

# Nuuly Styling Survey Overview

Report Time Range: Date Launched - 05/15/22

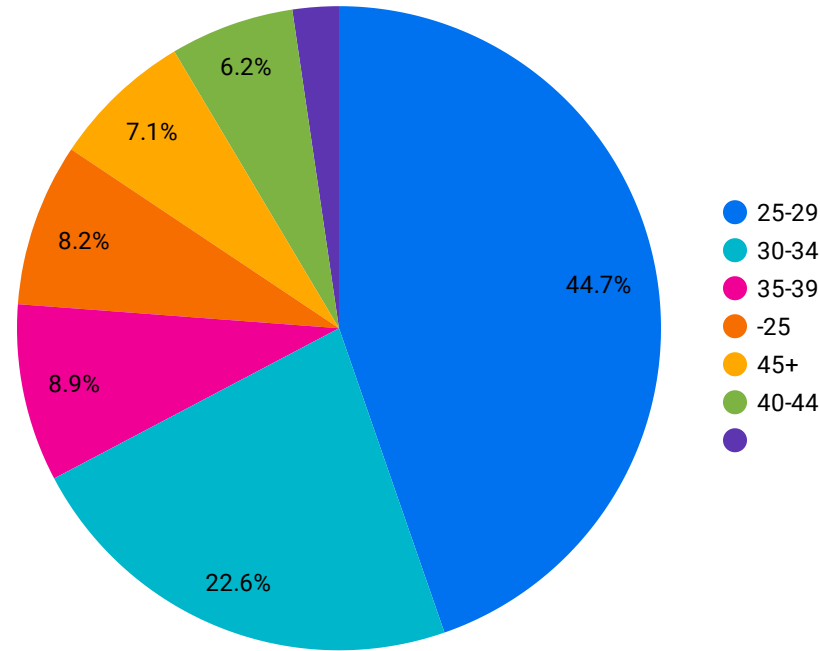
## Customer Age by Total Response

This table and pie chart show customers who responded to the survey by age group. 46.1% of customers who responded ages are 25-29 followed by customers who are in the 30-35 age group at 21.1%.  
\*\* null values are from people who did not fill out their age

Age Filter

Age

	Age ^	Number of Answe...	Total Answered	Percent of Answer
1.	null	19	819	2.32%
2.	-25	67	819	8.18%
3.	25-29	366	819	44.69%
4.	30-34	185	819	22.59%
5.	35-39	73	819	8.91%
6.	40-44	51	819	6.23%
7.	45+	58	819	7.08%



1 - 7 / 7 < >

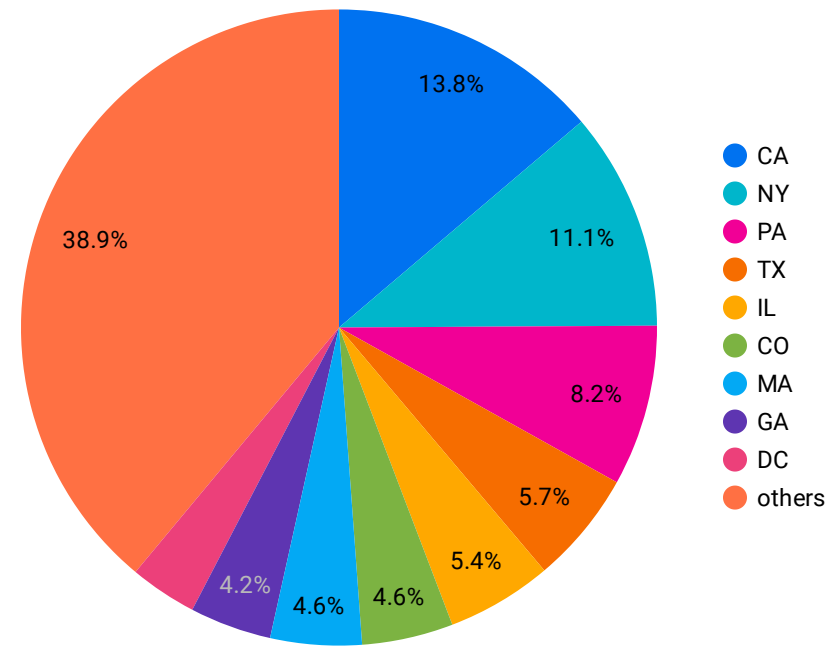
## Customer State by Total Response

This table and pie chart show customers who responded to the survey by state. 13% of customers who responded are from CA followed by customers who are from NY at 11.8%, and customers who are from PA at 8.6%.

