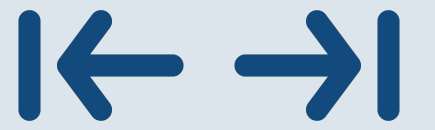


# Customer Behaviour & Revenue Insights – Executive Dashboard

Key performance metrics summarizing customer spending, satisfaction, and seasonal revenue patterns.

Vaibhav S. Kharate



**\$233.1K**

Total Revenue

**4K**

Total Customers

**\$59.76**

Average Order Value

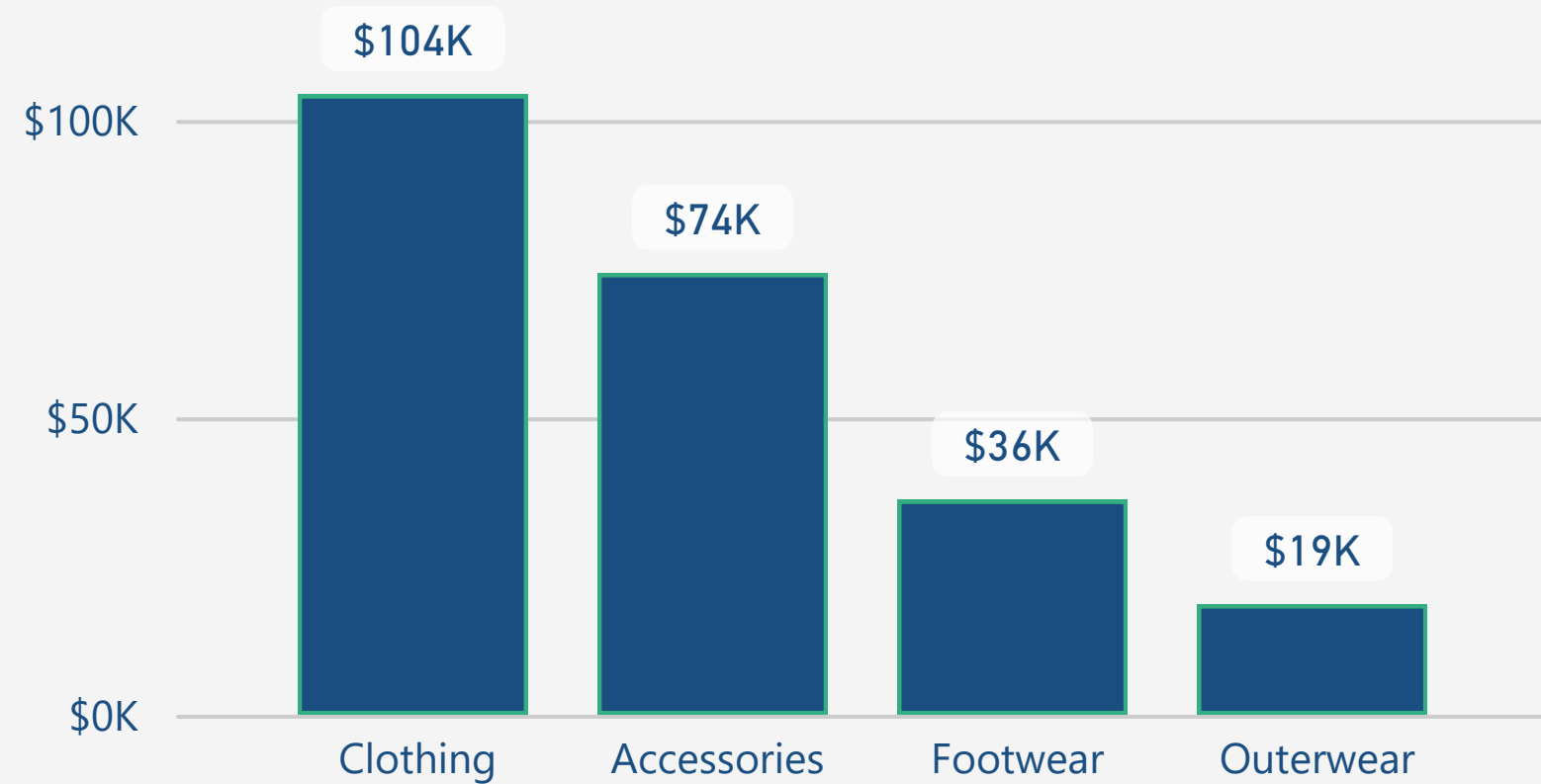
**27.00%**

Subscription Rate

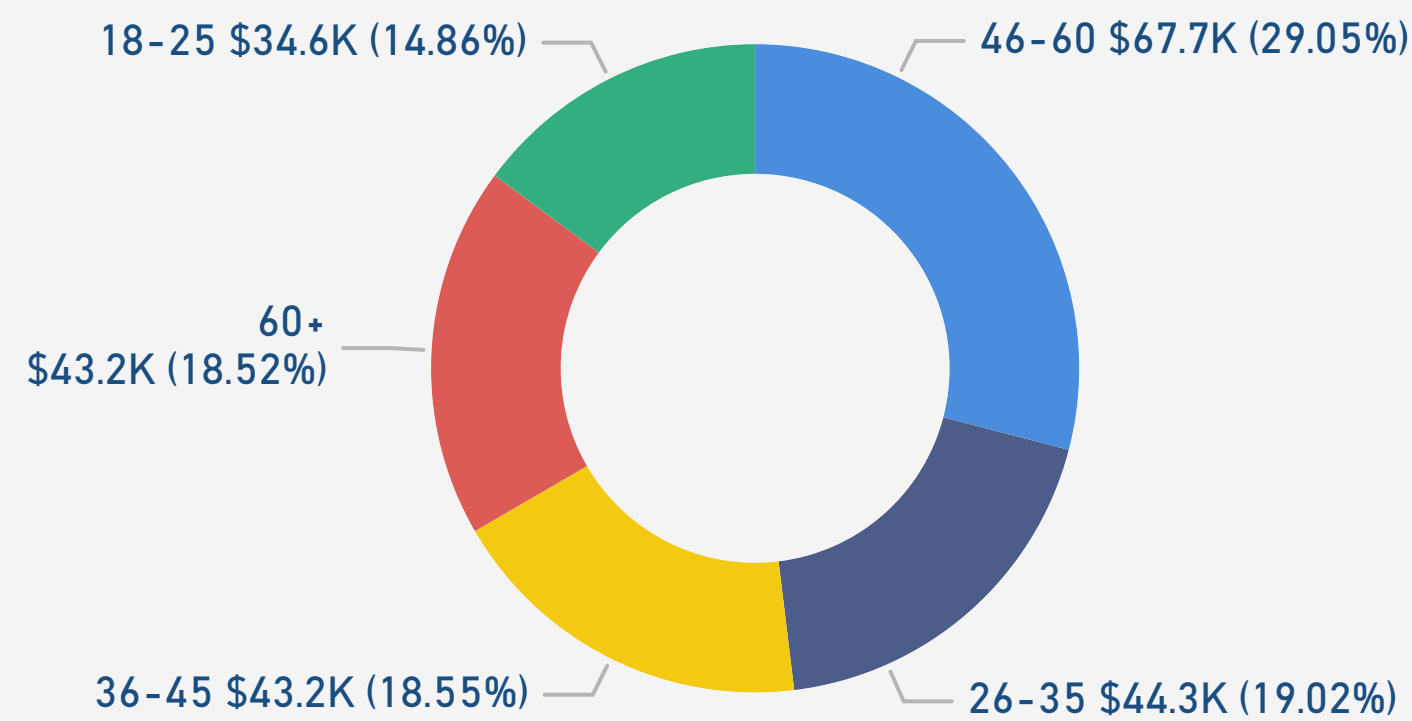
**3.8**

Average Review Rating

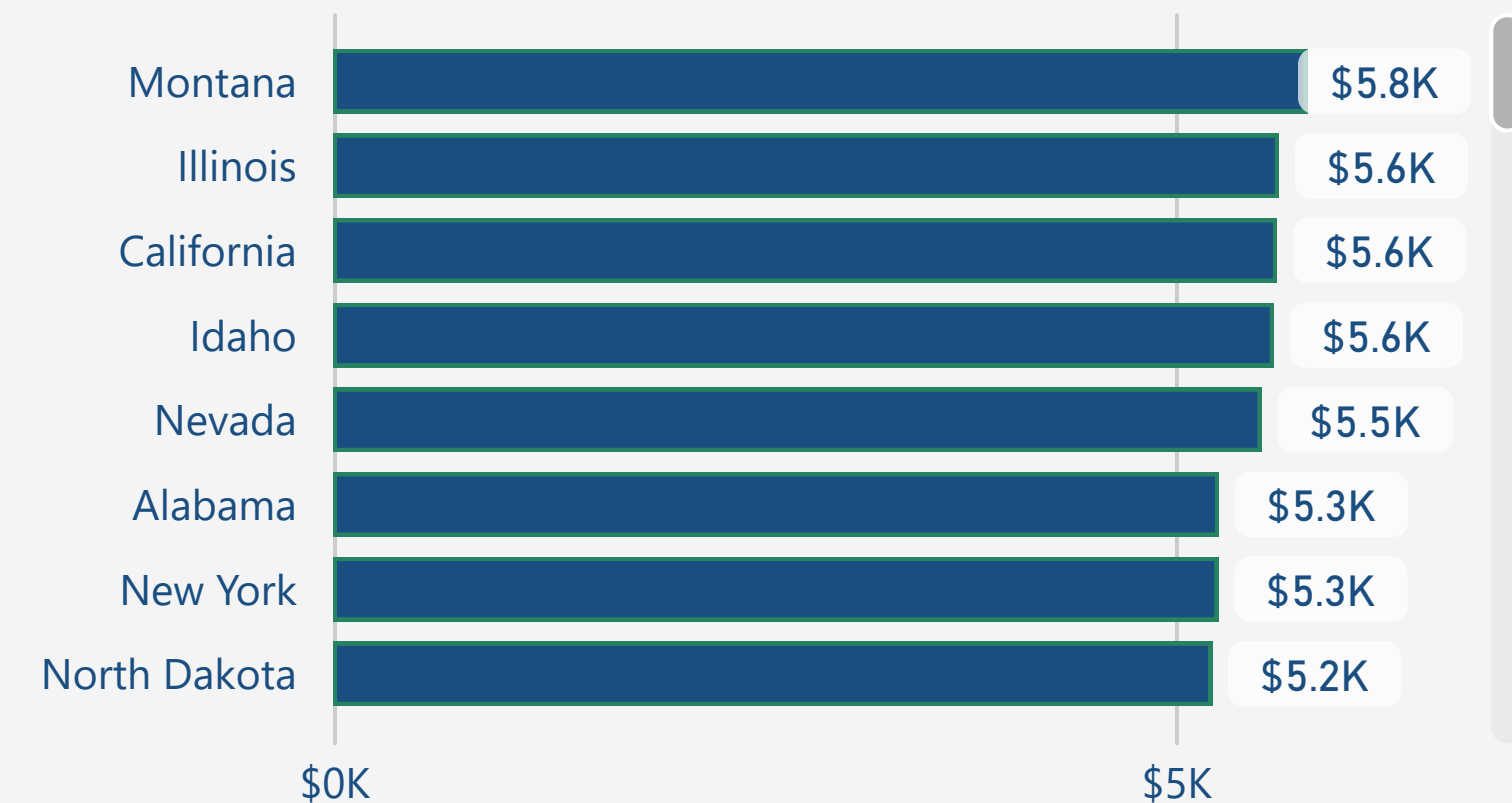
Total Revenue by category



