INSIGHTS-

Question 1: Which age group contributes the most to the total sales amount?

- **Insight**:
    - Adults contribute the most to the total sales amount, with approximately 0.30 million.
    - Seniors follow with around 0.30 million.
    - Teenagers contribute the least, with approximately 0.03 million.

Question 2: What is the distribution of the total sales amount across different product categories?

- **Insight**:
    - Electronics lead in sales, with a total amount of approximately 156.9K.
    - Clothing follows closely behind with around 155.6K.
    - Beauty products have the lowest sales, totalling approximately 143.5K.

Question 3: How does the average price per unit vary across product categories?

- **Insight**:
    - The average price per unit for Beauty is the highest at 184.06.
    - Electronics has an average price per unit of 181.90.
    - Clothing products have the lowest average price per unit at 174.29.

Question 4: What is the percentage distribution of age groups within each product category?

- **Insight**:
    - Clothing has a relatively balanced distribution among age groups: 35.10% Clothing, 34.20% Electronics, and 30.70% Beauty.
    - The specific age group distribution across categories shows varied interest in different products.

Question 5: What is the count of customers by age group?

- **Insight**:
    - Adults have the highest number of customers, totalling 645, which is 64.5% of the customer base.
    - Seniors account for 313 customers, making up 31.3% of the total.
    - Teenagers have the least representation, with only 42 customers, accounting for 4.2%.

These questions and insights provide a detailed understanding of the sales performance and customer demographics for the retail data.

Insights and Recommendations to Increase Business

Question 1: Which age group contributes the most to the total sales amount?

- **Insight**: Adults contribute the most to the total sales amount, with approximately 0.30 million.
- **Steps to Increase Business**:
    - **Targeted Marketing**: Focus marketing efforts on the adult age group by creating campaigns that cater to their preferences.
    - **Loyalty Programs**: Introduce loyalty programs for adults to encourage repeat purchases.
    - **Product Bundles**: Offer bundles and discounts on products that adults frequently purchase.

Question 2: What is the distribution of the total sales amount across different product categories?

- **Insight**: Electronics lead in sales with approximately 156.9K, followed by Clothing with 155.6K, and Beauty products with 143.5K.
- **Steps to Increase Business**:
    - **Promote Lower-Performing Categories**: Increase promotions and discounts for Beauty products to boost their sales.
    - **Cross-Selling**: Encourage customers purchasing Electronics to buy complementary Clothing or Beauty products through cross-selling strategies.
    - **Expand Product Range**: Introduce new products within the Beauty category to attract more customers.

Question 3: How does the average price per unit vary across product categories?

- **Insight**: The average price per unit for Electronics is the highest at 184.06, followed by Clothing at 181.90, and Beauty products at 174.29.
- **Steps to Increase Business**:
    - **Price Optimization**: Review and optimize pricing strategies for Beauty products to make them more attractive without significantly affecting margins.
    - **Value Proposition**: Highlight the unique value propositions of each product category to justify the prices.
    - **Bundle Offers**: Create bundle offers with a slight discount to increase the perceived value and encourage higher spending.

Question 4: What is the percentage distribution of age groups within each product category?

- **Insight**: Clothing has a relatively balanced distribution among age groups: 35.10% Clothing, 34.20% Electronics, and 30.70% Beauty.
- **Steps to Increase Business**:
    - **Customized Promotions**: Design promotions and advertisements targeting specific age groups for each product category.
    - **Product Customization**: Introduce customizable products or personalized shopping experiences to appeal to different age groups.
    - **Event Marketing**: Host events or webinars tailored to the interests of each age group to increase engagement and sales.

Question 5: What is the count of customers by age group?

- **Insight**: Adults have the highest number of customers (645, 64.5%), followed by Seniors (313, 31.3%), and Teenagers (42, 4.2%).
- **Steps to Increase Business**:
    - **Customer Acquisition Campaigns**: Develop campaigns specifically targeting Seniors and Teenagers to expand the customer base in these segments.
    - **Engagement Programs**: Create engagement programs for Seniors and Teenagers to increase their interest and loyalty.
    - **Feedback Mechanism**: Implement feedback mechanisms to understand the needs and preferences of underrepresented age groups and tailor offerings accordingly.