State Filter

State

	State	Number of Answer ...	Total Answered	Percent of Answer by St...
1.	CA	113	819	13.8%
2.	NY	91	819	11.11%
3.	PA	67	819	8.18%
4.	TX	47	819	5.74%
5.	IL	44	819	5.37%
6.	MA	38	819	4.64%
7.	CO	38	819	4.64%
8.	GA	34	819	4.15%
9.	DC	28	819	3.42%
10.	OH	26	819	3.17%



1 - 50 / 50 < >

# Nuuly Styling Survey Occasion Overview

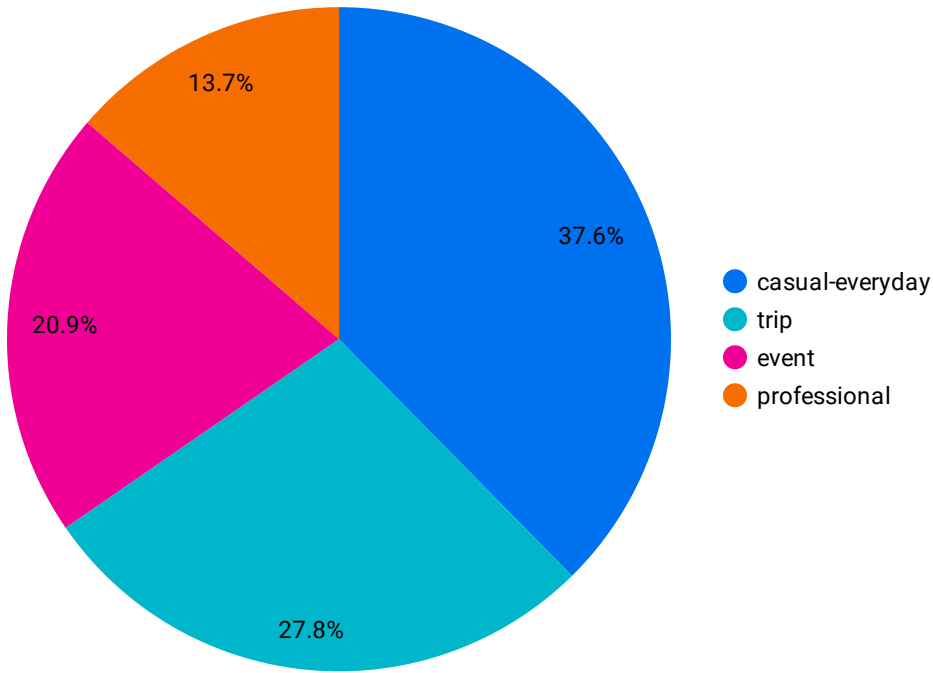
Occasion Filter

Occasion ▼

## Customer Occasion Response Share by Total Response

This table and pie chart show the share of occasion response by total response. 37.8% of customers responded that they use Nuuly for casual-everyday, followed by customers who use Nuuly for trips at 27.3%, and by customers who use Nuuly for events at 21.4%

	Occasion	Number of An...	Total Answered	Percent of Answer ...
1.	casual-everyday	588	1,563	37.62%
2.	trip	434	1,563	27.77%
3.	event	327	1,563	20.92%
4.	professional	214	1,563	13.69%



# Nuuly Styling Survey Occasion by Age/State

Occasion Filter

Occasion



## Customer Occasion Response Share by Age

This table and bar chart show the share of occasion responses by customer age. Casual-everyday is the most popular occasion across all age groups taking up ~40%. Professional is the least popular occasion response with only ~10%-18% selected across all age groups.  
\*\* null values are from people who did not fill out their age