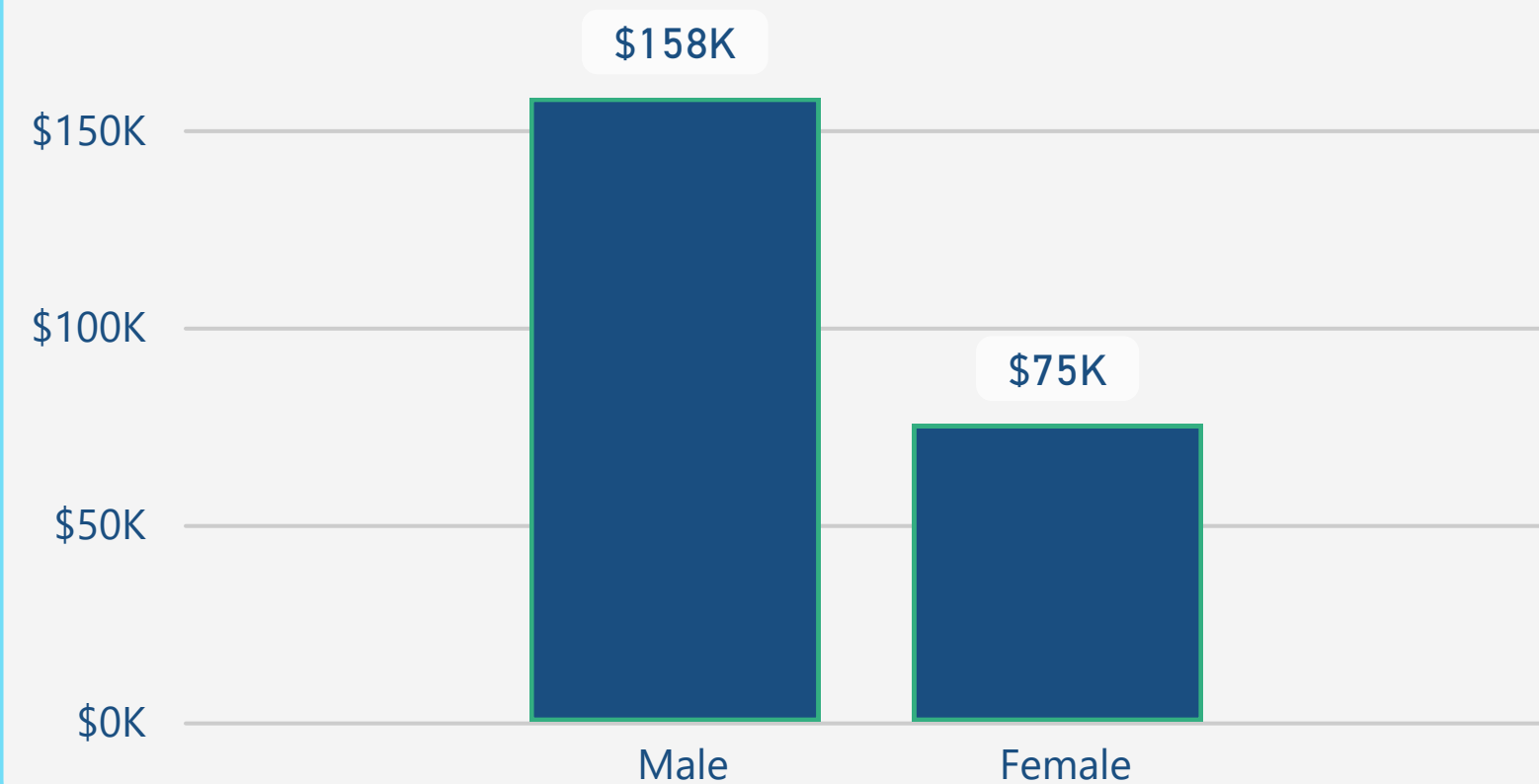
Total Revenue by Age Group



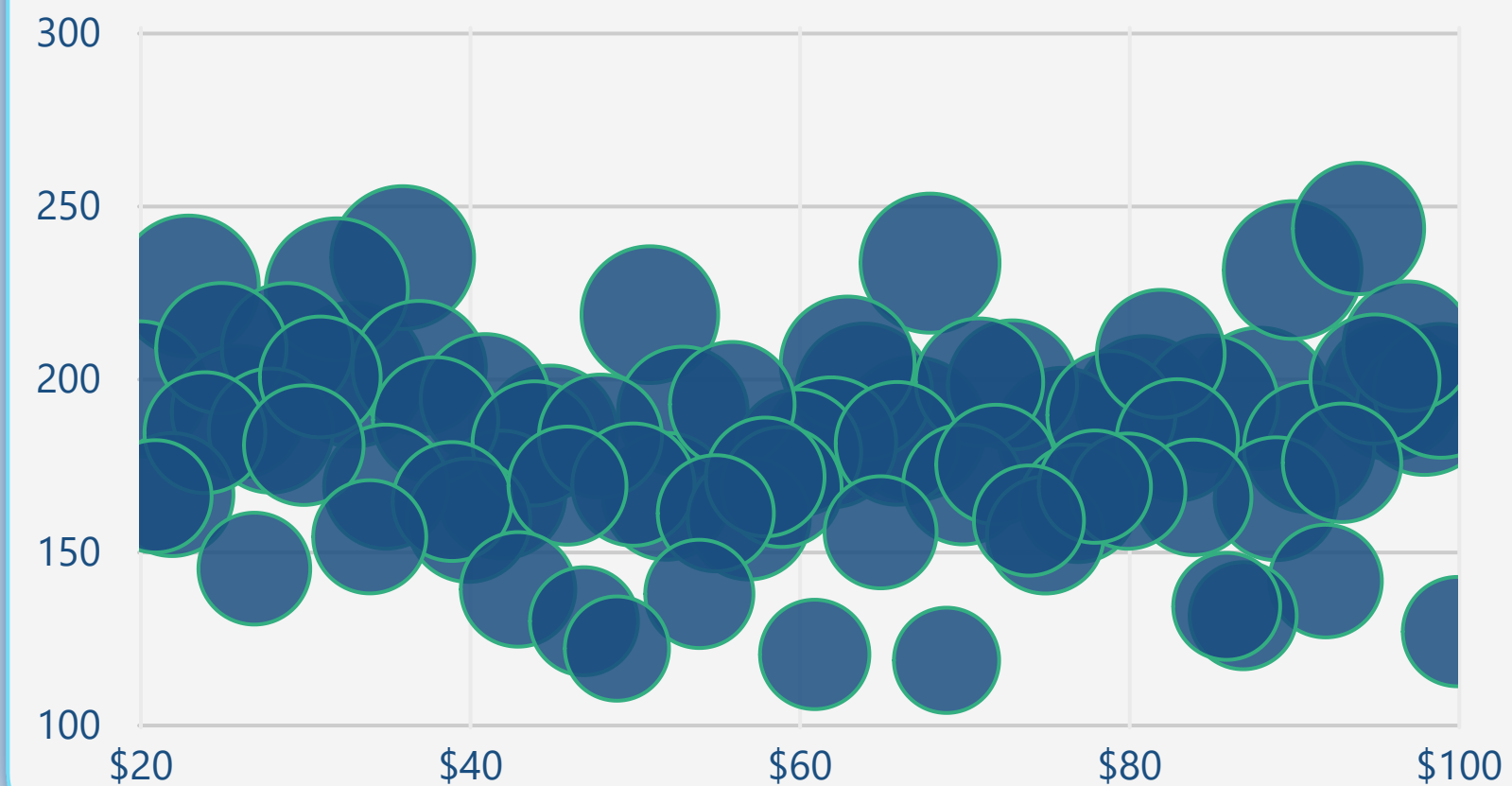
Total Revenue by location



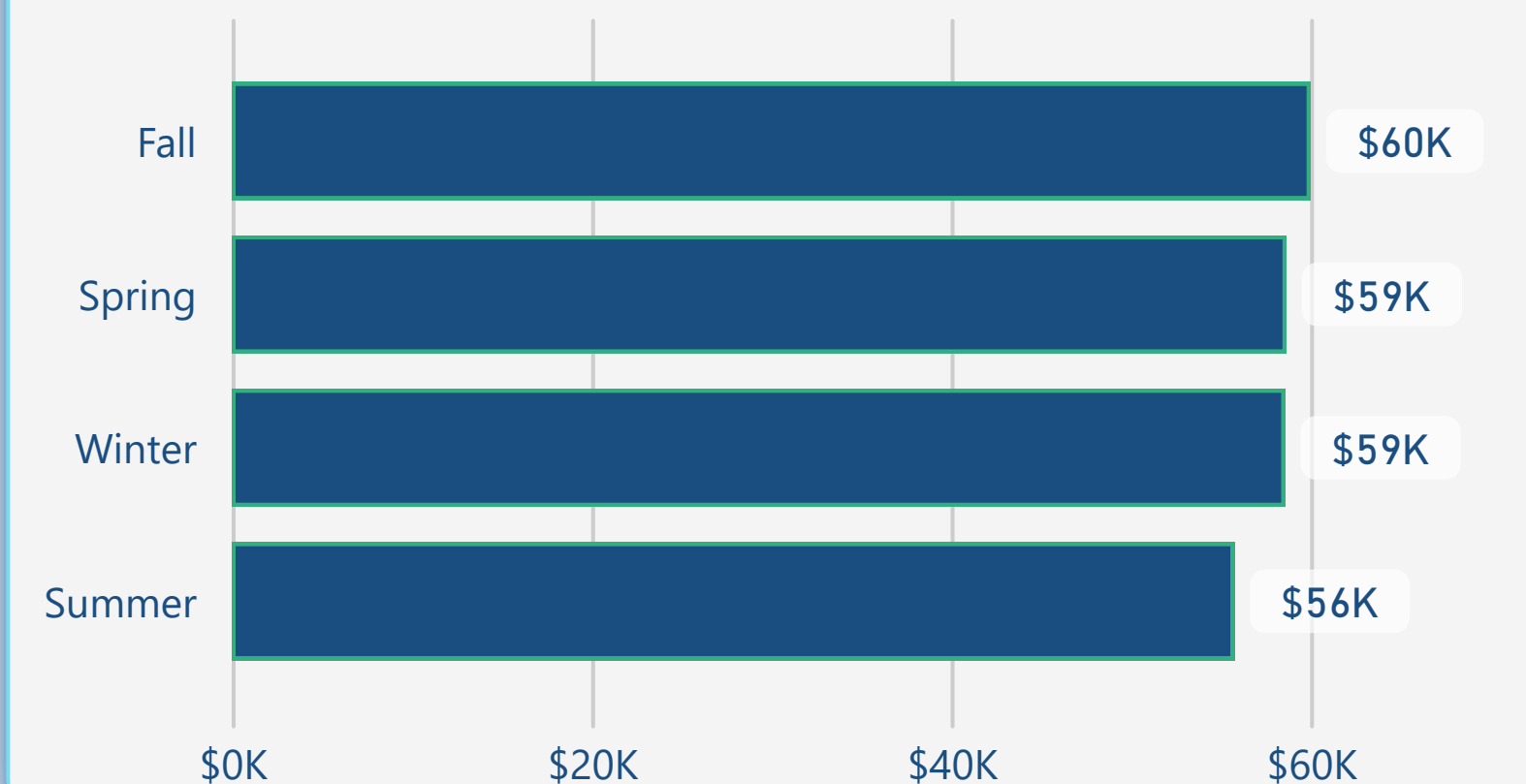
Sum of purchase\_amount by gender

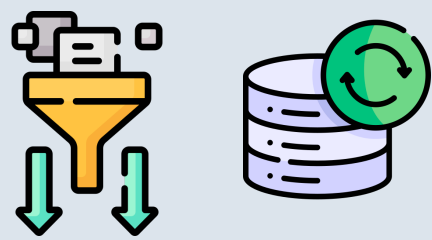


Sum of review\_rating and Sum of previous\_purchases by purcha...



Total Revenue by season

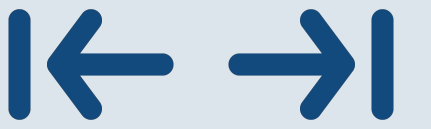




# Customer Behaviour, Retention & Engagement Analysis

Deep-dive into customer loyalty, purchase frequency, payment preferences, and discount-driven behaviour.