By implementing these steps, businesses can leverage the insights gained from the data to enhance their strategies and drive growth across different age groups and product categories.
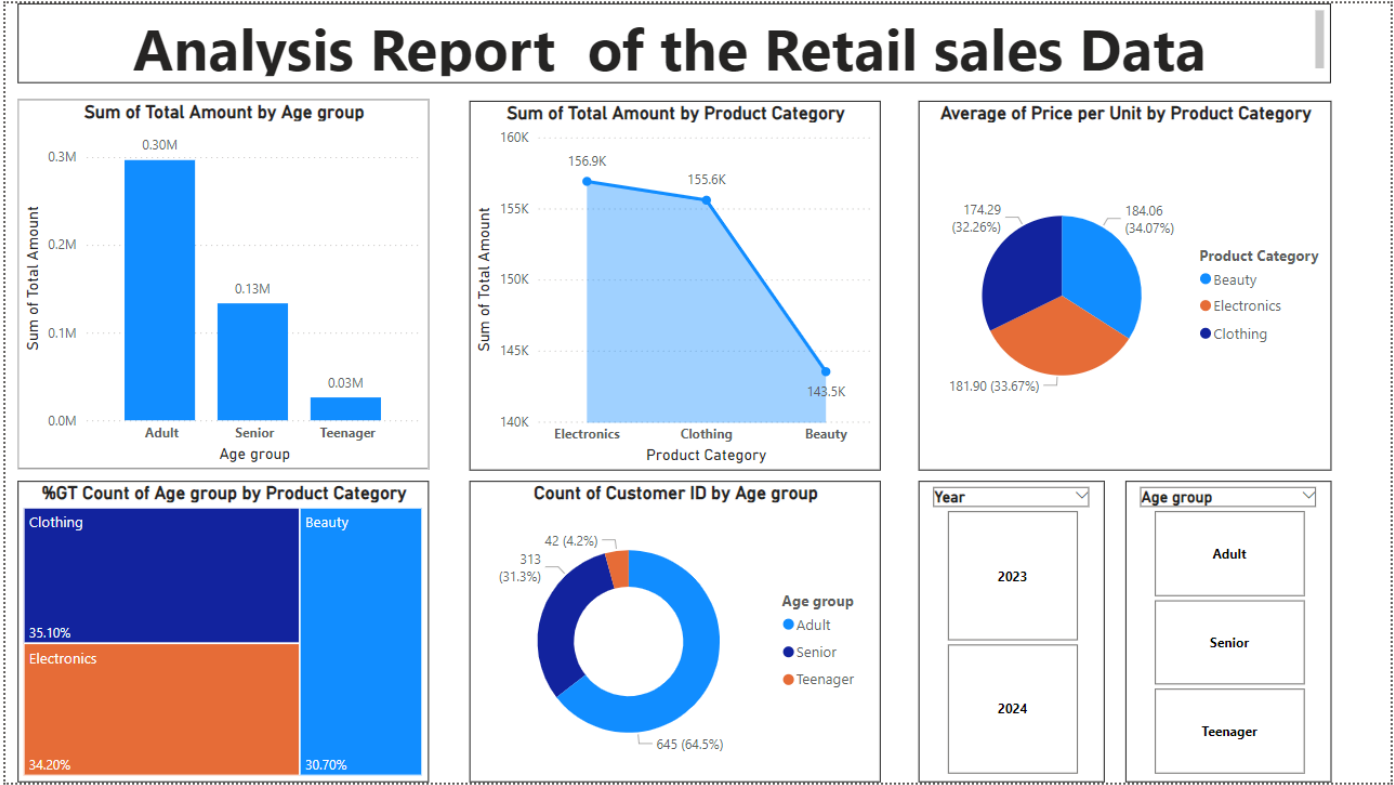
Link to The Dashboard:

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