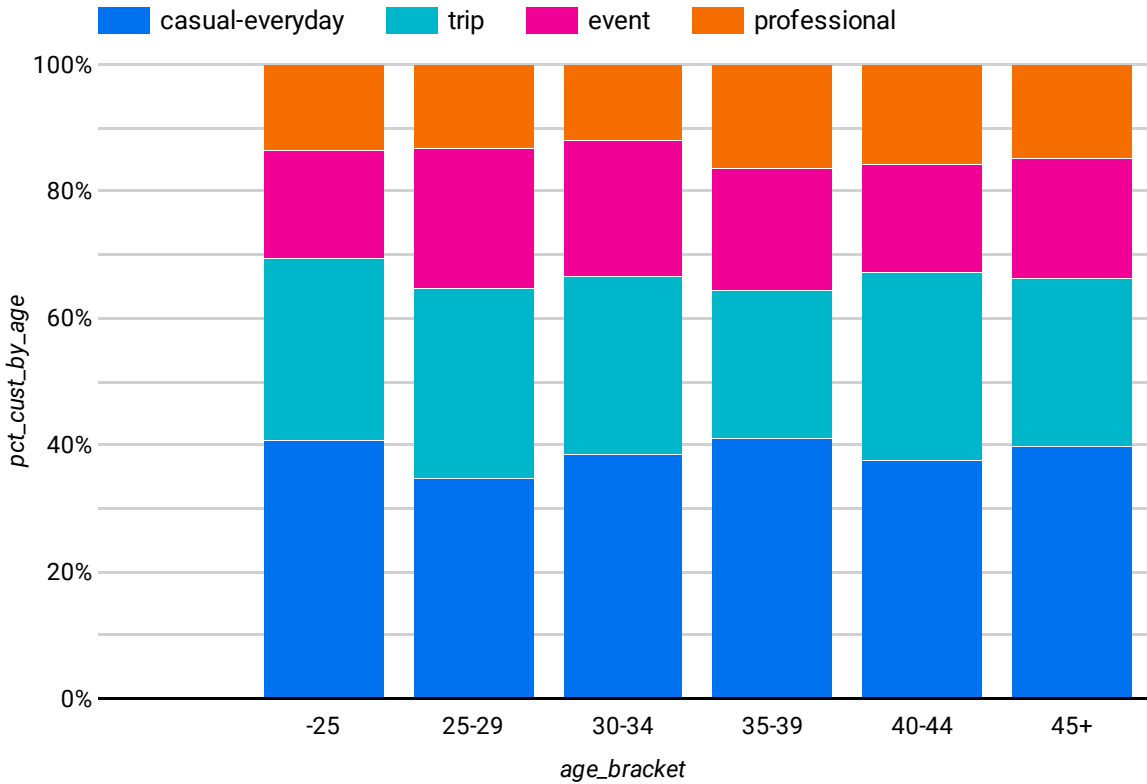
Age Filter

Age



	Age ① ^	Occasion	Number of Answer	Total An...	Percent of Answ...
1.	null	casual-everyday	15	null	null
2.	null	trip	13	null	null
3.	null	professional	7	null	null
4.	null	event	3	null	null
5.	-25	casual-everyday	45	111	40.54%
6.	-25	trip	32	111	28.83%
7.	-25	event	19	111	17.12%
8.	-25	professional	15	111	13.51%
9.	25-29	casual-everyday	228	659	34.6%
10.	25-29	trip	198	659	30.05%
11.	25-29	event	145	659	22%
12.	25-29	professional	88	659	13.35%
13.	30-34	casual-everyday	129	335	38.51%
14.	30-34	trip	94	335	28.06%

1 - 28 / 28<>



## Customer Occasion Response Share by State

This table and bar chart show customers who responded to the occasion question by state. Out of the top 10 states, CO is the state where people take trips the most at 41%. NY is the state where people are mainly ordering clothes for casual-everyday occasions at 44%.

