CUSTOMER SHOPPING TREND ANALYSIS

SLICERS

Category

Accessories

Clothing

Footwear

Outerwear

Location

- ☐ Alabama
- ☐ Alaska
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ Florida
- ☐ Georgia
- ☐ Hawaii
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maine
- ☐ Maryland
- ☐ Massachuse...
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri
- ☐ Montana
- ☐ Nebraska

Overview | **Product category** | **Geographical Analysis**

OVERVIEW

Average Age of Customers

41.06

HIGH VALUE PURCHASES

TOTAL REVENUE

233K

REPEAT PURCHASES

99K

LOCATION RANK

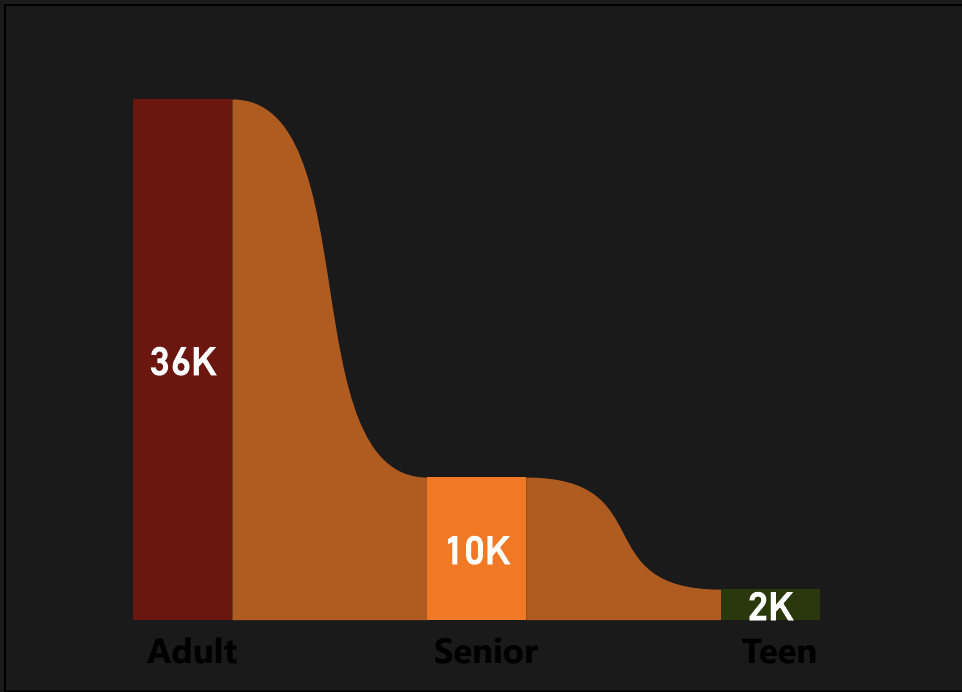Nevada, Kansas, Pennsylvania, Vermont, Virginia, Florida, Maryland, New Jersey, Delaware, Rhode Island, North Carolina, Wisconsin, Texas, Missouri, Iowa, Indiana, New Hampshire, Ohio, Georgia, Colorado, Washington, Connecticut, Michigan, South Dakota, Utah, Oregon, Kentucky, Wyoming, Massachusetts