Vaibhav S. Kharate



27.00%

Subscription Rate

43.00%

Promo Code Usage Rate

\$133.67K

Non Discount Revenue

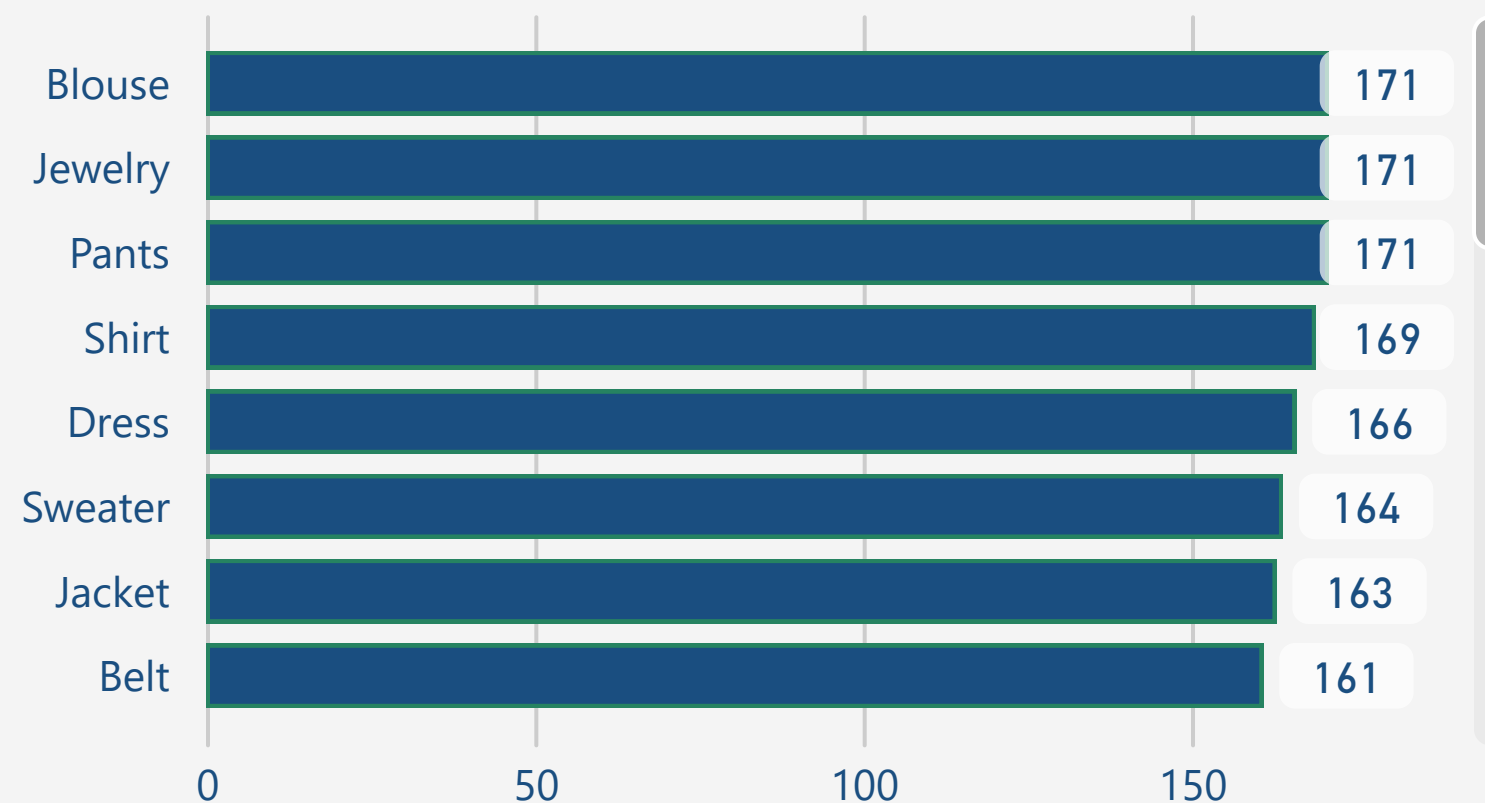
\$59.76

