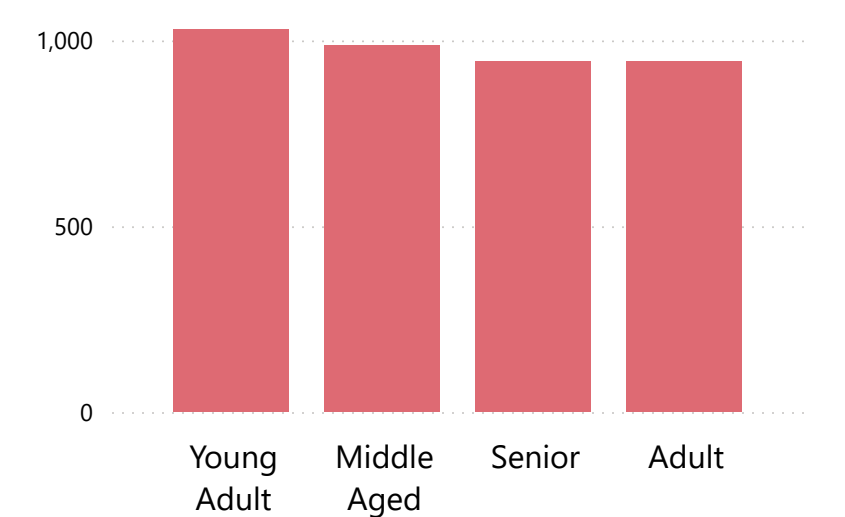
Sales by Category



Revenue by Age group



Customer by Age group



Overall Conclusion

Customer spending is driven mainly by Clothing purchases and mid-age demographics. With low subscription adoption but a high average purchase amount, there is a strong opportunity to increase revenue through targeted subscription incentives and category-specific promotions.