PURCHASE BY CATEGORY

Clothing: 74K
Accessories:
Footwear: 36K
Outerwear: 19K
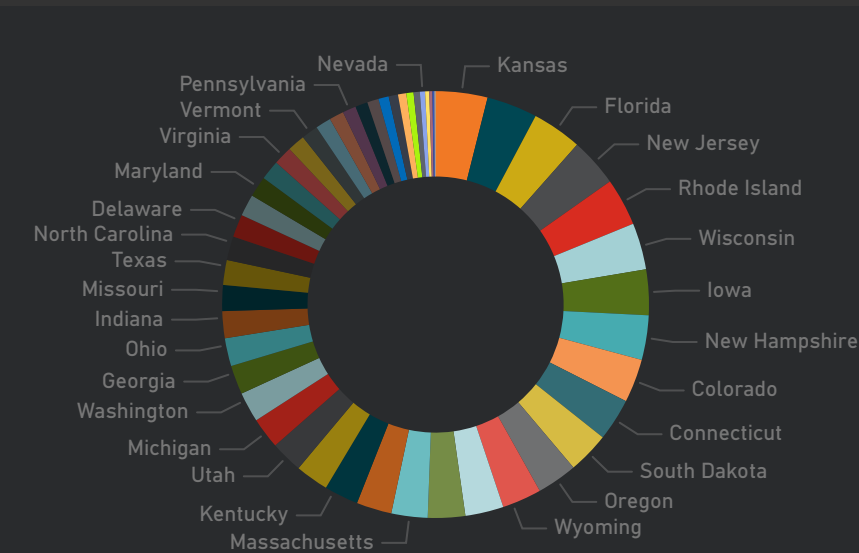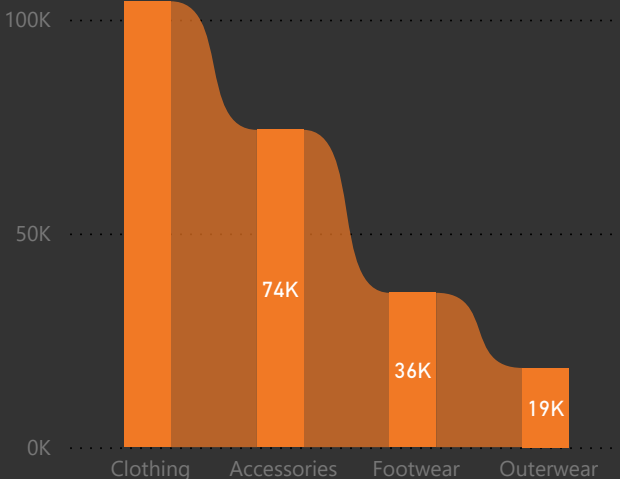
TOTAL CUSTOMERS

3900

High Value purchases

0K — 47K — 233K
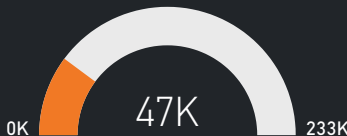
Total spending by Gender

Male | Female

Shipping type for purchases

- ● Increase
- ● Decrease
- ● Total

200K
150K
100K
50K
0K

Free Shipping | Express | Store Pickup | Standard | 2-Day Shipp... | Next Day Air

PRODUCT CATEGORY ANALYLYSIS

Category

- Accessories
- Footwear
- Clothing
- Outerwear

Location

Alabama	Nebraska
Alaska	Nevada
Arizona	New Hampshire
Arkansas	New Jersey
California	New Mexico
Colorado	New York
Connecticut	North Carolina
Delaware	North Dakota
Florida	Ohio
Georgia	Oklahoma
Hawaii	Oregon
Idaho	Pennsylvania
Illinois	Rhode Island
Indiana	South Carolina
Iowa	South Dakota
Kansas	Tennessee
Kentucky	Texas
Louisiana	Utah
Maine	Vermont
Maryland	Virginia
Massachusetts	Washington
Michigan	West Virginia
Minnesota	Wisconsin
Mississippi	Wyoming
Missouri	
Montana	

