

CUSTOMER PURCHASE & SALES DASHBOARD

233K

Total Purchase

59.76

Avg Purchase

3900

Customers

3.75

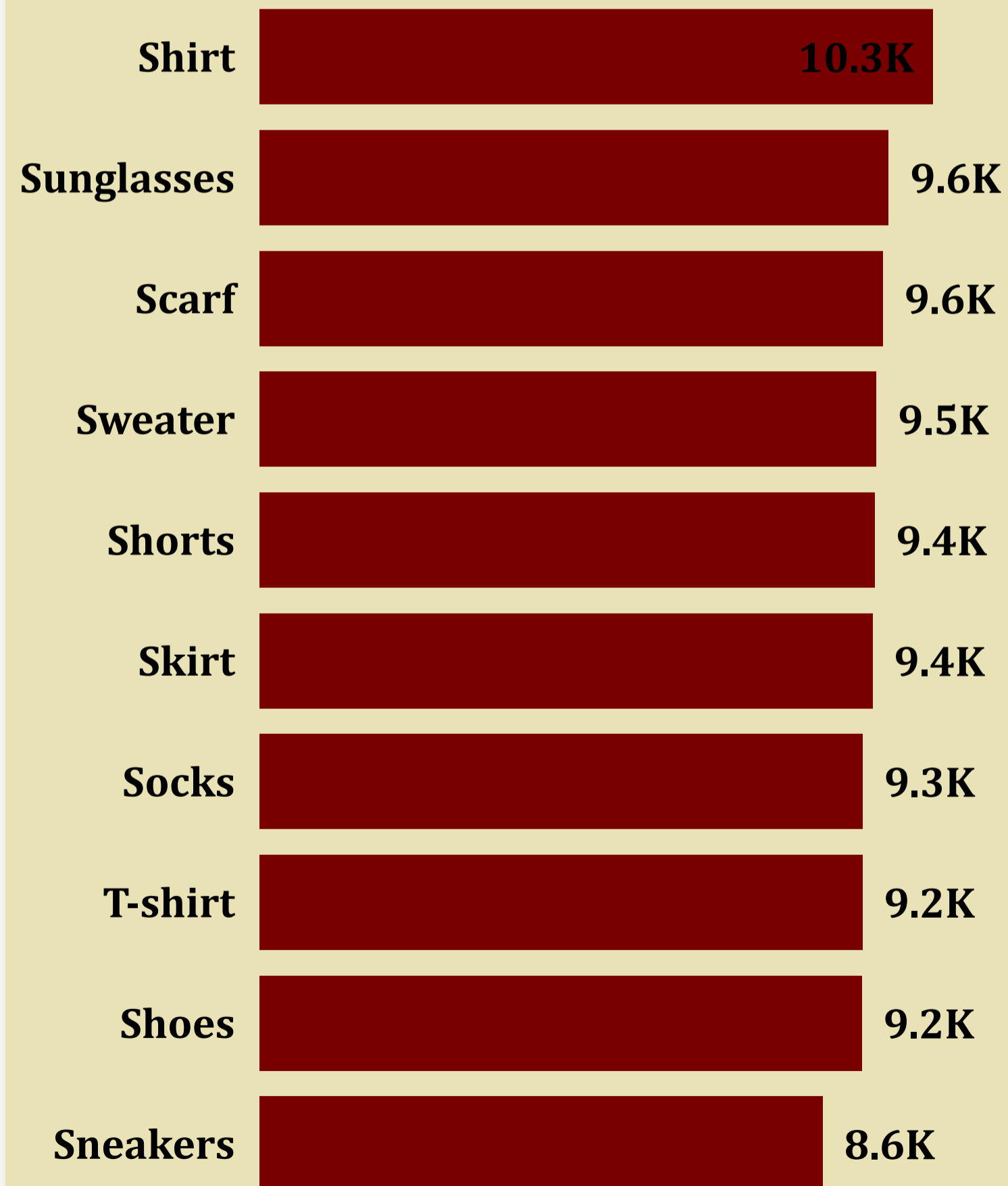
Avg Review Rating

OVERVIEW

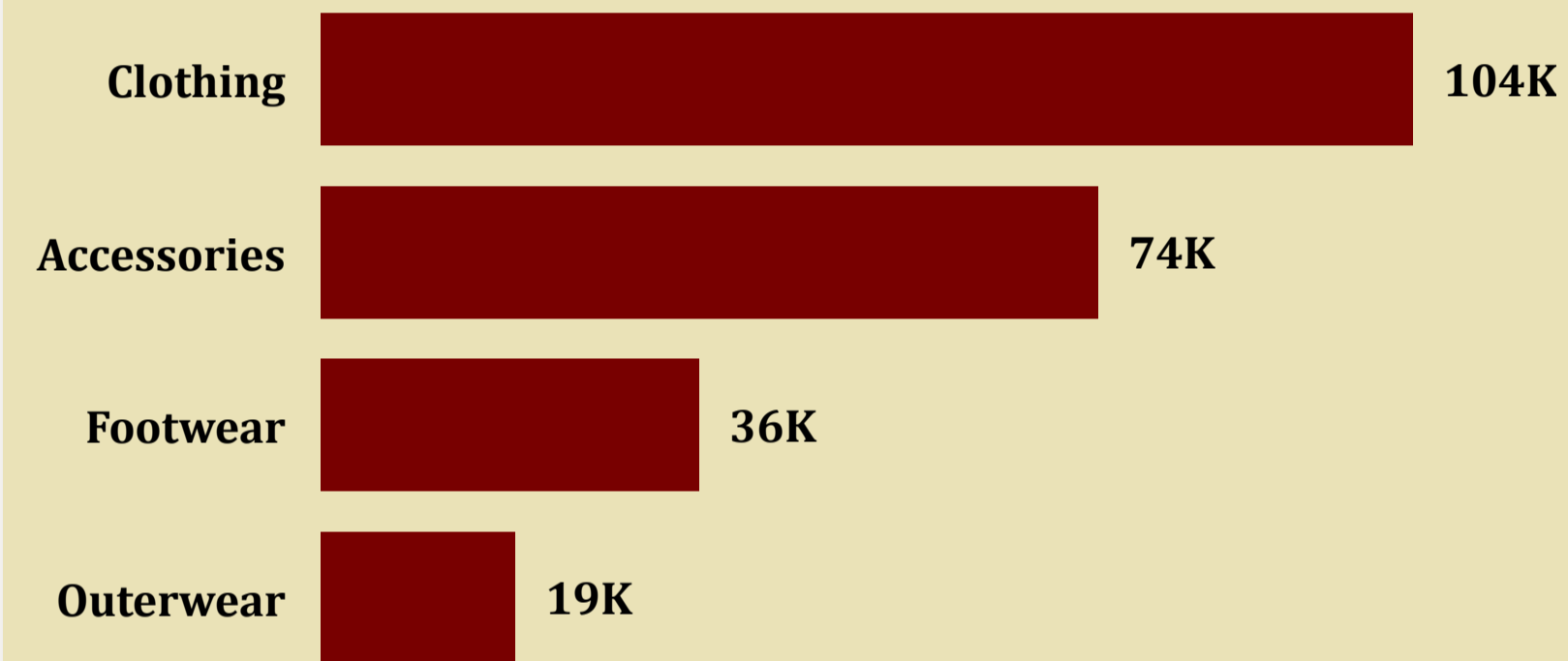
SALES & PROFIT

KEY INSIGHTS

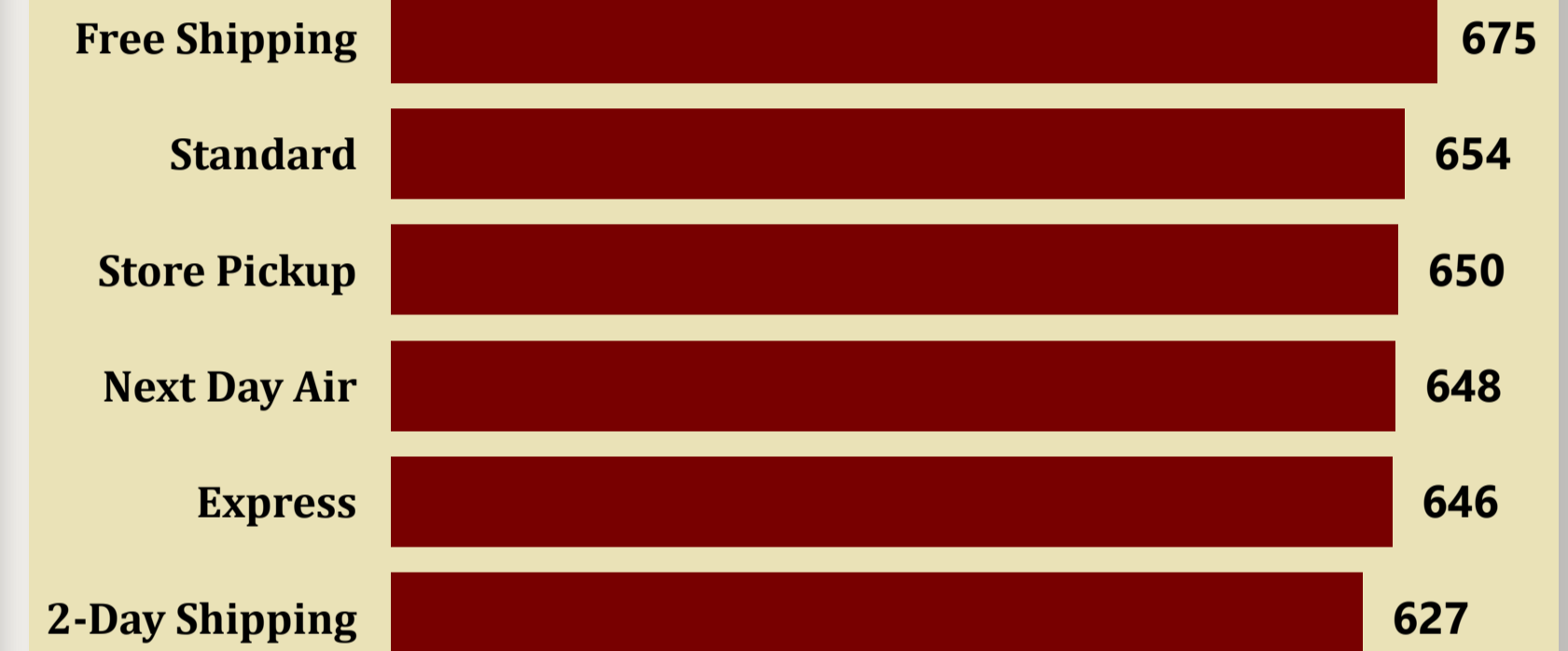
Top 10 Item Purchased



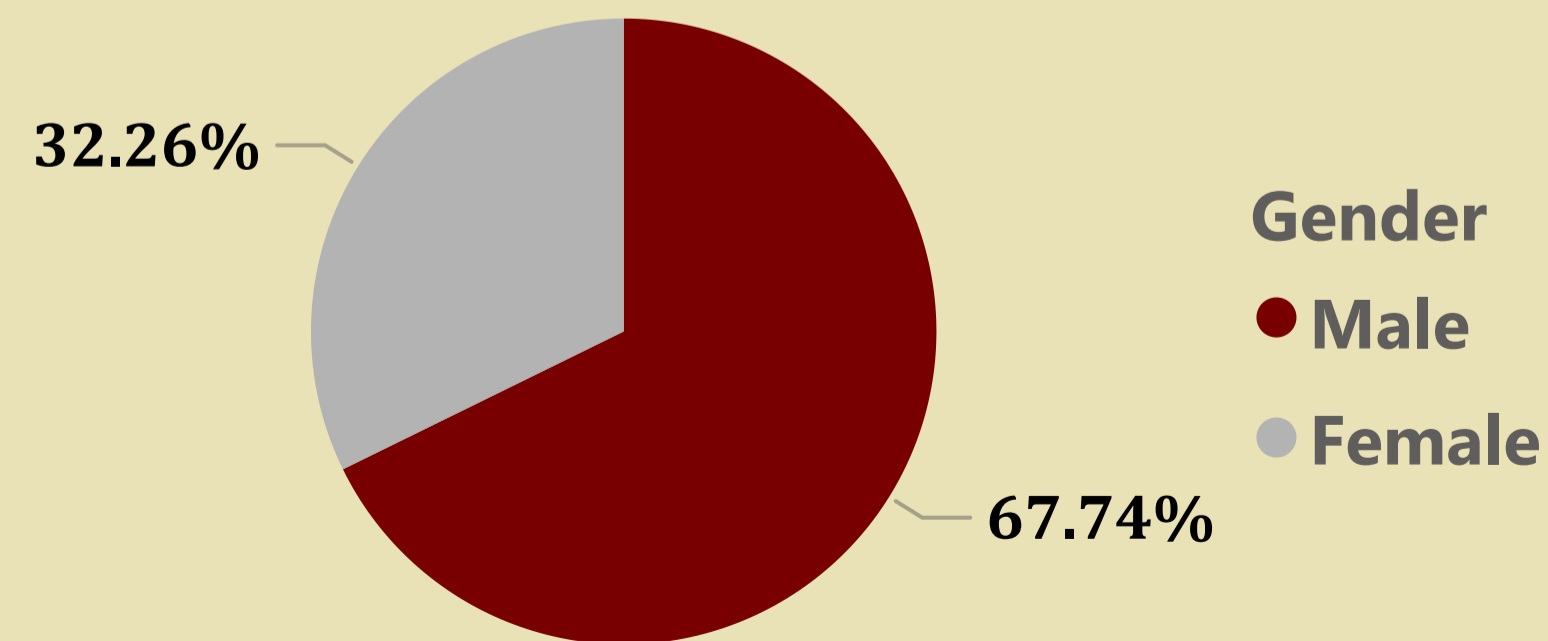
