**Project Title Retail Consumer Purchase Analysis Using Excel**

**Retail Consumer Purchase Behavior Analysis**

A mid-sized retail company wants to understand **how different types of customers shop across various product categories**, so it can improve marketing, personalize offers, and optimize inventory.

They have transaction data including:

* Customer demographics (age, gender)
* Purchase dates
* Product categories (Beauty, Clothing, Electronics)
* Spending patterns

The company lacks a clear view of:

* **Who its top customers are**
* **What products are driving revenue**
* **Which age groups and genders buy what**
* **When sales peak**
* And how to **segment customers based on behavior**

**🔍 Objectives of the Analysis**

Using the available data, this project aims to answer:

1. **Top Product Categories by Sales:**  
   Which product lines (Beauty, Clothing, Electronics) are generating the most revenue?
2. **Gender-wise Purchase Trends:**  
   How do male and female consumers differ in spending?
3. **Age Group Analysis – Who Spends More?**  
   Which age groups are contributing the most to overall sales?
4. **Monthly Sales Trend:**  
   Are there seasonal or monthly spikes in sales?