HIGH VALUE PURCHASES BY AGE GROUP

- Adult: 36K
- Senior: 10K
- Teen: 2K

PURCHASES % BY GENDER

Gender ● Male ● Female

- 32%
- 68%
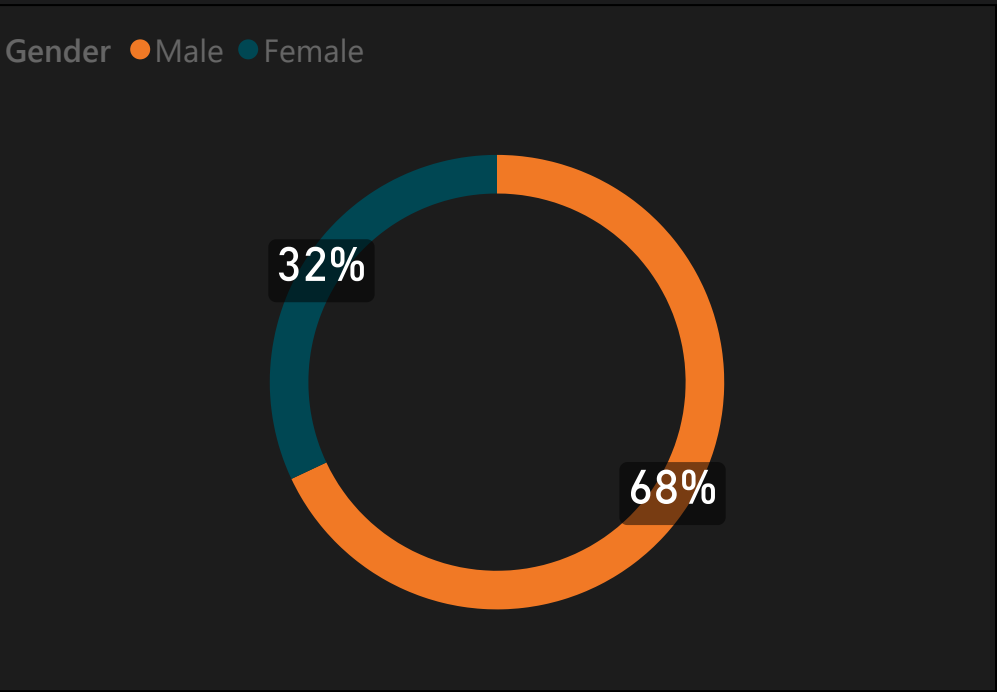
PURCHASES BY AGE & GENDER

Gender ● Female ● Male
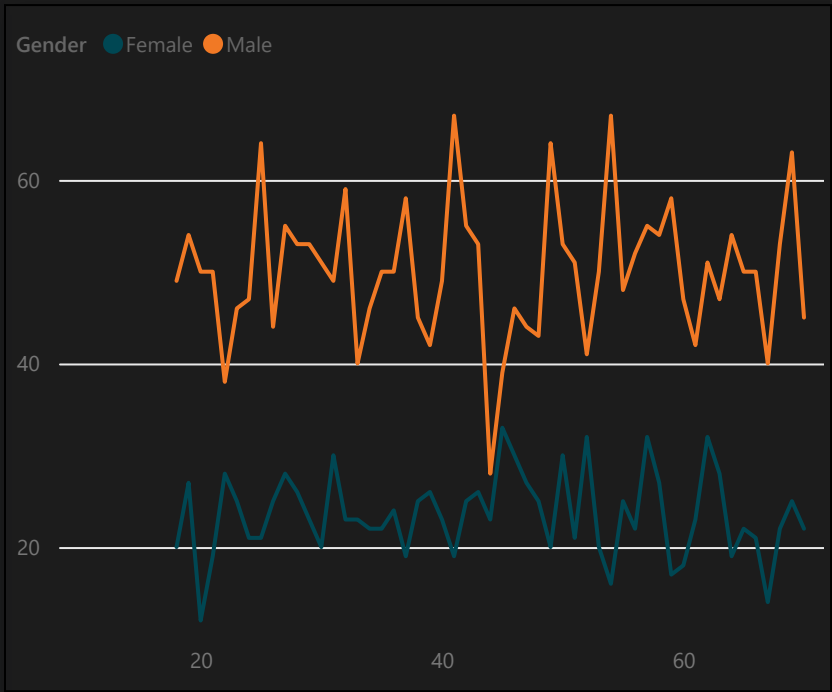
TOTAL SPENDING BY SEASON

