CUSTOMER SHOPPING TRENDS

→

Customer

AvgPurchaseAmount

Based on the data.

SEASON
Most of the items was bought during spring followed by summer however the belt is most likely to be bought in fall.

GENDER
Males are the highest buying group in all the items.

AGE
people from 56+ are where found to be the most buying group on many items, blouse, belt, boots and many more.

PAYMENT METHOD
According to our data many people where using credit card than cash, most of them where using pay pal and bank transfer.

ITEM-PURCHASE
The most bought item was blouse with 171 people followed by drees with 166 people.

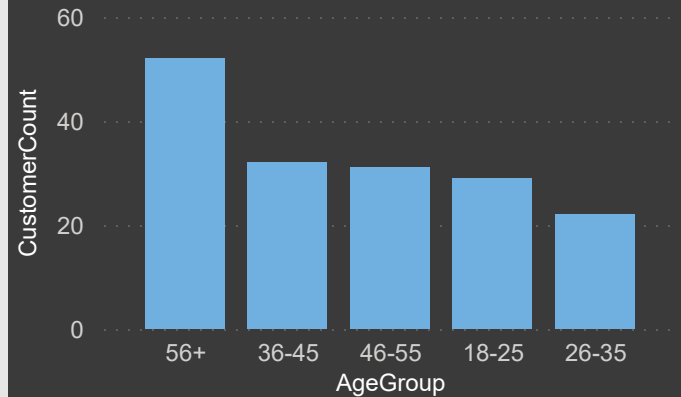# customer distrubution

62.17
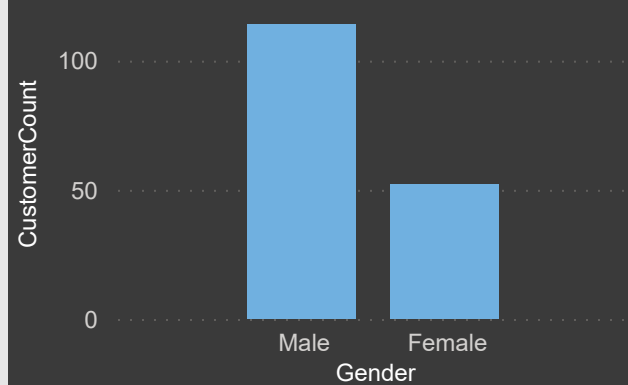AvgPurchaseAmount

10K
TotalPurchase

166
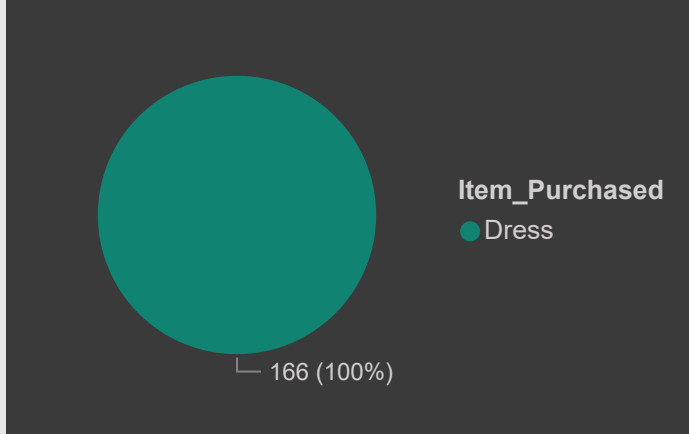CustomerCount

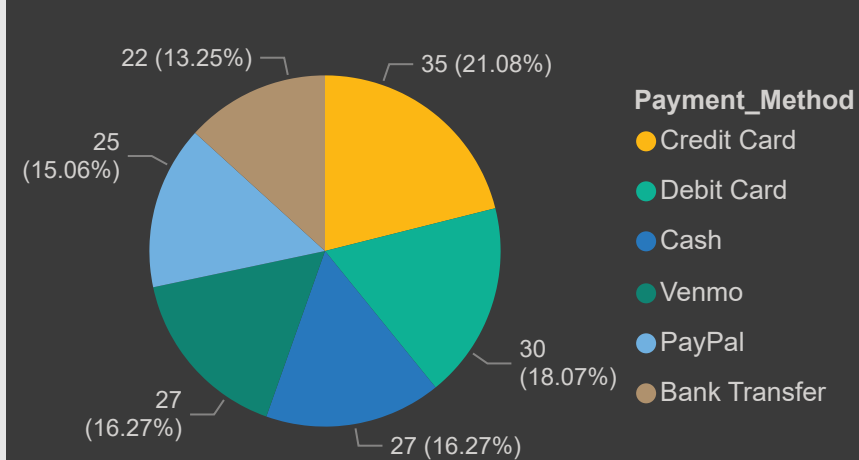### CustomerCount by AgeGroup

CustomerCount by Gender

Item_Purchased

- ☐ Backpack
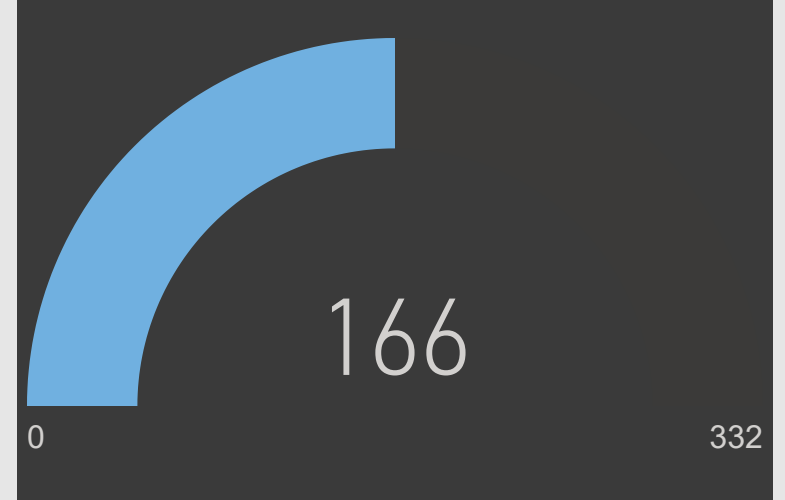- ☐ Belt
- ☐ Blouse
- ☐ Boots
- ☐ Coat
- ☐ Dress
- ☐ Gloves

CustomerCount by Item_Purchased

Item_Purchased
- ● Dress

166 (100%)

CustomerCount by Payment_Method

22 (13.25%)
