Categorywize Purchase Value			
Category of Products	Count of Purchase	Total Purchase	Total Purchase %
Clothing	1737	104264	44.73%
Accessories	1240	74200	31.83%
Footwear	599	36093	15.49%
Outerwear	324	18524	7.95%
Grand Total	3900	233081	100.00%

Agewize Total Purchase					
Avg Purchase	Column Labels				
Age	Footwear	Clothing	Accessories	Outerwear	Grand Total
48-57	61.35	61.10	61.26	58.52	60.98
28-37	63.27	60.64	59.86	58.63	60.62
18-27	61.79	59.10	60.73	58.08	59.89
58-67	59.17	60.09	59.40	53.30	59.08
68-77	59.70	60.20	57.61	57.80	59.05
38-47	55.28	59.17	58.78	57.90	58.38
Grand Total	60.26	60.03	59.84	57.17	59.76

Subscription %					
No of Purchase	Subscription				
Category	Accessories	Clothing	Footwear	Outerwear	Grand Total
No	29.39%	41.58%	14.18%	7.56%	92.70%
Yes	2.32%	3.16%	1.25%	0.56%	7.30%
Grand Total	31.71%	44.73%	15.43%	8.12%	100.00%

% Increase in purchase from pervious			
Seasons	Revenue	Previous Purchase	Increase Volume
Fall	60018	24346	146.52
Spring	58679	25091	133.86
Summer	55777	24265	129.87
Winter	58607	25169	132.85
Grand Total	233081	98871	135.74

Locationwize Frequency %							
Number of customers	Column Labels						
Location	Quarterly	Monthly	Weekly	Annually	Fortnightly	Bi-Weekly	Grand Total
Montana	31.68%	11.76%	13.11%	18.28%	15.19%	9.99%	100.00%
Idaho	36.55%	18.26%	7.83%	12.10%	13.88%	11.38%	100.00%
Illinois	25.73%	11.97%	16.81%	11.39%	14.73%	19.37%	100.00%
California	27.81%	16.76%	20.38%	18.51%	6.55%	10.00%	100.00%
Alabama	32.32%	11.52%	15.20%	8.11%	15.59%	17.26%	100.00%
Minnesota	25.44%	22.16%	15.87%	10.74%	17.85%	7.94%	100.00%
Nebraska	28.15%	13.50%	13.25%	18.11%	19.24%	7.75%	100.00%
New York	25.83%	16.63%	18.56%	12.19%	10.02%	16.78%	100.00%
Maryland	22.37%	16.01%	19.76%	15.38%	11.03%	15.44%	100.00%
Connecticut	34.44%	13.36%	11.40%	22.37%	7.06%	11.36%	100.00%
Grand Total	29.13%	15.16%	15.15%	14.71%	13.14%	12.71%	100.00%

Most purchased Size		
Size	Purchase Count	Count of Item Purchased
M	1755	45.00%
L	1053	27.00%
S	663	17.00%
XL	429	11.00%
Grand Total	3900	100.00%

Payment Method	
Payment Method	**Total revenue**
Credit Card	40310
PayPal	40109
Cash	40002
Debit Card	38742
Venmo	37374
Bank Transfer	36544
Grand Total	**233081**

Item Purchased by Gender			
Sum of Purchase Amount (USD)	**Column Labels**		
Gender	**Female**	**Male**	**Grand Total**
Blouse	4016	6394	10410
Shirt	3552	6780	10332
Dress	3492	6828	10320
Pants	2936	7154	10090
Jewelry	3371	6639	10010
Sunglasses	3248	6401	9649
Belt	3209	6426	9635
Scarf	2702	6859	9561
Sweater	2923	6539	9462
Shorts	2797	6636	9433
Grand Total	**32246**	**66656**	**98902**

Use of Promotion code	
Promotion Code	**Number of Purchases**
No	57.00%
Yes	43.00%
Grand Total	**100.00%**

Discounts taken	
Discounts	**Count of customers**
No	81.50%
Yes	18.50%
Grand Total	**100.00%**

Delivery Count	
Delivery Type	**Count of Customer ID**
Free Shipping	675
Standard	654
Store Pickup	650
Next Day Air	648
Express	646
2-Day Shipping	627
Grand Total	**3900**