100%

- Fall: 60K
- Spring: 59K
- Winter: 59K
- Summer: 56K

92.9%
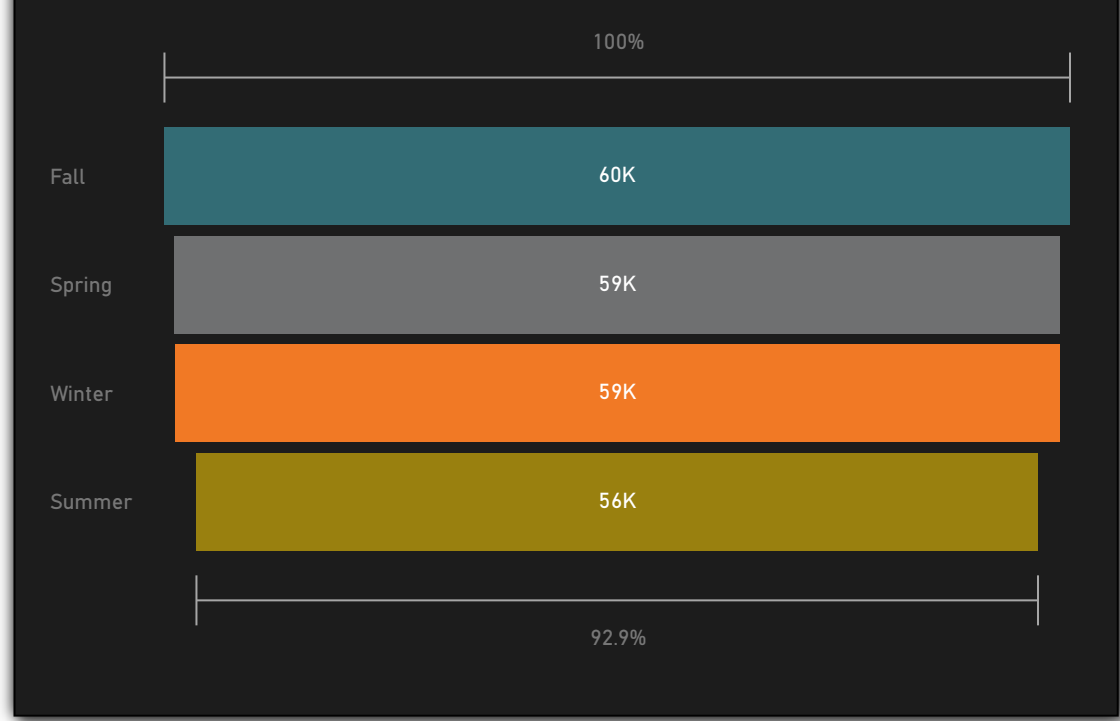
FREQUENCY OF PURCHASES BY GENDER

Frequency of Purchases ● Annually ● Bi-Weekly ● Every 3 Months ● Fortnightly ● Monthly ● Quarterly ● Weekly

(Male, Female)

