Retail 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
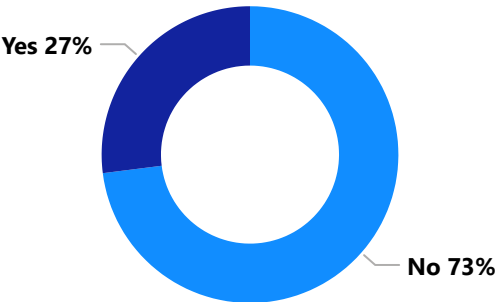- ◯ Store Pickup

3.9K
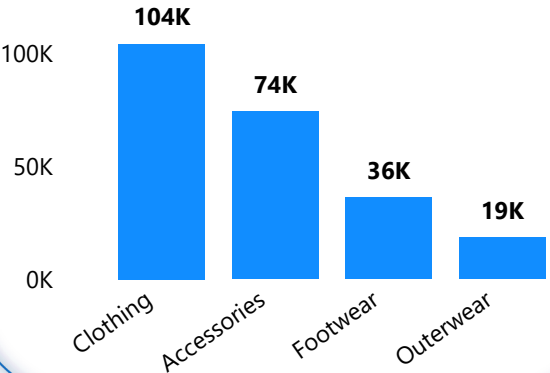Number of Customer

$59.76
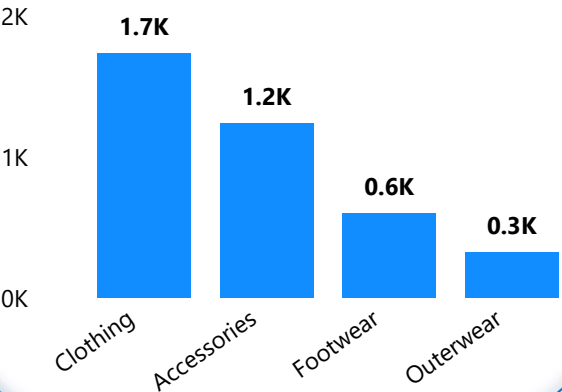Average Purchase Amount

3.75
Average Review Rating

Proportion of Customers Subscribed vs. Not Subscribed

Yes 27%
No 73%

Understand Which Categories Generate the Most Revenue

- Clothing: 104K
- Accessories: 74K
- Footwear: 36K
- Outerwear: 19K

Understand Customer Distribution Across Product Categories

- Clothing: 1.7K
- Accessories: 1.2K
- Footwear: 0.6K
- Outerwear: 0.3K

Identify Key Age Groups Driving Purchase Value

- Senior: 91K
- Adult: 87K
- Young Adult: 86K
- Middle Aged: 82K
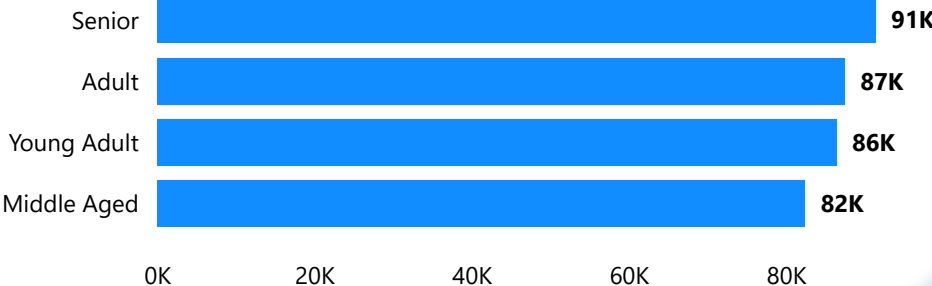
Understand Customer Distribution Across Age Groups to Enhance Targeting

- Young Adult: 1028
- Middle Aged: 986
- Senior: 944
- Adult: 942