Average Purchase Amount

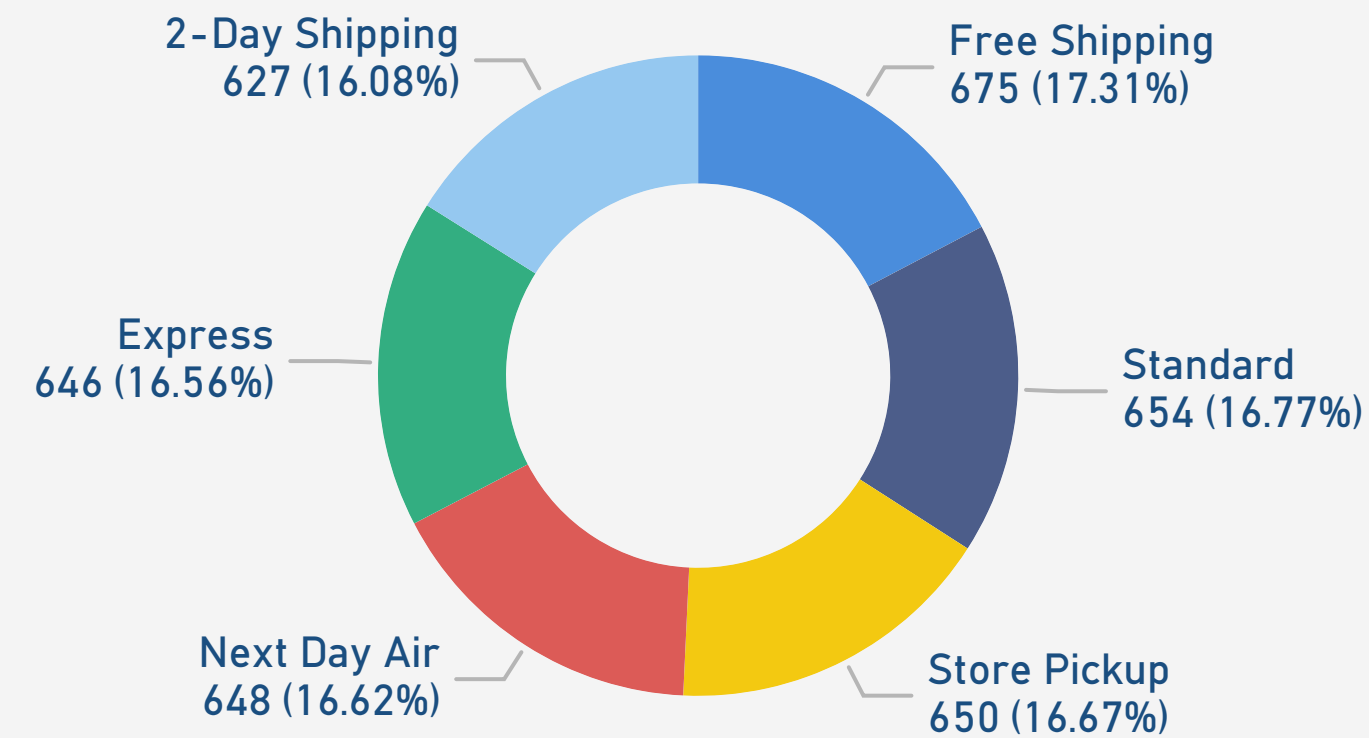
\$99.41K

Discount Revenue

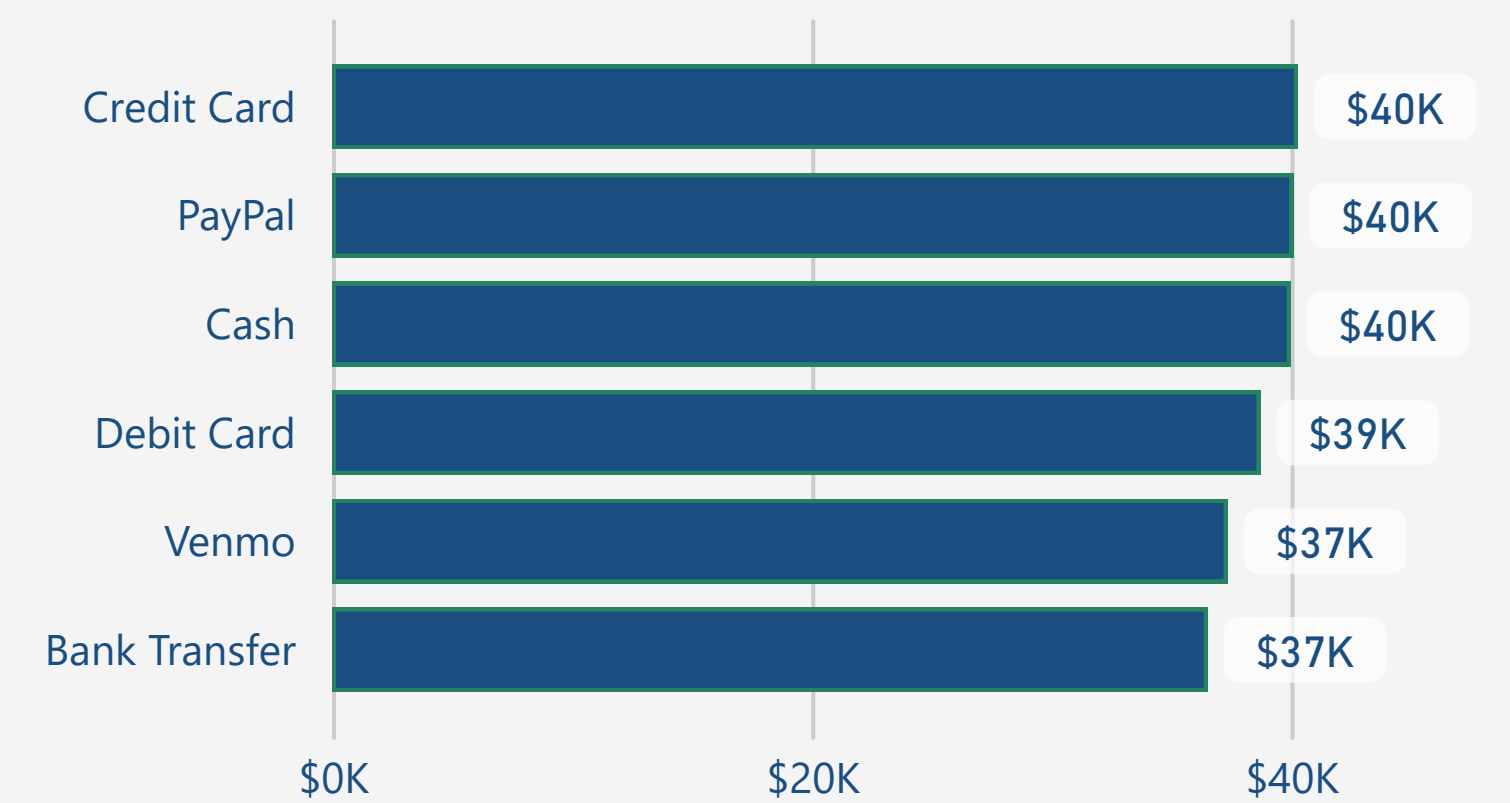
Total Customers by item\_purchased