Sum of Previous Purchases by Age Group

- Adult: 75K
- Senior: 21K
- Teen: 3K

Age Categories

- Teen Teen
- Senior ...
- Adult Adult

PURCHASES BY CATEGORY

- Clothing: 1240 (1,500+)
- Accessories: 1240
- Footwear: 599
- Outerwear: 324
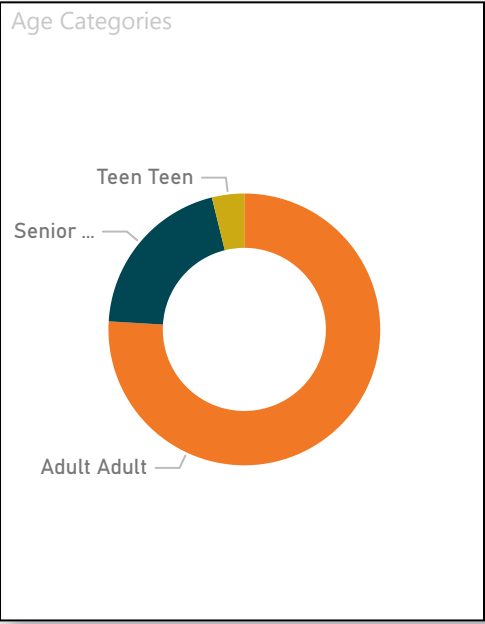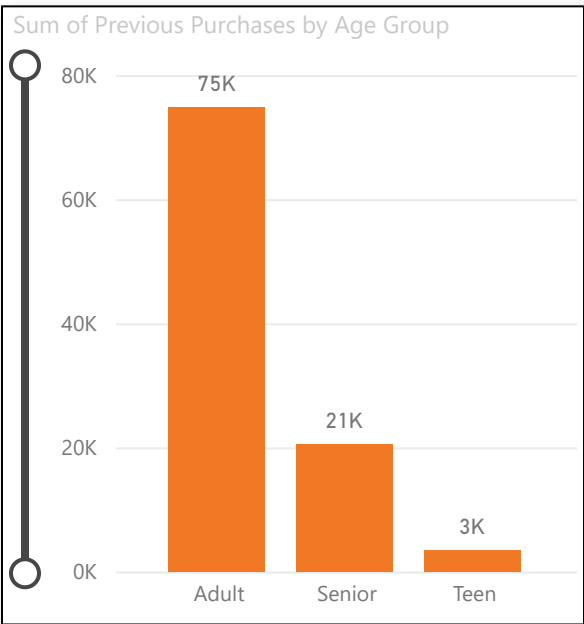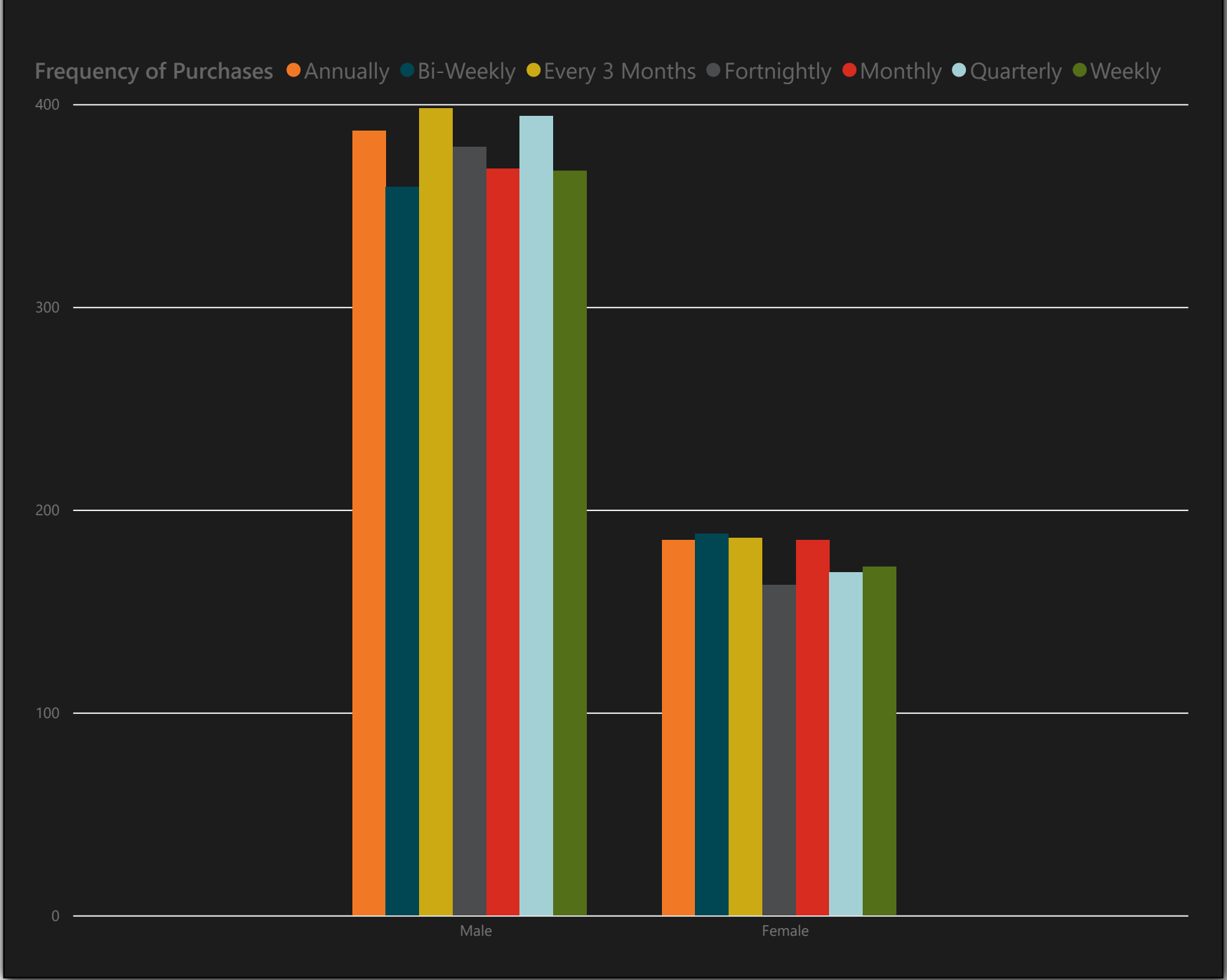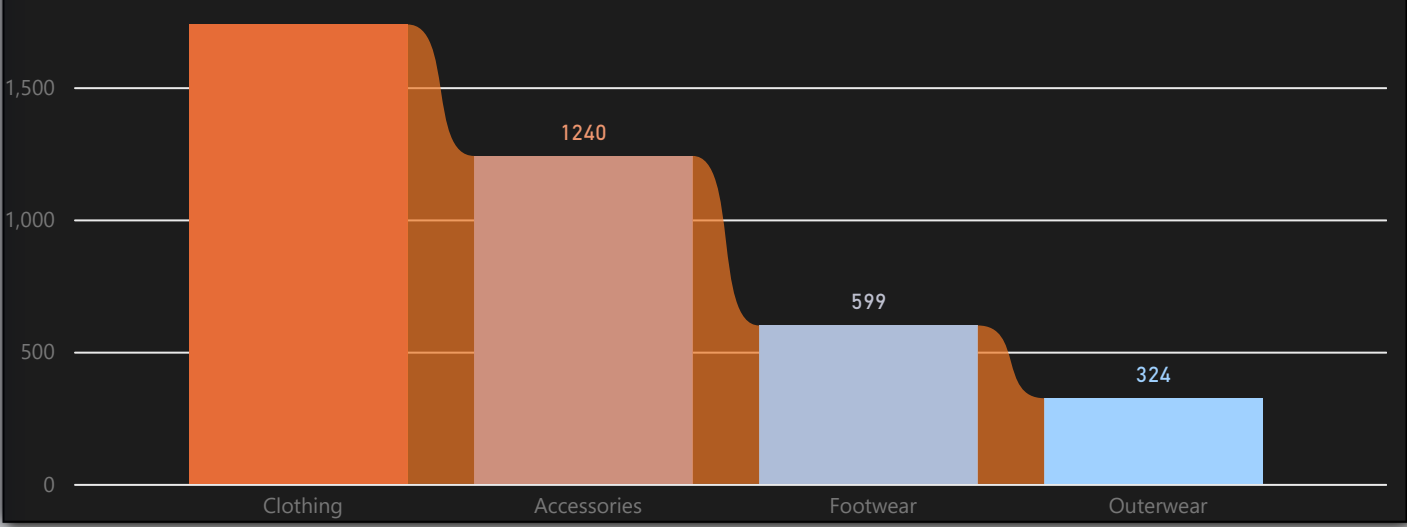
CATAGORIES WITH REVIEWS