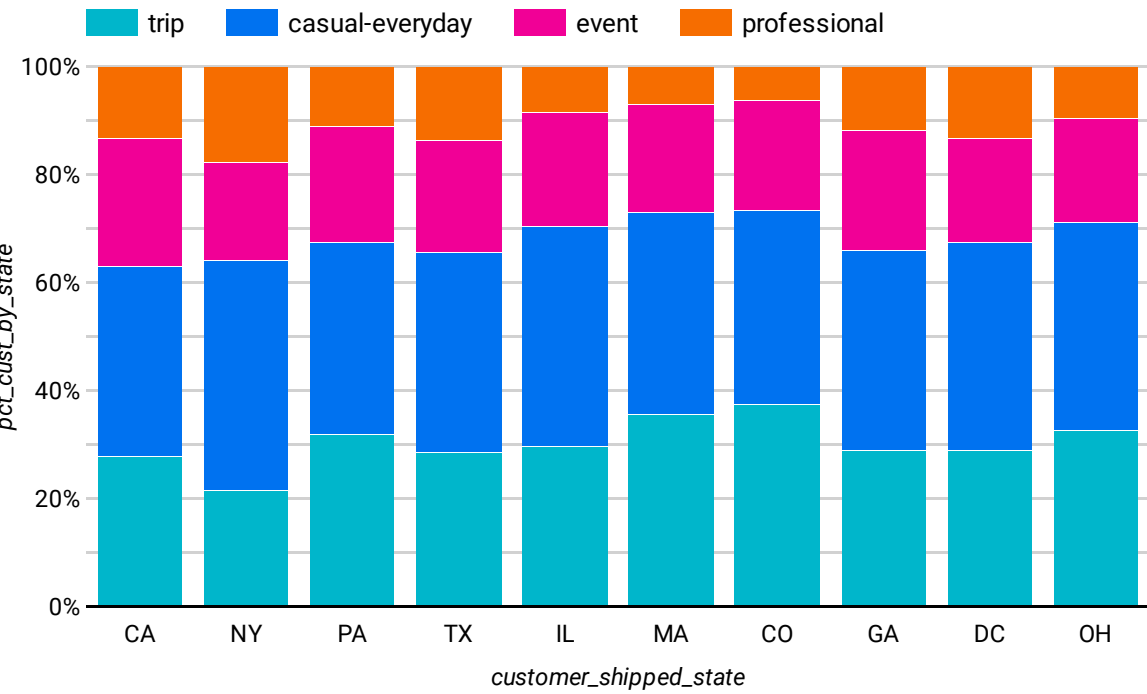
State Filter

State



	State ② v	Occasion	Number of Ans...	Total Answer...	Percenta...
1.	CA	event	49	208	23.56%
2.	CA	trip	58	208	27.88%
3.	CA	professional	28	208	13.46%
4.	CA	casual-everyday	73	208	35.1%
5.	NY	event	30	164	18.29%
6.	NY	trip	35	164	21.34%
7.	NY	professional	29	164	17.68%
8.	NY	casual-everyday	70	164	42.68%
9.	PA	trip	40	126	31.75%
10.	PA	professional	14	126	11.11%
11.	PA	casual-everyday	45	126	35.71%

