

# E-commerce | Customer insights

Last refresh: 29 Dec 2025

Selected period: Jan 2025 - Dec 2025

## Navigation

Sales analysis

Customer insights

## Slicers

Year

2025 

Category & Product

All 

Payment Method

All 

City

All 

Age Bin

All 

Gender

All 

Clear all slicers

## 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

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                 |
| <b>Total</b> | <b>\$703,841</b> | <b>\$2,126</b>     | <b>331</b> | <b>\$757</b>  | <b>2.81</b>         | <b>3.91</b>          |

## Customer Review Scoring

Identify customer satisfaction

 Negative %  Neutral %  Positive %

Sports & Outdoors



Home & Living



Books & Stationery



Electronics

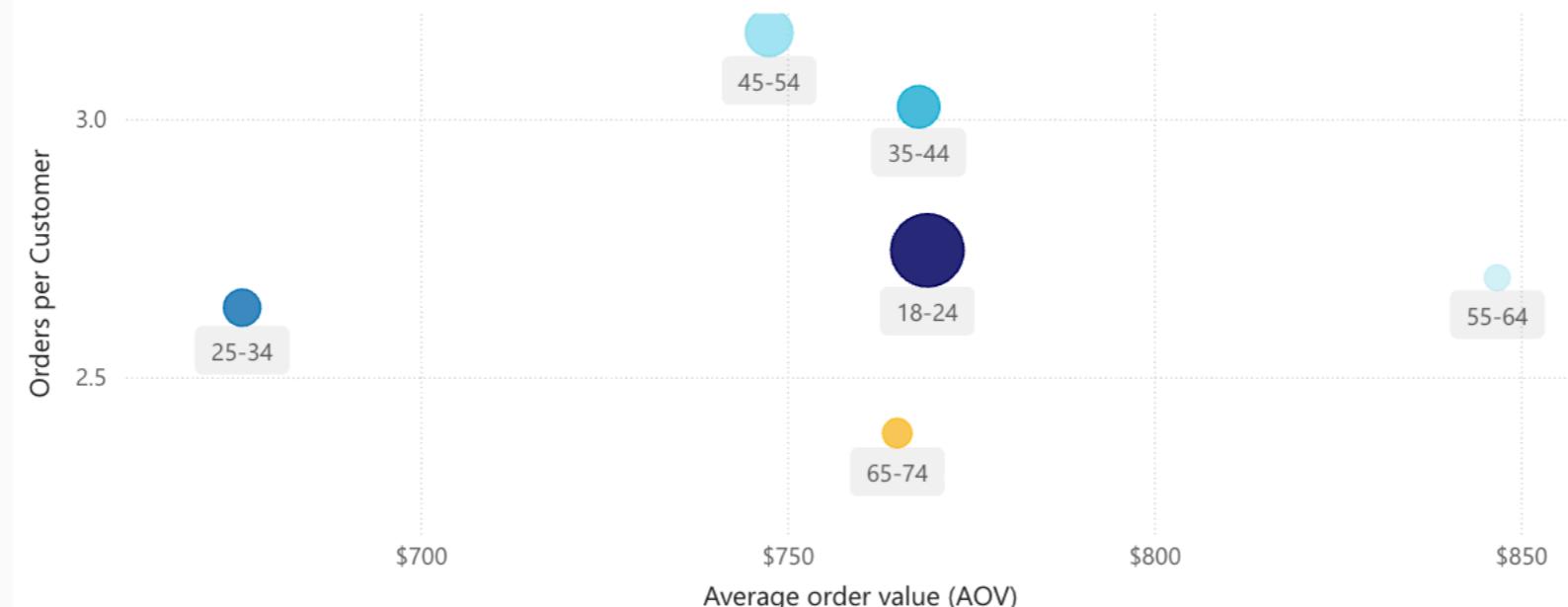


Fashion



## Customer Value Segmentation

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



## Sales by Age and Gender

 F  M  Not disclosed

