CHRISTMAS SALES & TREND ANALYSIS

By Aastha Agarwal

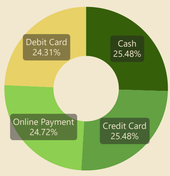
1.65M	30K	500	0.07M	20	101
Total Revenue Generated	Total Quantity Sold	Unique Customers	Discounted Amount	Total Locations	Total Stores

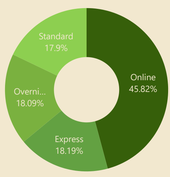
1.58M	10.00K
Net Sales	Total Orders Served

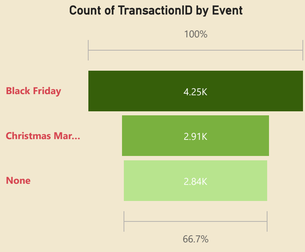
2018 — 2023

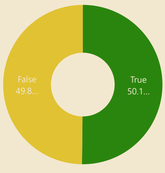
TRANSACTION OVERVIEW

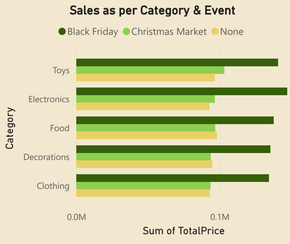
Event / Category	Black Friday			Christmas Market			None		
	Total Quantity	Total Revenue Generated	Total Discount Given	Total Quantity	Total Revenue Generated	Total Discount Given	Total Quantity	Total Revenue Generated	Total Discount Given
Clothing	2457	134,432.93	13,443.29	1685	93,426.02	0.00	1715	93,017.68	0.00
Decorations	2469	135,423.48	13,542.35	1683	93,637.68	0.00	1745	94,751.91	0.00
Electronics	2704	147,174.03	14,717.40	1828	96,661.31	0.00	1694	92,814.94	0.00
Food	2572	137,693.10	13,769.31	1726	96,773.91	0.00	1723	98,139.91	0.00
Toys	2500	140,730.94	14,073.09	1824	103,074.58	0.00	1781	96,507.71	0.00
Total	**12702**	**695,454.49**	**69,545.45**	**8746**	**483,573.51**	**0.00**	**8658**	**475,232.15**	**0.00**



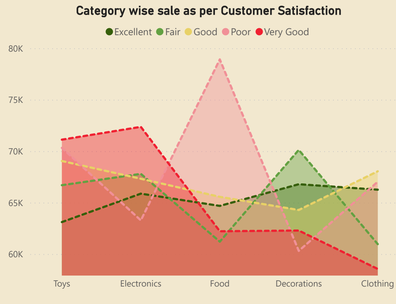


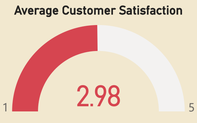


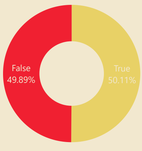


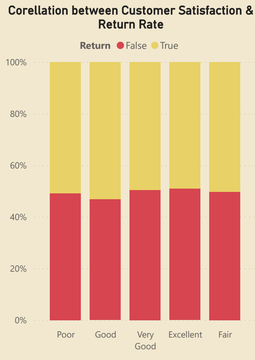


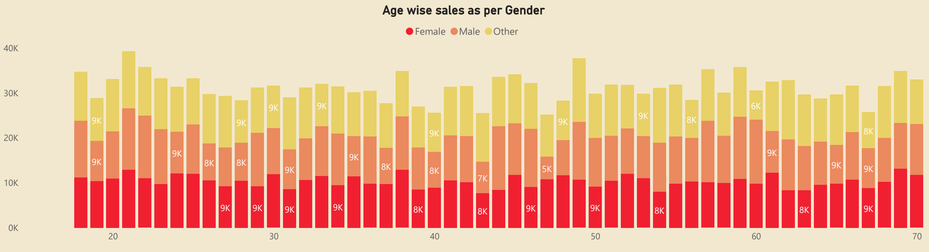
CUSTOMER PROFILING

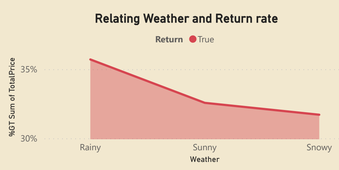
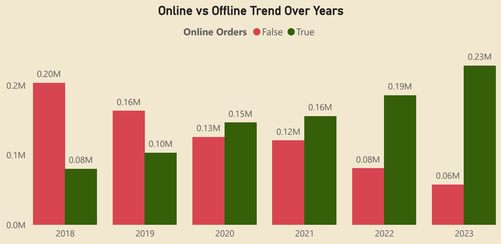
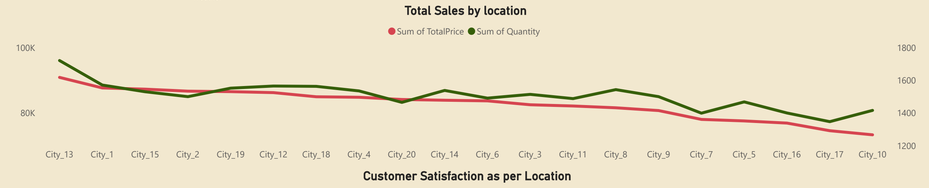
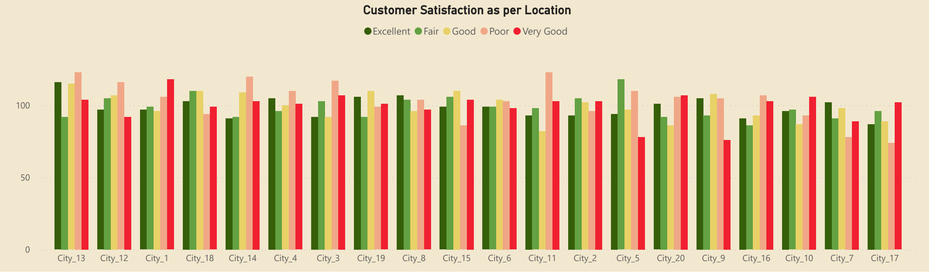










MISCELLENOUS FACTORS

Category	Rainy	Snowy	Sunny
Clothing	117,659.86	107,640.26	95,576.52
Decorations	104,393.08	112,584.07	106,835.92
Electronics	116,339.63	109,970.21	110,340.43
Food	116,930.96	105,439.33	110,236.64
Toys	121,101.92	106,413.48	112,797.83