1 - 100 / 163<>



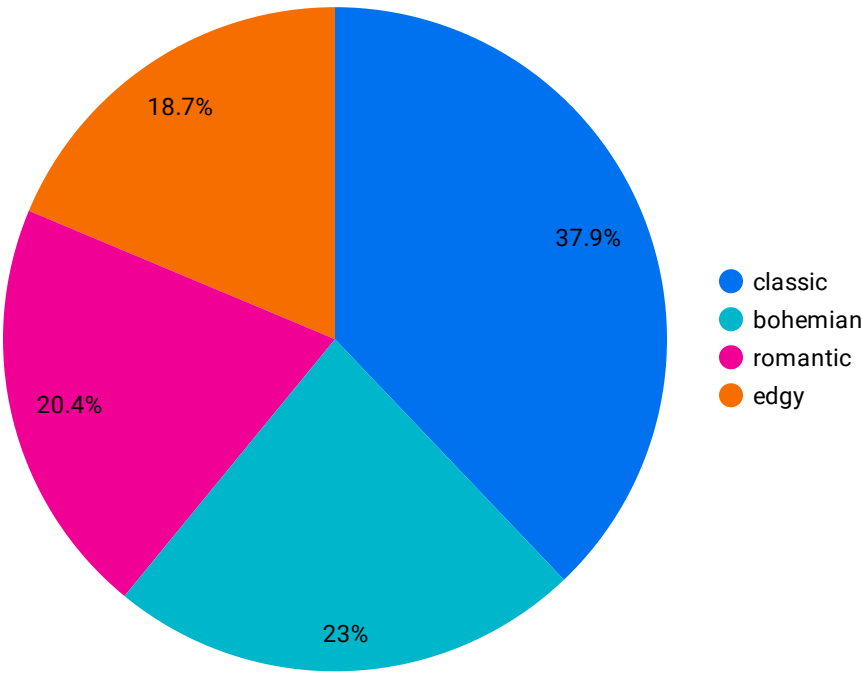
Personal Style Filter

Personal Style

Customer Personal Syle Response Share by Total Response

This table and pie chart show the share of personal style response by total response. 37.9% of customers responded that their style is classic followed by bohemian style at 22.7%, and by romantic style at 20.7%

	Personal St...	Number of Answer	Total Answered	Percentage of Answer ...
1.	classic	643	1,697	37.89%
2.	bohemian	391	1,697	23.04%
3.	romantic	346	1,697	20.39%
4.	edgy	317	1,697	18.68%



# Nuuly Styling Survey Personal Style by Age/State

## Personal Style Filter

Personal Style



## Customer Personal Style Response Share by Age

This table and bar chart show the share of personal style responses by customer age. Classic style is the most popular style across all age groups taking up ~40%. The older a customer gets, the more likely she will choose bohemian as her style.

