

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

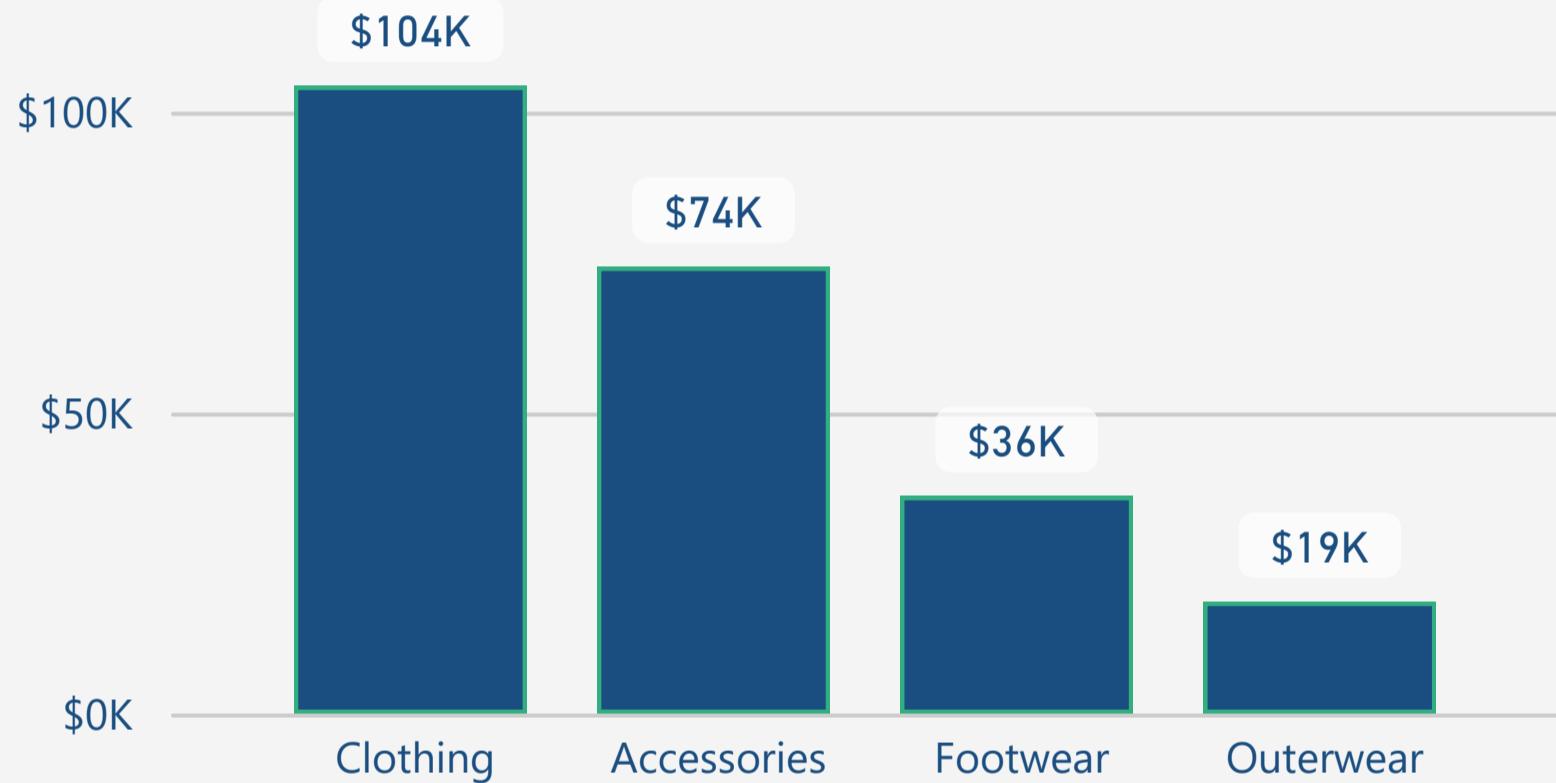
27.00%