Category ● Accessories ● Clothing ● Footwear ● Outerwear

86, 82, 76, 76, 64, 65, 62, 60, 63, 57, 57, 52, 51, 48, 46, 43, 37, 33, 31, 27, 27, 20, 15, 18, 17, 14, 12
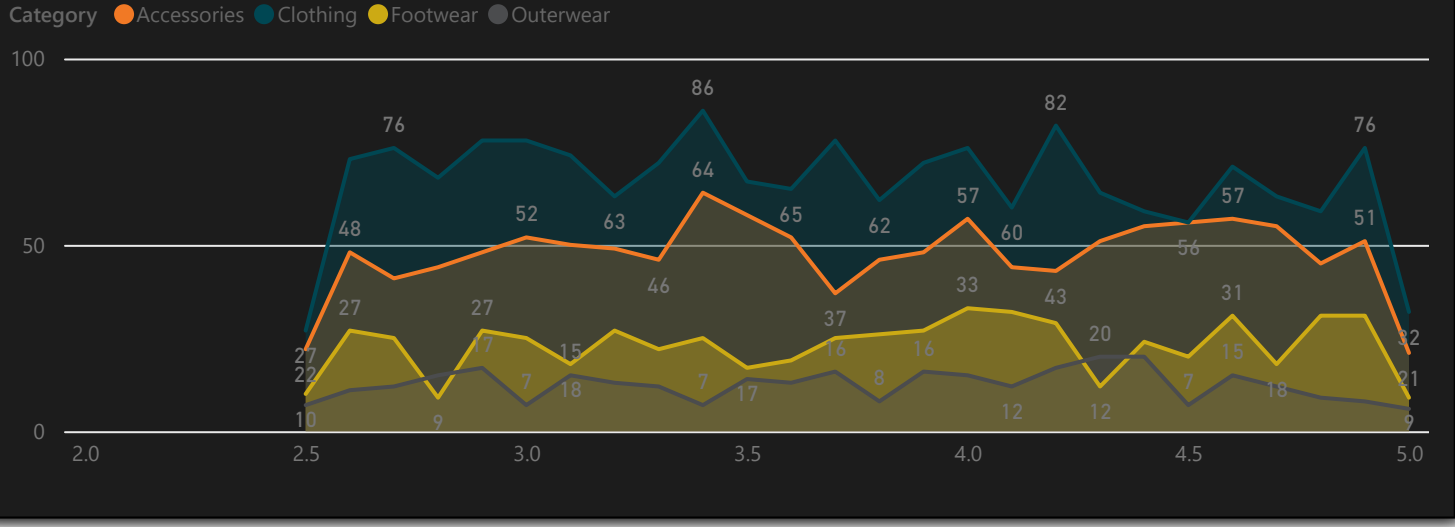
TOTAL AMOUNT SPENT ON ITEMS BY CATEGORY

