

EY

Customer insights

Navigation

Sales analysis

Customer insights

Slicers

Year

2025

Category & Product

All

Payment Method

All

City

All

Age Bin

All

Gender

All

Clear all slicers

Welcome back, Guest User
Good morning!

Last refresh: 29 Dec 2025
Selected period: Jan 2025 - Dec 2025

E-commerce | Customer insights

Customers

↑ 1.5%
+5

331

Average Review Score

↓ -2.5%
-0.1

3.9

Sales per Customer

↑ 0.3%
+7\$

\$2,126

Orders per Customer

↓ -6.5%
-0.20

2.81

Sales Summary

Age BinCityGender

By Age Bin

Age Bin	Total Sales	Sales per Customer	Customers	Average order	Orders per Customer	Average Review Score
18-24	\$331,491	\$2,111	157	\$769	2.75	3.92
45-54	\$127,830	\$2,367	54	\$748	3.17	3.89
35-44	\$99,831	\$2,322	43	\$768	3.02	3.63
25-34	\$72,975	\$1,780	41	\$676	2.63	4.03
65-74	\$42,076	\$1,829	23	\$765	2.39	4.18
55-64	\$29,639	\$2,280	13	\$847	2.69	4.15
Total	\$703,841	\$2,126	331	\$757	2.81	3.91

Customer Review Scoring

Identify customer satisfaction

● Negative % ● Neutral % ● Positive %

Sports & Outdoors

15679

Home & Living

141274

Books & Stationery

121573

Electronics

131869

Fashion

251857

Customer Value Segmentation

Identify customer clusters by frequency, average spend, and sales to guide retention and upsell actions

Orders per Customer

45-54

35-44

18-24

25-34

65-74

55-64

Average order value (AOV)

Sales by Age and Gender

● F ● M ● Not disclosed

\$0.2M

\$0.1M

\$0.0M

18-24

25-34

35-44

45-54

55-64

65-74