Shopper Insights
Insights on shopping data when using the Zliide solution
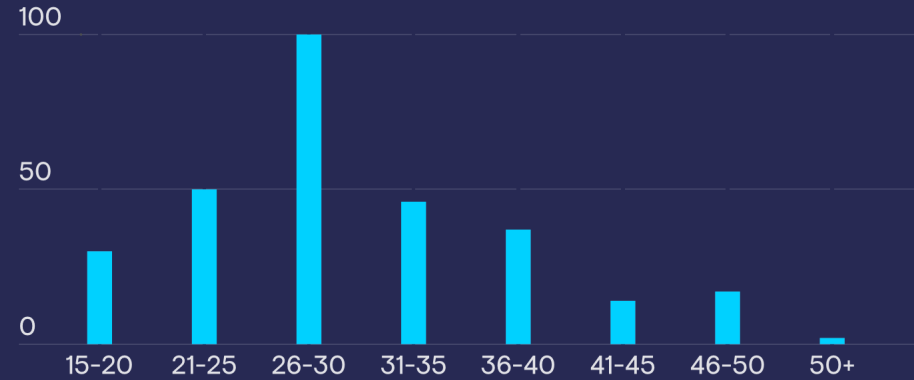- Gather demographic and shopping data insights

Data for Week 51 – 2021

Most sold styles

Utility relaxed blazer	35
Abril Rikka pants	50
Rachelle Beanie	72
Kasika Top	80

Age split

Age range	Value
15-20	~20
21-25	~48
26-30	100
31-35	~42
36-40	~28
41-45	~10
46-50	~13
50+	~2

Size split

XS	32
S	43
M	57
L	19
XL	7

Gender Split

Male	101
Female	190
Other	5

Number of in-store customers

0 – 1.000

296

230,8K
Instore revenue

15,3K
Online revenue

Average age for new styles

Femme Mohair Pullover	29,2
Dalmine Pants	32,1
Wooltouch Pants	23,6
Nalua Top	27,4

19% Returning customers

201 Emails collected

577 Products sold in-store

41 Products sold online

30,08 Average age