Subscription Rate

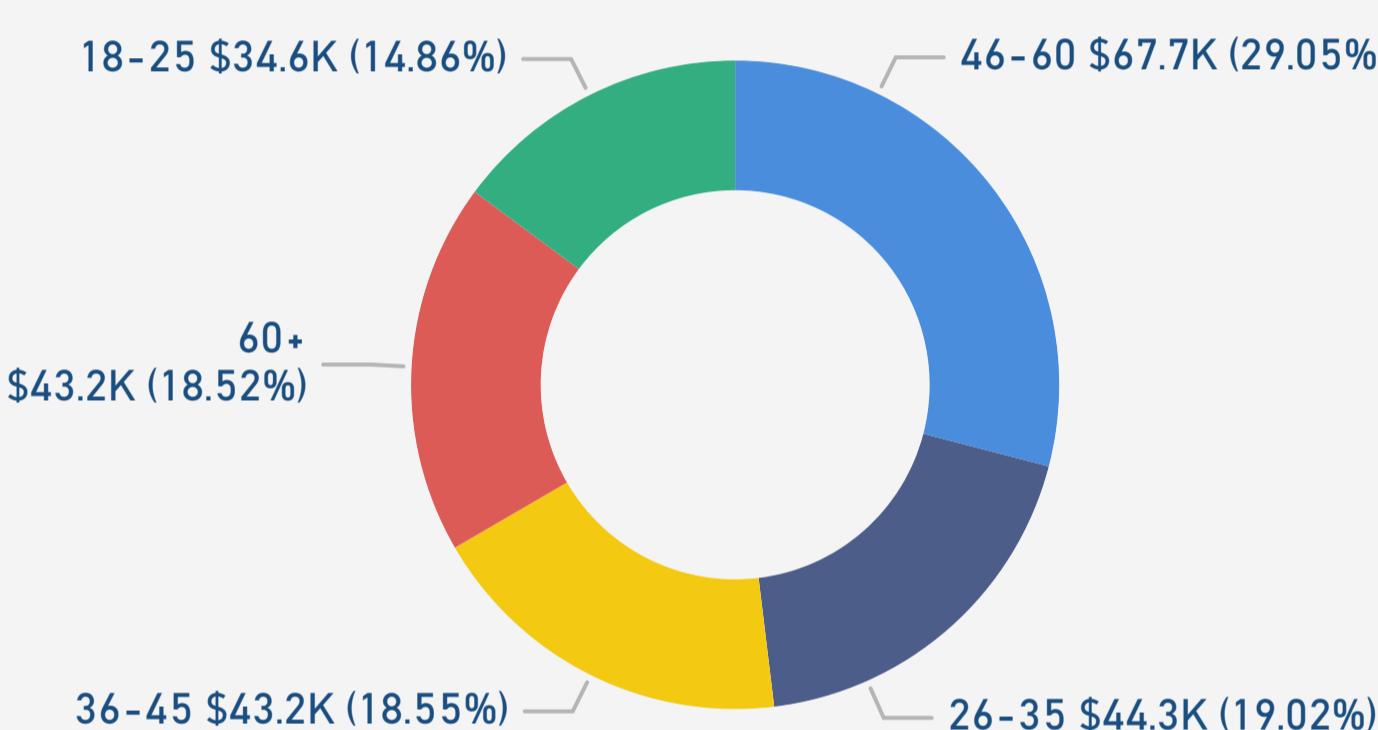
3.8

Average Review Rating

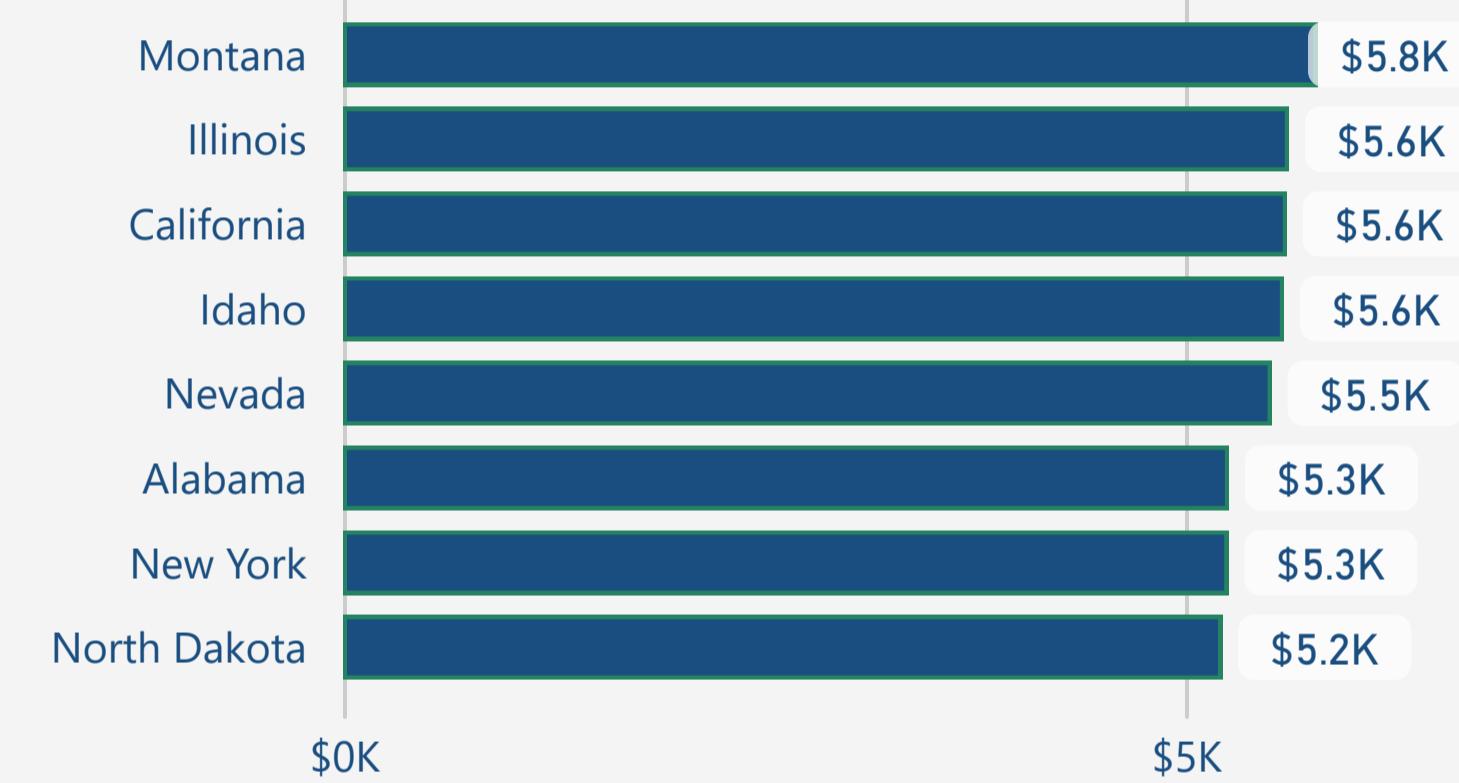