CUSTOMER SEGMENTATION & BEHAVIOUR

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3.9K

Number of Customers

44.07

Average of age

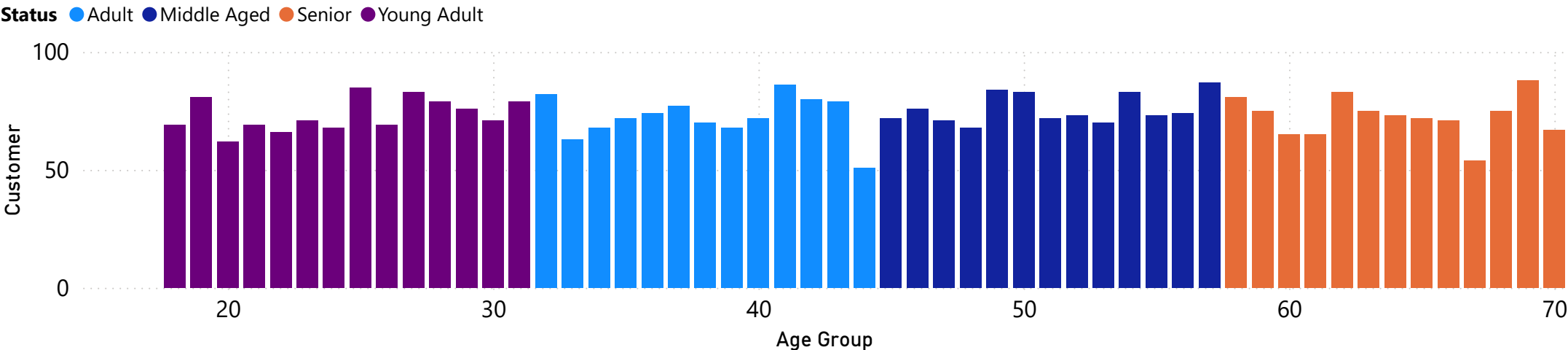
3K

Male

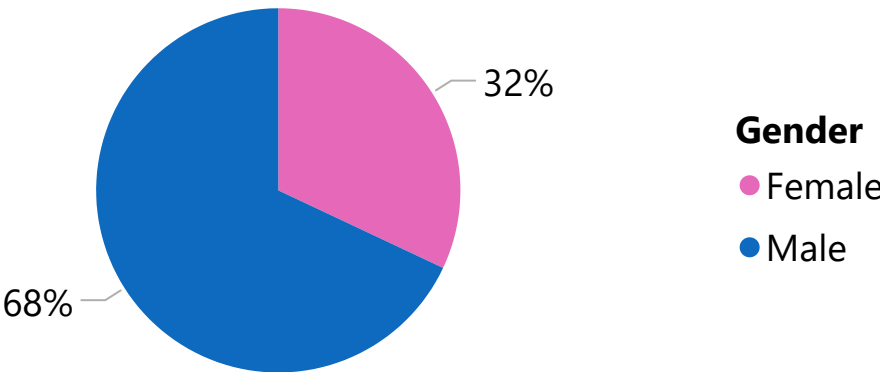
1K

Female

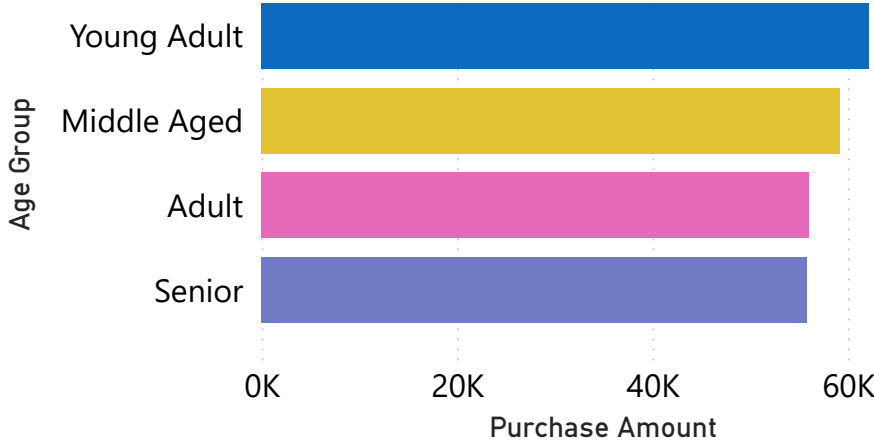
Customer Breakdown by Age Group



Customer Breakdown by Gender



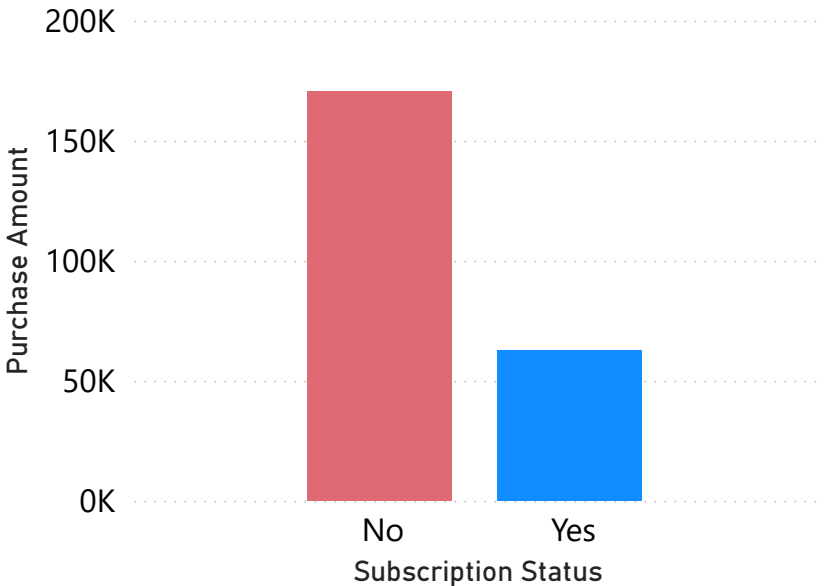
AVG SPEND BY AGE GROUP



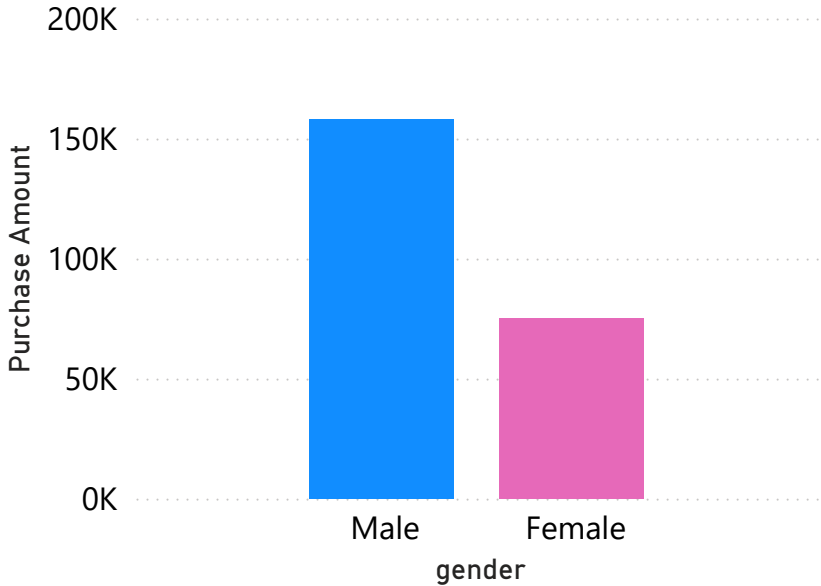
Customer Insights Summary

- Female customers make up **32%**, while male customers are **68%**.
- The **Young Adult** and **Middle Aged** groups show the **highest average spending**.
- Subscription adoption is **low**, but **subscribed customers spend more** on average.
- Male customers have a **higher average purchase amount** than females.
- The majority of customers fall between **25–50 years old**, indicating a strong mid-age market.

SUBSCRIPTION STATUS CHART



AVG SPEND BY GENDER



Insights Into Sales, Products, and Customer

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Yes

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Female

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Outerwear

Shipping Type

- ☐ 2-Day Shipping
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- ☐ Store Pickup