\*\* null values are from people who did not fill out their age

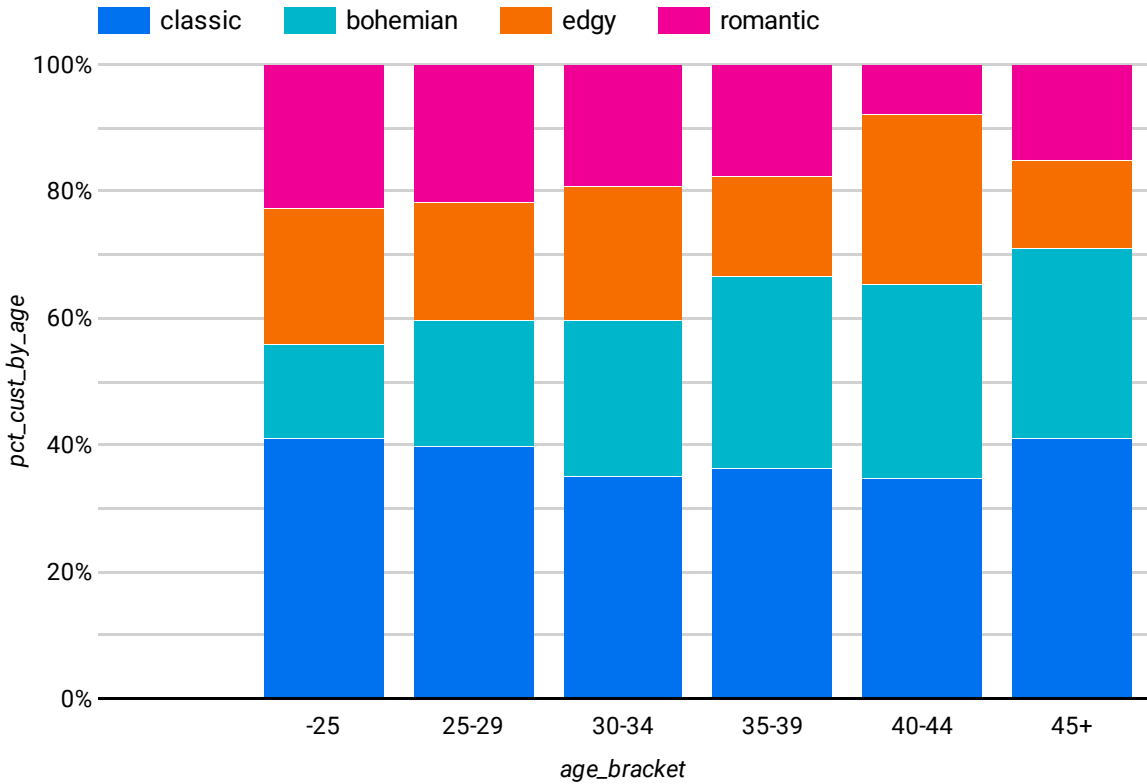
## Age Filter

Age



	Age ① ▴	Personal Style	Number of Ans...	Total Answered	Percent of Answer ②
1.	null	classic	13	null	null
2.	null	romantic	7	null	null
3.	null	edgy	9	null	null
4.	null	bohemian	8	null	null
5.	-25	classic	52	127	40.94%
6.	-25	romantic	29	127	22.83%
7.	-25	edgy	27	127	21.26%
8.	-25	bohemian	19	127	14.96%
9.	25-29	classic	286	721	39.67%
...	25-29	romantic	158	721	21.91%
...	25-29	bohemian	144	721	19.97%
...	25-29	edgy	133	721	18.45%
...	30-34	classic	127	363	34.99%
...	30-34	bohemian	89	363	24.52%

1 - 28 / 28<>



## Customer Personal Style Response Share by State

This table and bar chart show customers who responded to the personal style question by state. Out of the top 10 states, MA is the state where people prefer classic the most at 48% and MA is also the state where people select bohemian the least at 12%. NY is the state where people are mainly selecting edgy as their style at 30%.