Category ● Accessories ● Clothing ● Footwear ● Outerwear

GEOGRAPHICAL ANALYSIS

50 — Count of Location

6 — Count of Shipping Type

53 — Count of Age

Count of Item Purchased by Size

- 1.8K
- 1.1K
- 0.7K
- 0.4K

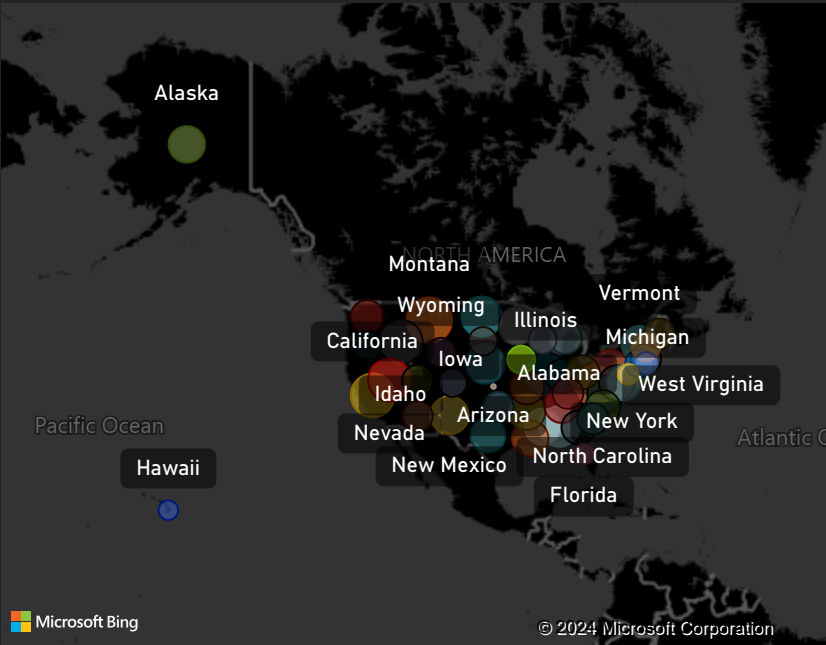## Shipping Type

○ 2-Day Shi... ○ Express ○ Free Shippi... ○ Next Day ... ● Standard ● Store Pic...
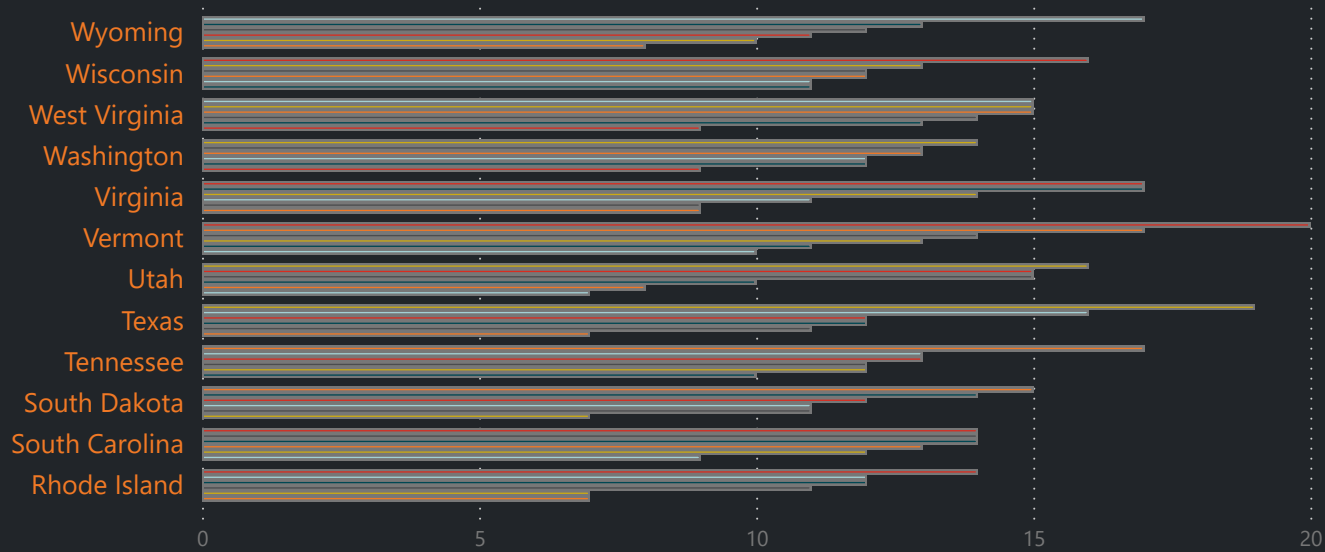
Count of Location by Purchase Amount (USD)