Purchase Amount by Category



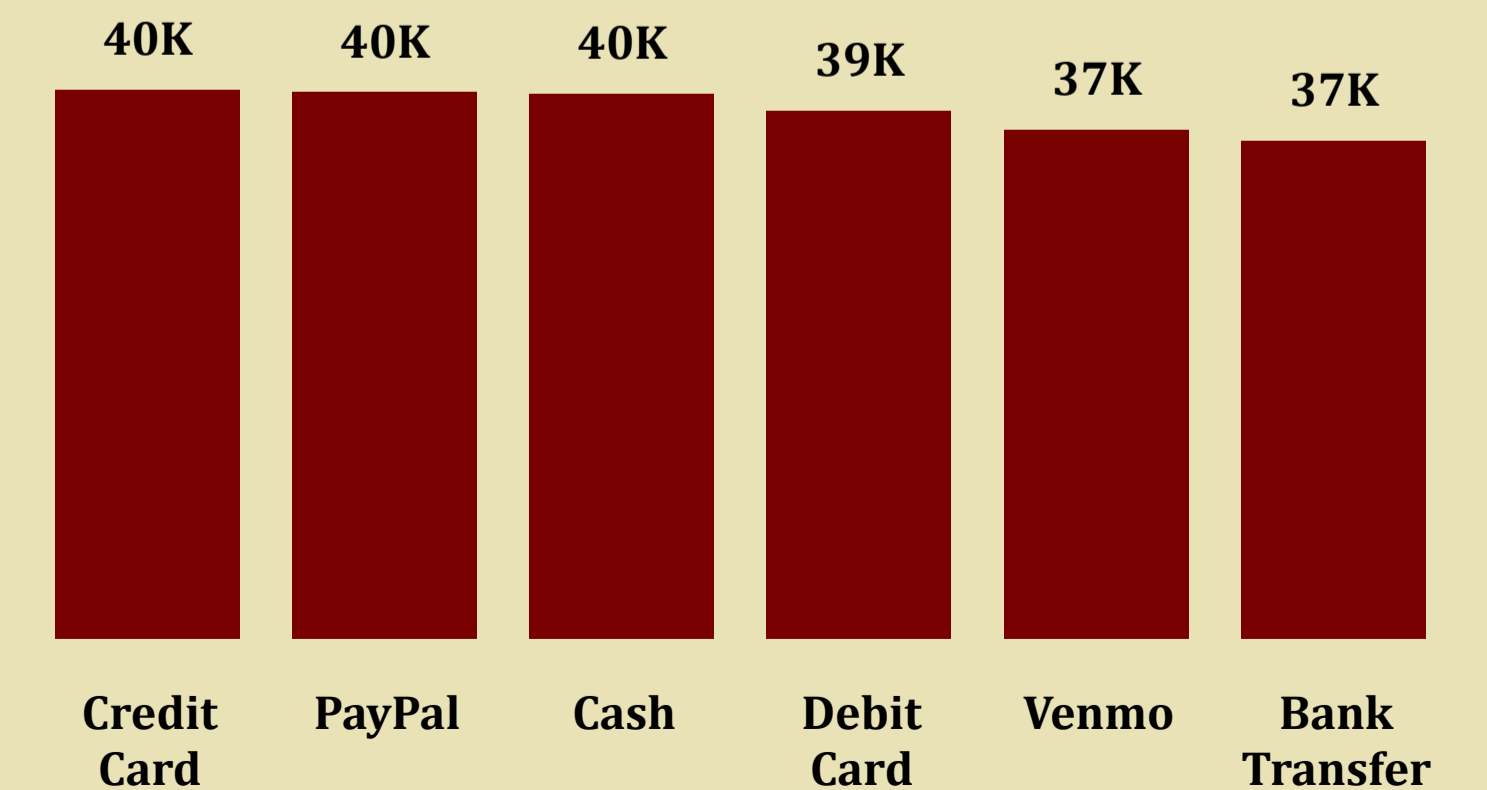
Shipping Type



Purchase Amount (USD) by Gender



Payment Method



SALES AND PROFIT INSIGHT

OVERVIEW

SALES & PROFIT

KEY INSIGHTS

PURCHASE FREQUENCY

Annually

Bi-Weekly

Every 3 Months

CATEGORY

All

Promo Code Usage %

0.0 0.43 0.9

SEASON

Fall

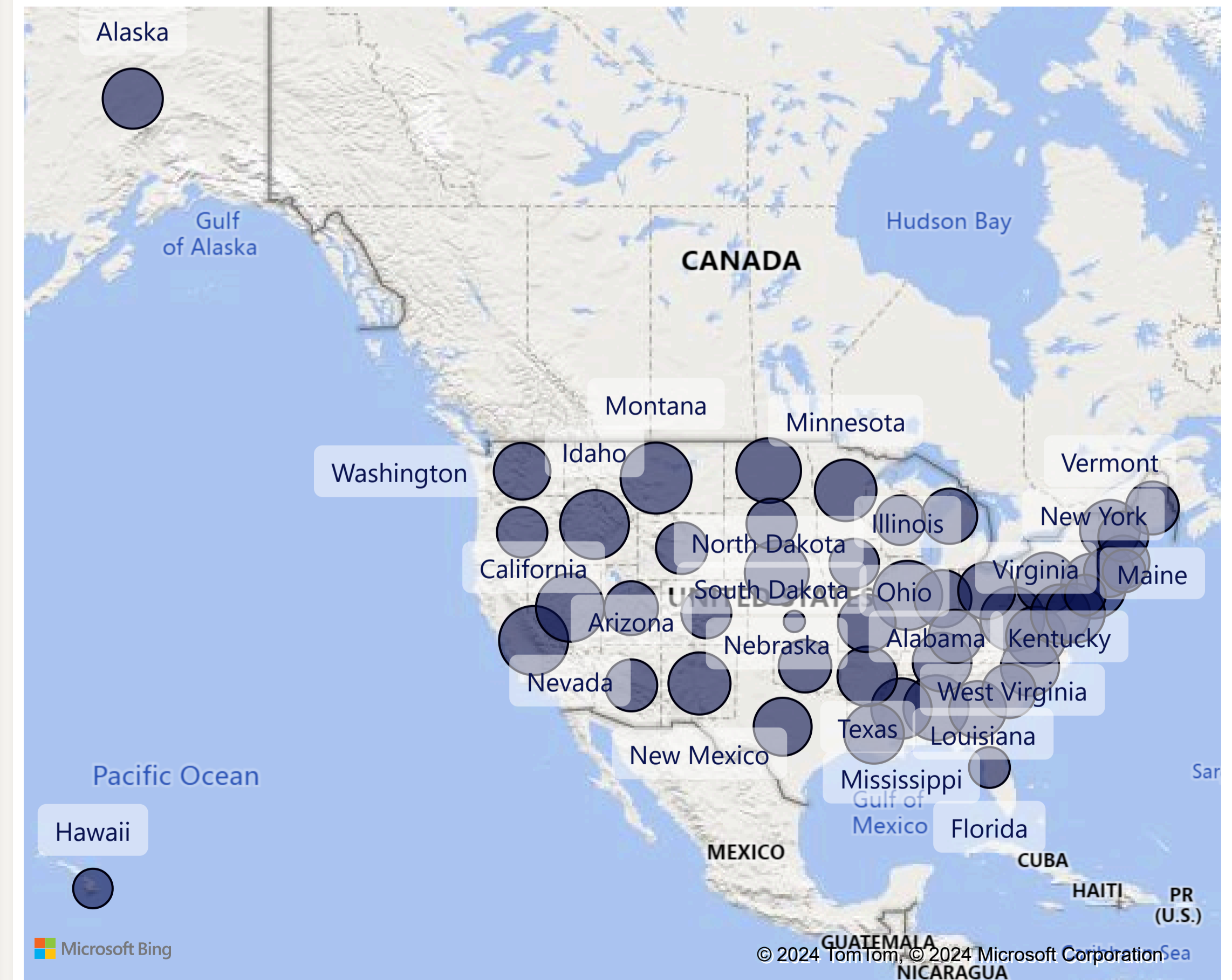