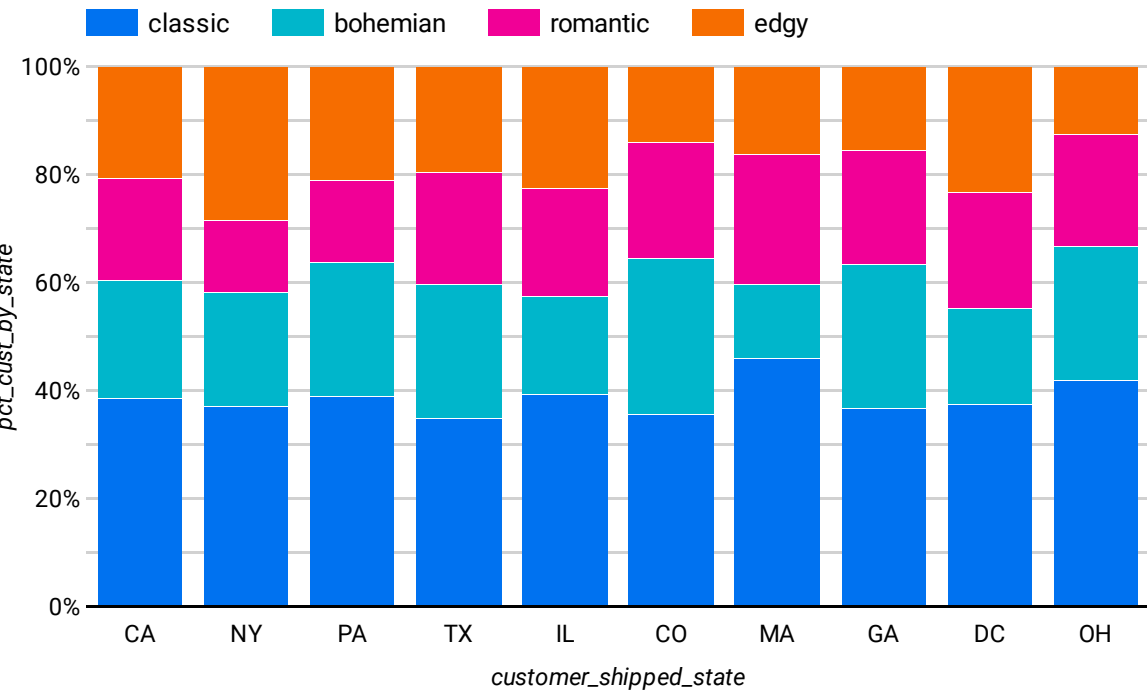
## State Filter

State



	State ② ▾	Personal Style	Number of Ans...	Total Answered ①	Percent of Ans...
1.	CA	bohemian	49	223	21.97%
2.	CA	romantic	42	223	18.83%
3.	CA	edgy	46	223	20.63%
4.	CA	classic	86	223	38.57%
5.	NY	romantic	23	172	13.37%
6.	NY	classic	64	172	37.21%
7.	NY	edgy	49	172	28.49%
8.	NY	bohemian	36	172	20.93%
9.	PA	romantic	19	124	15.32%
...	PA	classic	48	124	38.71%
...	PA	bohemian	31	124	25%

1 - 100 / 171<>



# Nuuly Styling Survey Style Icon Overview

Style Icon Filter

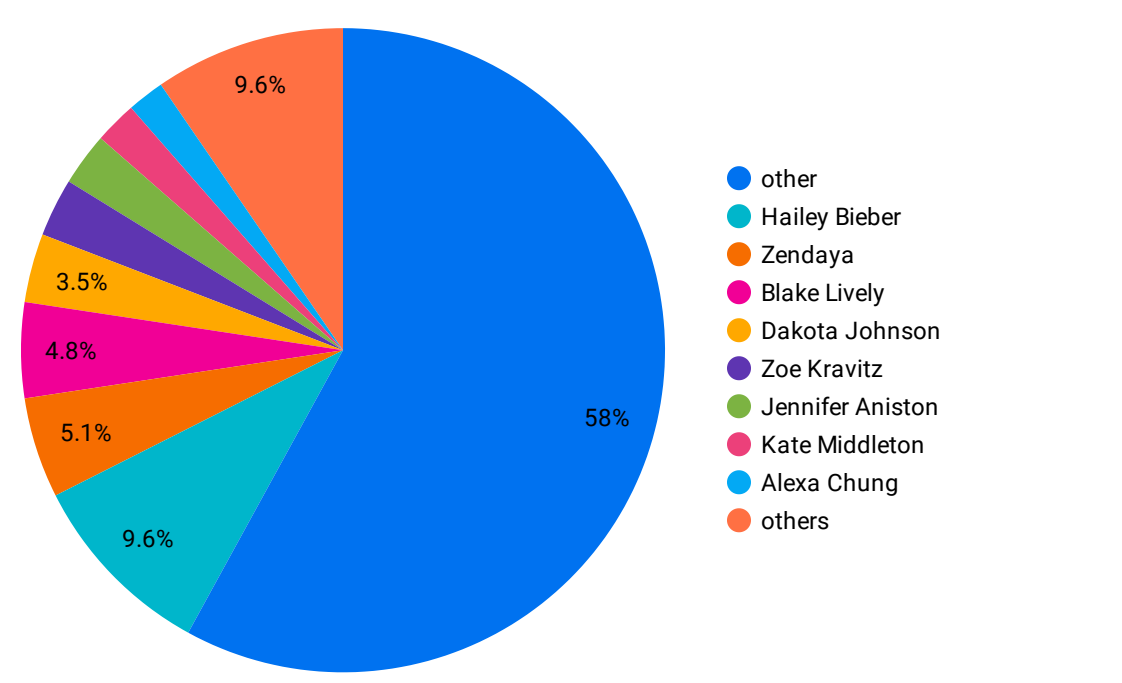
Style Icon

## Customer Style Icon by Total Response

This table and pie chart show customers who responded to the style icon question in the survey. 10.5% of all customers selected Hailey Bieber as their style icon. Followed by Zendaya and Blake Lively at 4.5%.