Total Revenue by category



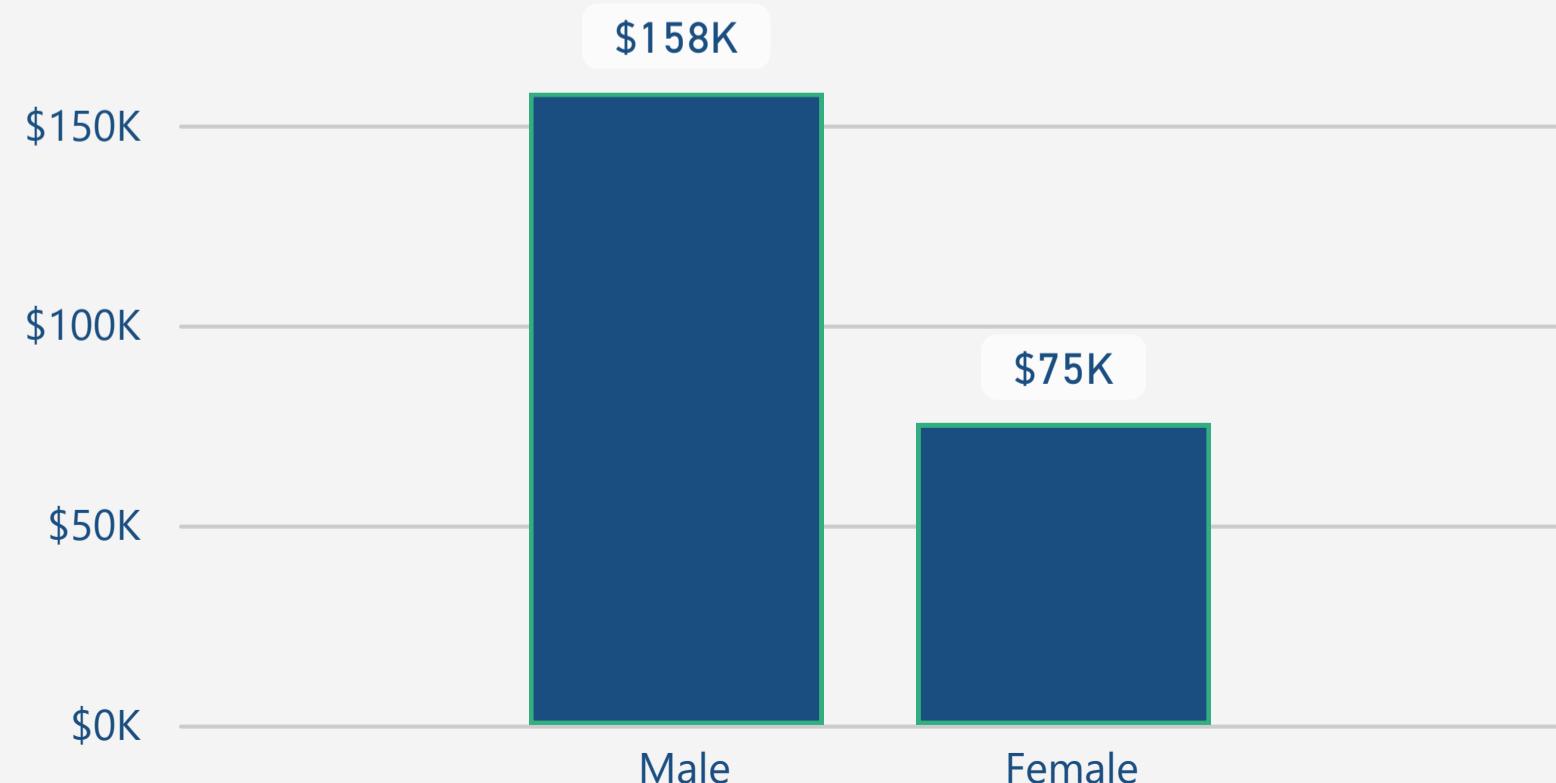
Total Revenue by Age Group