Locations (bar chart, top to bottom):
Wyoming, Wisconsin, West Virginia, Washington, Virginia, Vermont, Utah, Texas, Tennessee, South Dakota, South Carolina, Rhode Island

Donut chart values: 78, 23, 61, 21, 51, 49, 55, 90, 79, 41, 47, 88, 73, 68, 22, 60, 39, 44, 70, 38, 84, 97, 96, 100, 83, 29, 66, 37, 46, 59, 31, 77, 20, 28, 95, 64, 72, 56, 53, 82

SPENDING BY LOCATION

Map locations: Alaska, Montana, Wyoming, Vermont, California, Illinois, Michigan, Idaho, Iowa, Alabama, West Virginia, Nevada, Arizona, New York, New Mexico, North Carolina, Florida, Hawaii

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PURCHASES BY LOCATION
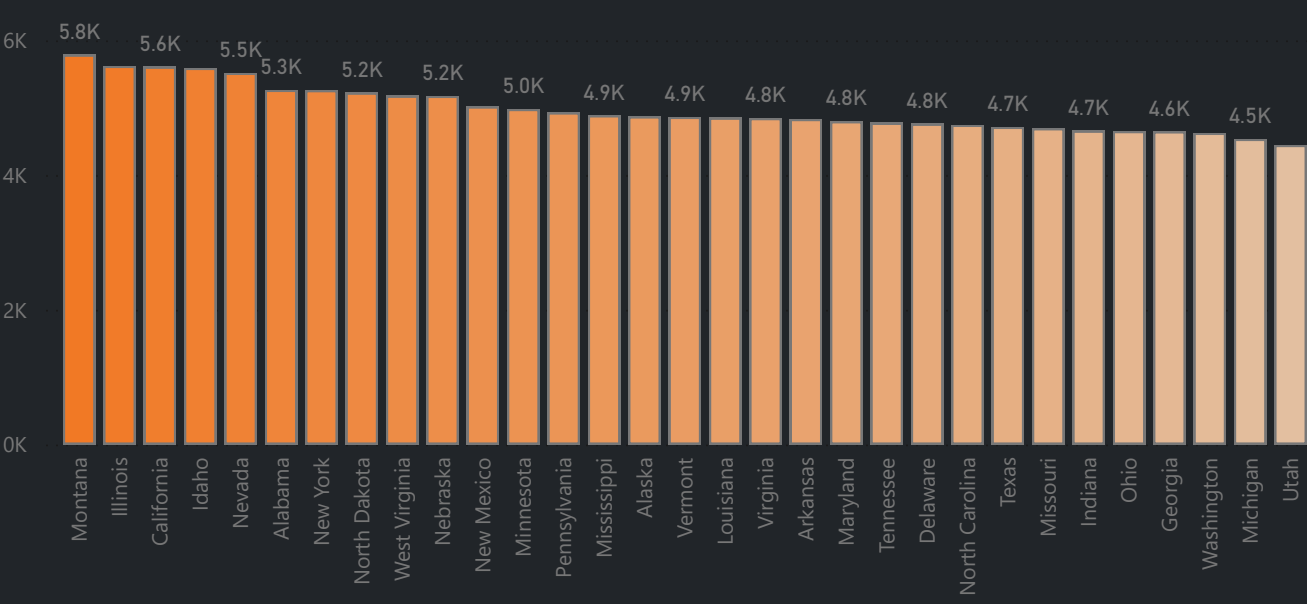
Location	Value
Montana	5.8K
Illinois	5.6K
California	5.5K
Idaho	5.5K
Nevada	5.3K
Alabama	5.2K
New York	5.2K
North Dakota	5.0K
West Virginia	4.9K
Nebraska	4.9K
New Mexico	4.8K
Minnesota	4.8K
Pennsylvania	4.8K
Mississippi	4.7K
Alaska	4.7K
Vermont	4.6K
Louisiana	4.5K
Virginia	
Arkansas	
Maryland	
Tennessee	
Delaware	
North Carolina	
Texas	
Missouri	
Indiana	
Ohio	
Georgia	
Washington	
Michigan	
Utah	

Category

- Accessories
- Clothing
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Location

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- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maine
- ☐ Maryland
- ☐ Massachusetts
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri
- ☐ Montana
- ☐ Nebraska
- ☐ Nevada
- ☐ New Hampshire