	Style Icon	Number of Answer ...	Total Answered	Percentage of An...
1.	other	218	381	57.22%
2.	Hailey Bieber	36	381	9.45%
3.	Zendaya	19	381	4.99%
4.	Blake Lively	18	381	4.72%
5.	Dakota Johnson	13	381	3.41%
6.	Zoe Kravitz	11	381	2.89%
7.	Jennifer Aniston	10	381	2.62%
8.	Kate Middleton	8	381	2.1%
9.	Alexa Chung	7	381	1.84%
10.	Olivia Palermo	6	381	1.57%

1 - 19 / 19<>



## Customer Style Icon by Age

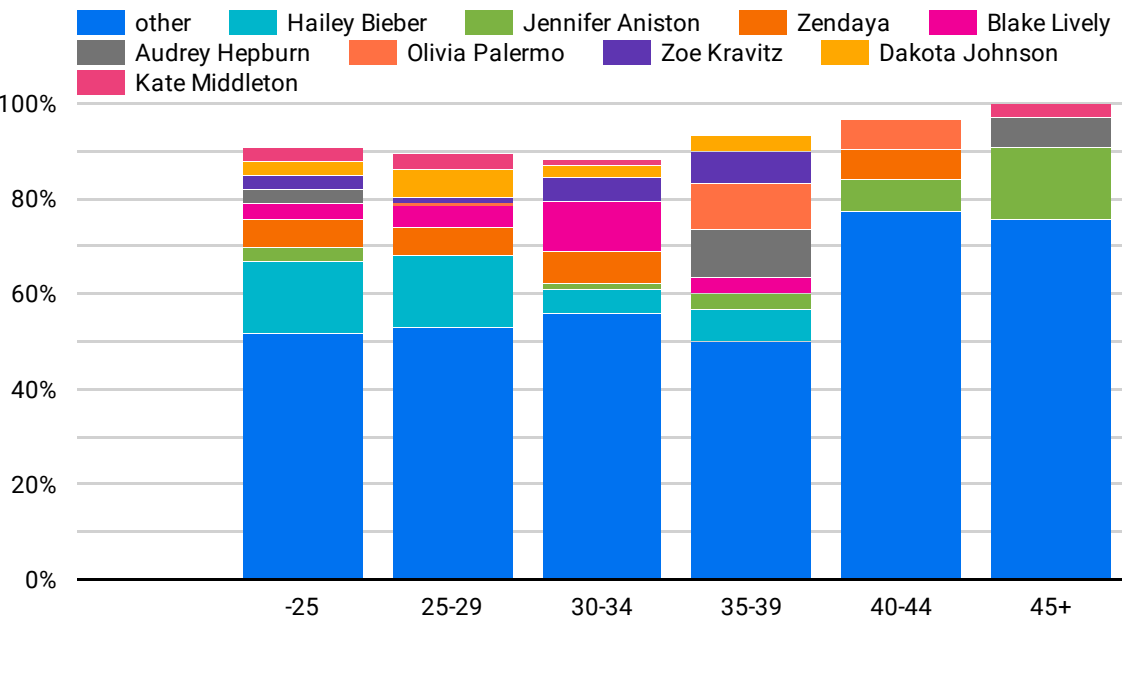
This table and bar chart show customers who responded to the survey by age. Customers who are younger (under 30) usually select Hailey Bieber as their style icon (~17%). Customers who are in their early 30s selected Blake Lively and customers who are in their late 30s selected Olivia Palermo as their style icon. Customers who are older 45+ usually selected Jennifer Aniston (~20%) as their style icon. \*\* null values are from people who did not fill out their age

Age Filter

Age

	Age ① ^	Style Icon	Number of An...	Total Answer...	Percentage o...
1.	null	other	8	null	null
2.	null	Zoe Kravitz	2	null	null
3.	null	Blake Lively	1	null	null
4.	-25	other	17	33	51.52%
5.	-25	Hailey Bieber	5	33	15.15%
6.	-25	Zendaya	2	33	6.06%
7.	-25	Dua Lipa	1	33	3.03%
8.	-25	Dakota Johnson	1	33	3.03%
9.	-25	Audrey Hepburn	1	33	3.03%
...	-25	Kendall Jenner	1	33	3.03%

1 - 63 / 63<>



# Nuuly Styling Survey Social Link Overview

## Customer Social Link by Total Response

Out of 772 customers who filled out the survey, only 63 people gave out their social links (~9%). Out of everyone who gave out their social links, 47.5% are aged 25-29.

*\*\* null values are from people who did not fill out their age*

	Number of Answer	Total Answered	Percentage of Answer	...
1.	63	819	7.69%	

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