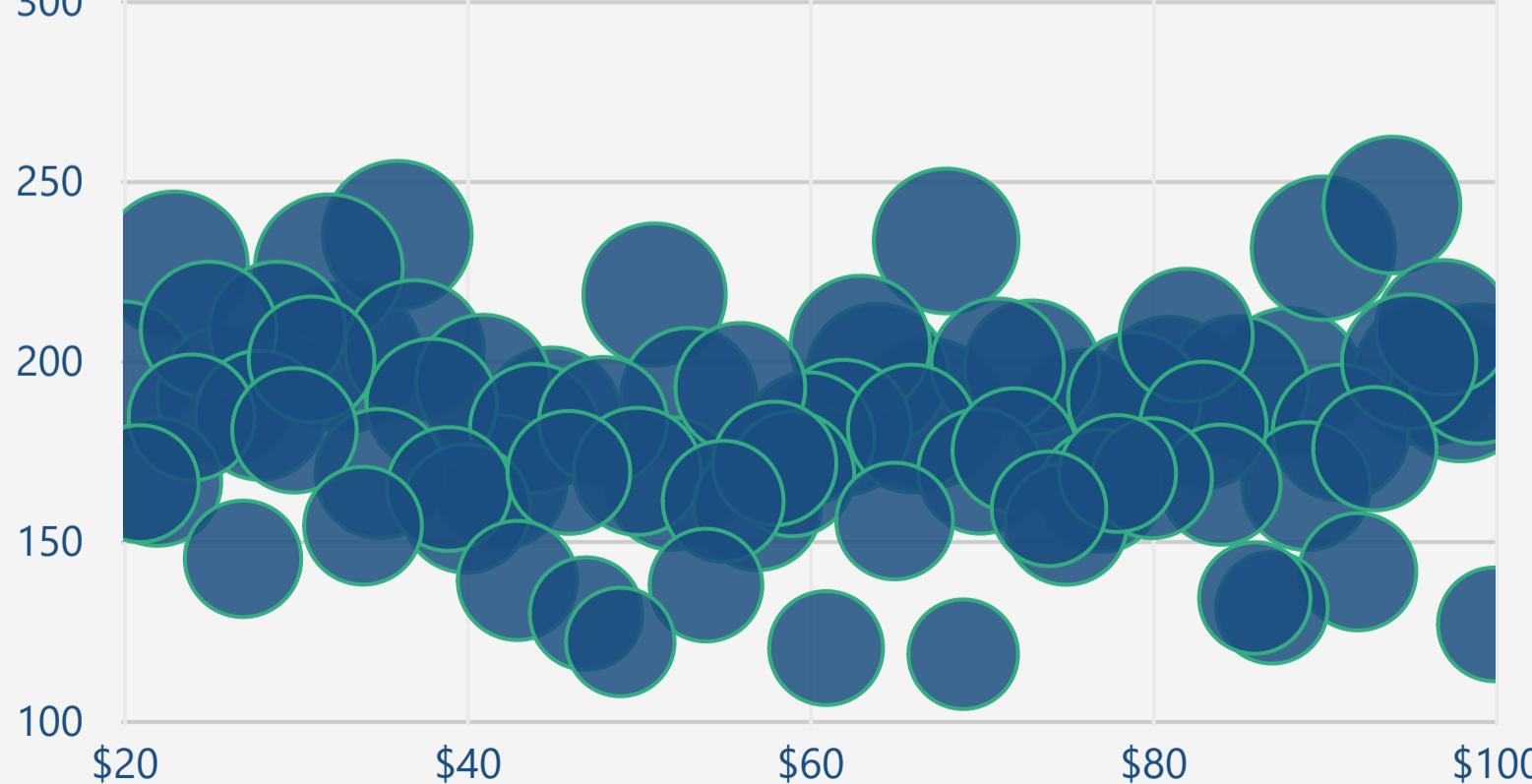
Total Revenue by location



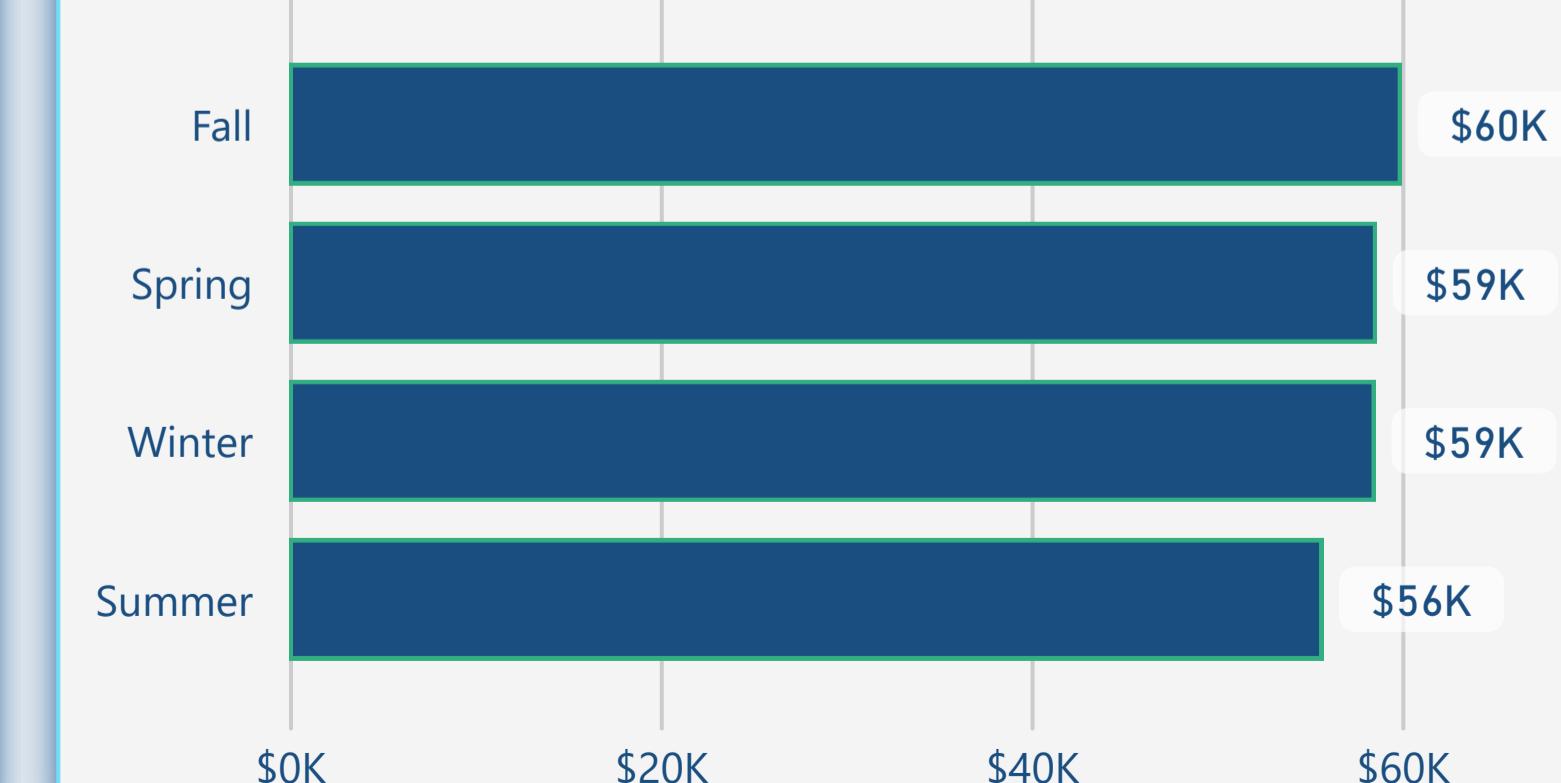
Sum of purchase_amount by gender



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