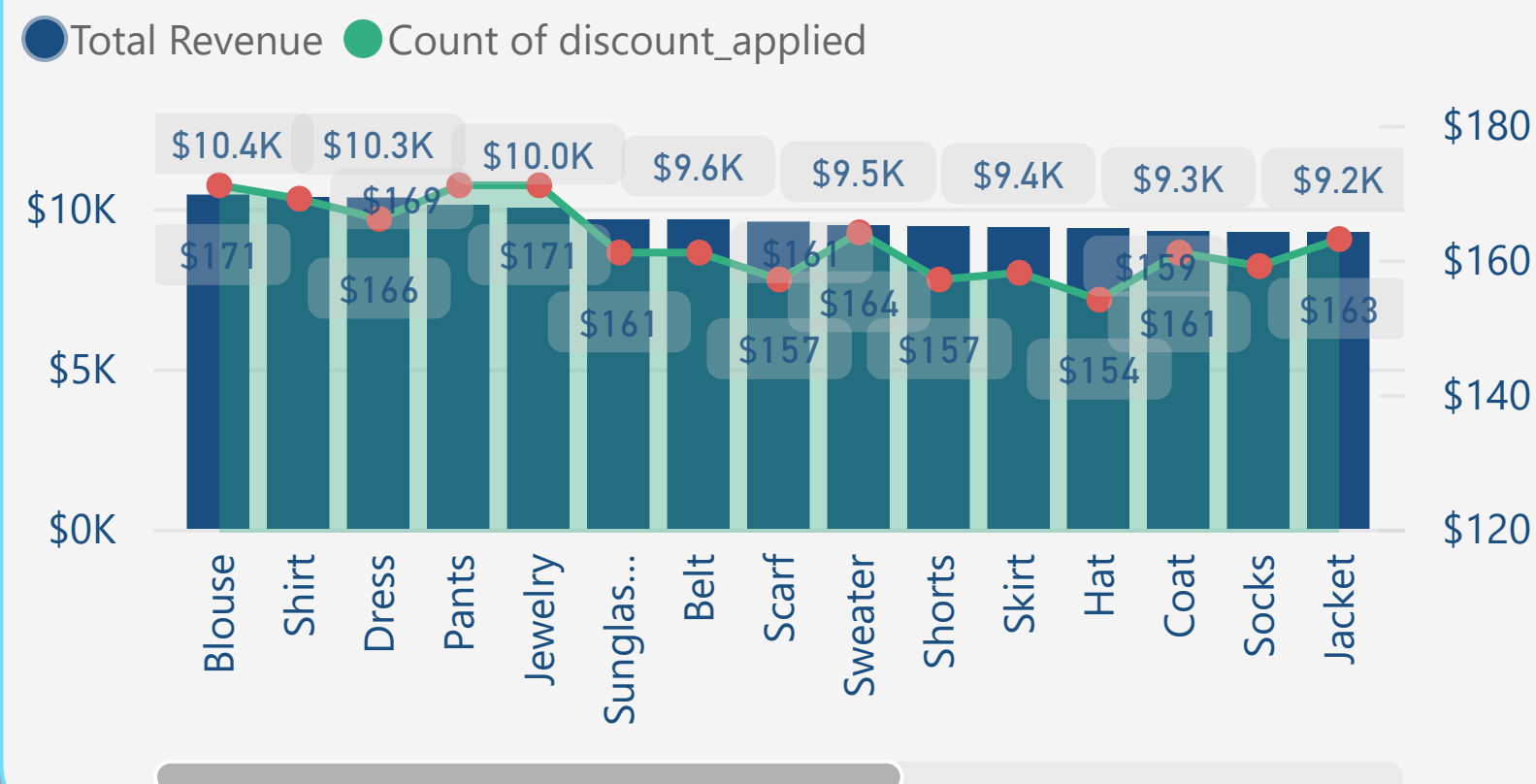
Total Customers by shipping\_type



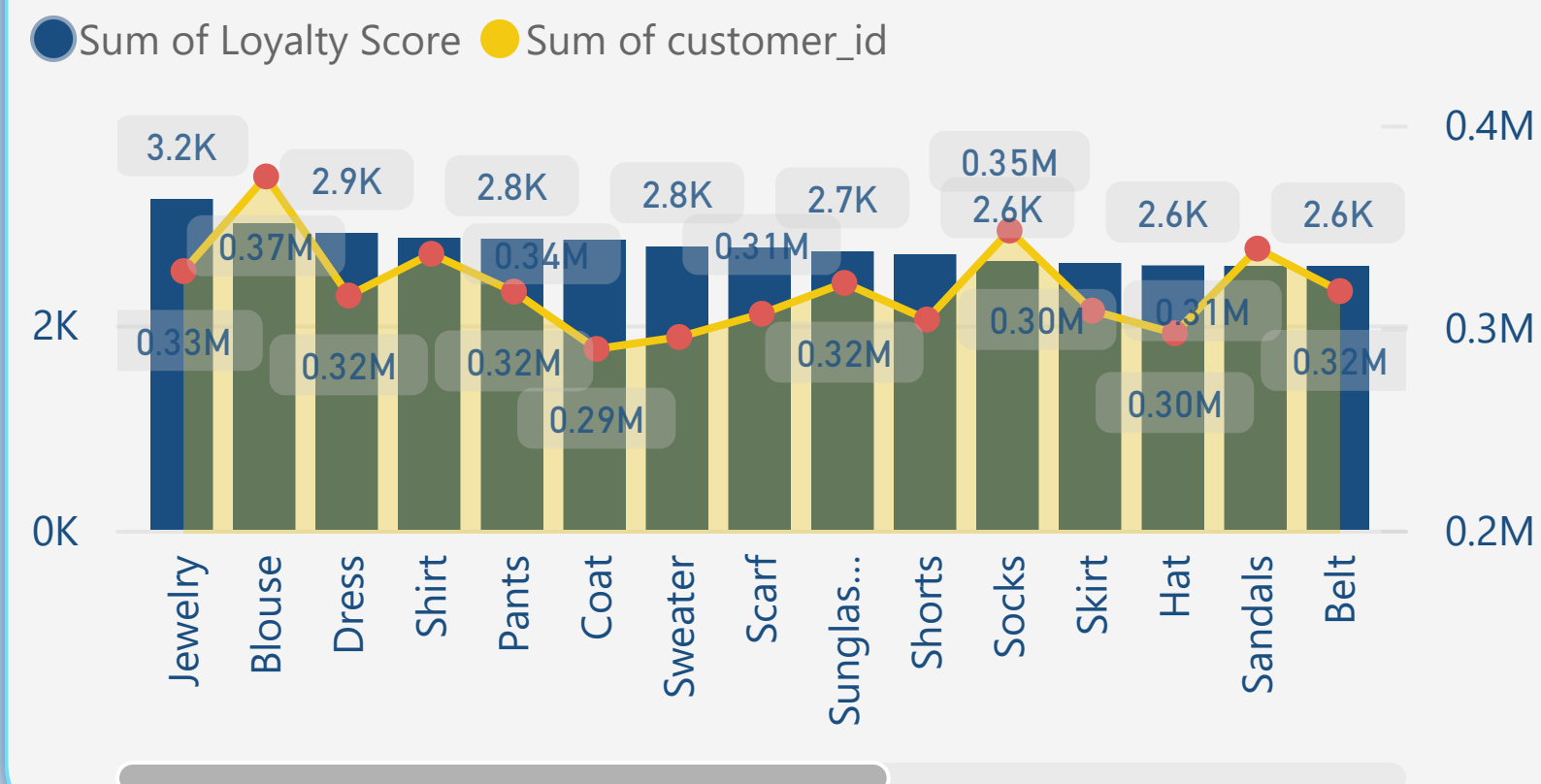
Sum of purchase\_amount by payment\_method



Total Revenue and Count of discount\_applied by item\_purchased



Sum of Loyalty Score and Sum of customer\_id by item\_purchased



Sum of customer\_id by Customer Segment