35 (21.08%)
25 (15.06%)
30 (18.07%)
27 (16.27%)
27 (16.27%)

Payment_Method
- ● Credit Card
- ● Debit Card
- ● Cash
- ● Venmo
- ● PayPal
- ● Bank Transfer

CustomerCount

166

0

332

correlation

AvgPurchaseAmount by Category

AvgPurchaseAmount

50

0

Clothing
Category

AvgPurchaseAmount by Review_Rating

45.4 (2…)
52 (3.3%)
56.9 (3…)

60… (…)
63.85… (4.05%)

76.14… (4.8…)
74.8 (…)

67 (4.25%)

Review_Rating
- 3
- 4.2
- 2.8
- 4.4
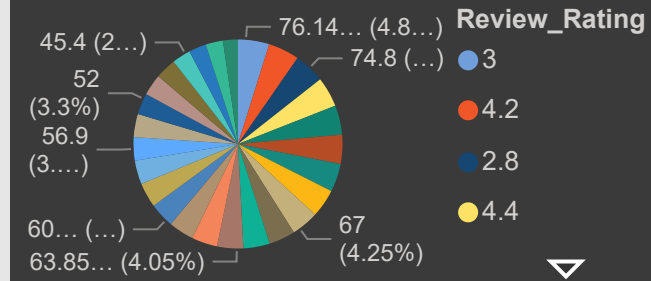
AvgPurchaseAmount by Subscription_Status

AvgPurchaseAm…

50

0

No   Yes
Subscription_Status

CustomerCount and Sum of Purchase_Amount_USD

- CustomerCount
- Sum of Purch…

10K

0K
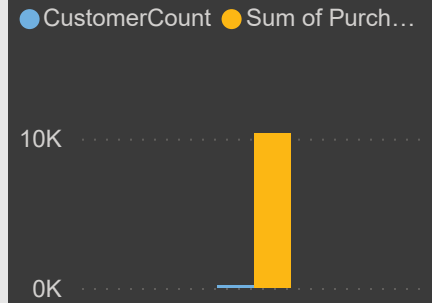
CustomerCount by Season

36 (21.69%)

47 (28.31%)

40 (24.1%)

43 (25.9%)

Season
- Summer
- Spring
- Winter
- Fall
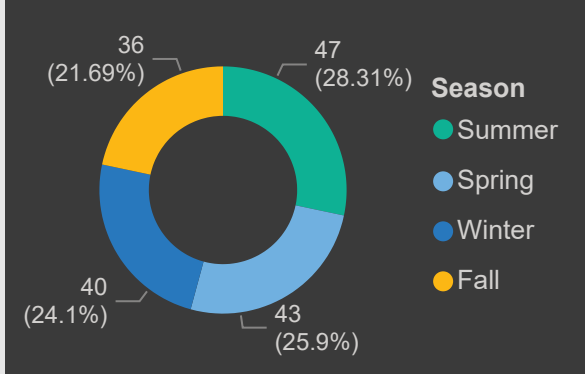
AvgPurchaseAmount by Frequency_of_Purchases

53.95 (12.4%)

67.5… (15…)

66… (1…)

63.3… (14…)

64…. (…)

Frequency…
- Quarterly
- Bi-Weekly
- Annually
- Monthly
- Every 3 …
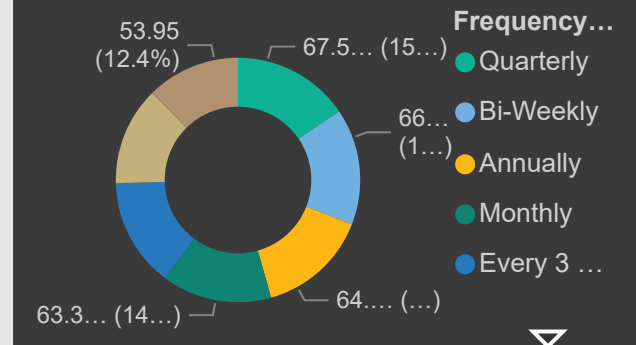
AvgPurchaseAmount by Discount_Applied

AvgPurchaseAmount

50

0

No   Yes
Discount_Applied