99K

Total Revenue

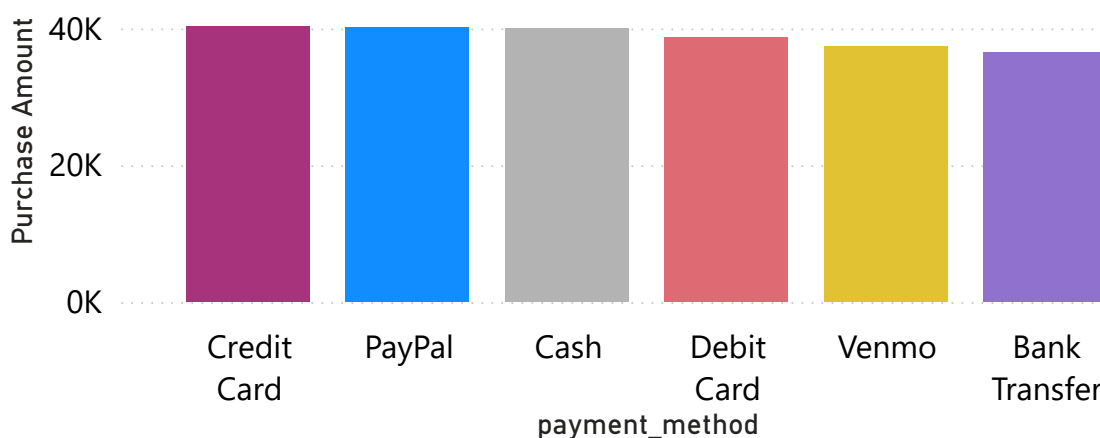
3.9K

Total Orders

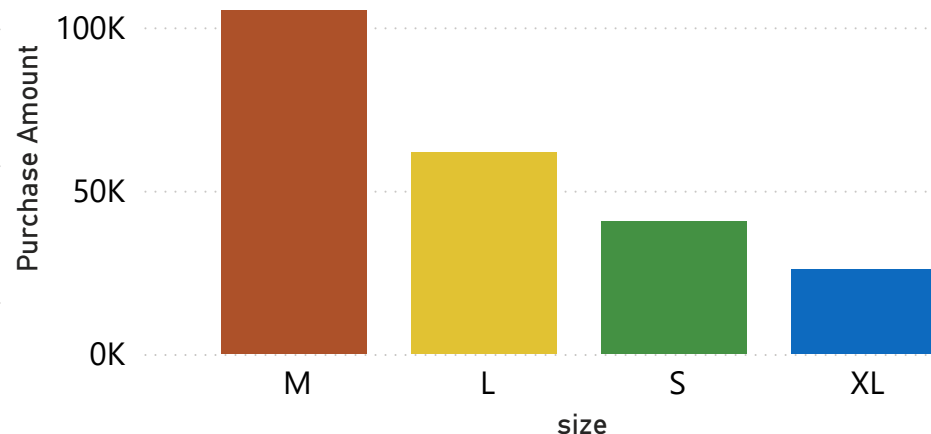
59.76

Average Order Value

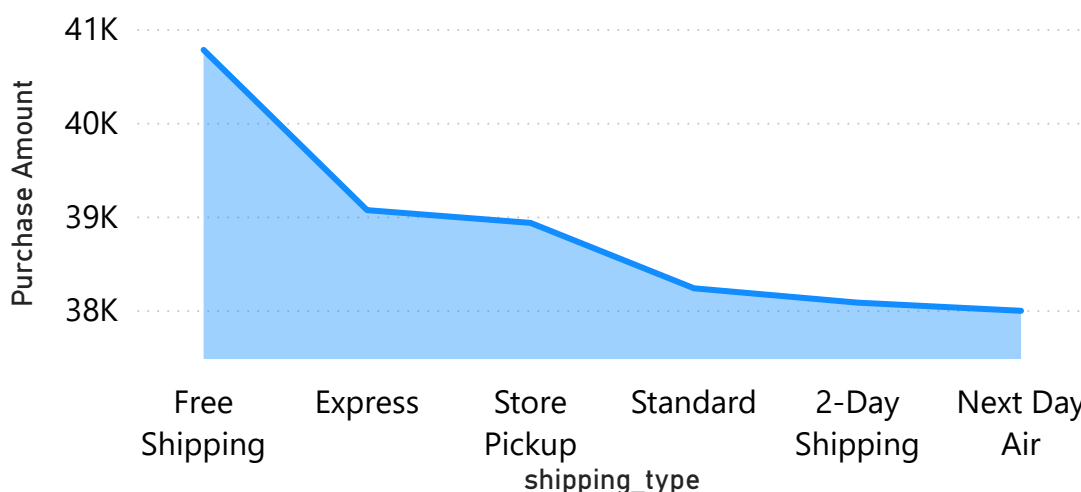
PAYMENT METHOD USAGE



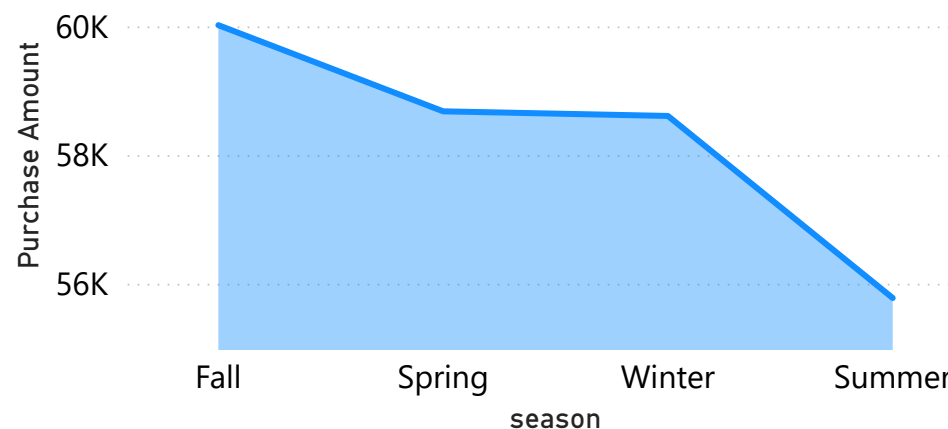
UNITS SOLD BY SIZE



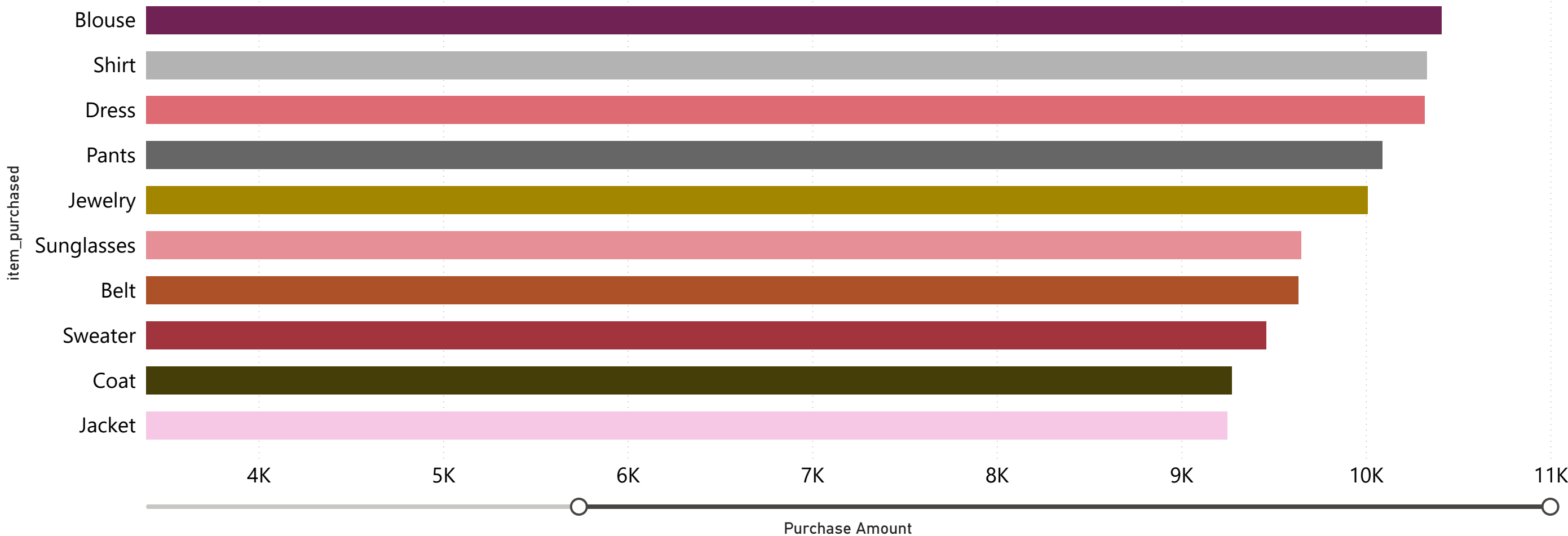
Shipping Type Chart



REVENUE BY SEASON



TOP 10 PRODUCTS



Sales Insights Summary

- Credit Card and PayPal** are the most frequently used payment methods, driving a significant portion of revenue.
- Medium (M)** size products are the best sellers, followed by **Large (L)** sizes.
- Free Shipping** leads to the highest sales volume, showing strong customer preference for low-cost delivery.
- Fall** generates the highest seasonal revenue, while **Summer** sees the lowest, indicating potential seasonal trends.
- Blouses, Shirts, and Dresses** are the top performers in the product lineup, contributing heavily to overall revenue.
- Product categories show consistent demand, with noticeable sales concentration in apparel items.