Spring

Summer

Winter

Item Purchased	Sum of Purchase Amount (USD)	Sum of Previous Purchases	Promo Code Used
Blouse	6916	3077	No
Jewelry	5865	2845	No
Socks	6120	2720	No
Shirt	5979	2460	No
Pants	5253	2424	No
Skirt	5861	2419	No
Handbag	5322	2413	No
Shoes	5411	2397	No
Sandals	5547	2390	No
Sunglasses	5728	2385	No
Scarf	5497	2373	No
Coat	4470	2314	Yes
Jacket	5753	2273	No
Dress	4368	2245	Yes
Shorts	5191	2188	No
Dress	5952	2162	No
Hoodie	4917	2109	No
Total	233081	98871	

Purchase Amount (USD) by Location



KEY INSIGHTS

OVERVIEW

SALES & PROFIT

KEY INSIGHTS

This dashboard provides a comprehensive overview of customer's purchasing behaviour. Here are some key insights:

A. Overview:

- Total Purchase: \$233,000
- Average Purchase: \$59.76
- Number of Customers: 3,900
- Average Review Rating: 3.75

B. Males account for a significantly higher percentage (67.7%) of total purchases compared to females (32.26%).

C. Clothing and Accessories categories are the top-selling items, indicating strong customer demand.

D, Free shipping is the most preferred shipping option among customers.

E. Shirts, sunglasses, scarves, and sweaters consistently rank among the most popular items.

F. Credit cards are the most commonly used payment method and the percentage of customers who used a promo code is 0.43%

G. The analysis reveals that West Virginia has the highest purchase amount, followed by Vermont and Virginia.