

	invoice_no	customer_id	gender	age	category	quantity	price	payment_method	invoice_date	shopping_mall	Age_Category	MonthYear
	I100015	C132779	Female	35	Clothing	2	600.16	Debit Card	04 March 2021	Mall of Istanbul	Adult	Mar 2021
	I100057	C225062	Female	25	Clothing	2	600.16	Credit Card	13 October 2021	Forum Istanbul	Teen	Oct 2021
	I100095	C608046	Male	60	Clothing	2	600.16	Cash	23 November 2021	Istinye Park	Senior Citizen	Nov 2021
	I100127	C708853	Male	38	Clothing	2	600.16	Debit Card	16 November 2021	Cevahir AVM	Adult	Nov 2021
	I100138	C237364	Male	52	Clothing	2	600.16	Cash	19 June 2021	Mall of Istanbul	Senior Citizen	Jun 2021
	I100151	C315218	Male	69	Clothing	2	600.16	Cash	23 July 2021	Kanyon	Senior Citizen	Jul 2021
	I100211	C239527	Female	59	Clothing	2	600.16	Debit Card	10 February 2021	Metrocity	Senior Citizen	Feb 2021
	I100228	C248381	Male	42	Clothing	2	600.16	Cash	21 February 2023	Mall of Istanbul	Adult	Feb 2023
	I100284	C174674	Female	66	Clothing	2	600.16	Credit Card	13 August 2022	Kanyon	Senior Citizen	Aug 2022
	I100292	C721616	Female	21	Clothing	2	600.16	Cash	16 August 2022	Mall of Istanbul	Teen	Aug 2022
	I100320	C152872	Female	21	Clothing	2	600.16	Cash	10 October 2022	Emaar Square Mall	Teen	Oct 2022
	I100364	C231500	Female	54	Clothing	2	600.16	Debit Card	15 April 2021	Zorlu Center	Senior Citizen	Apr 2021
	I100381	C243648	Female	36	Clothing	2	600.16	Cash	02 December 2022	Forum Istanbul	Adult	Dec 2022
	I100464	C129826	Male	44	Clothing	2	600.16	Debit Card	01 May 2021	Mall of Istanbul	Adult	May 2021
	I100496	C174558	Female	51	Clothing	2	600.16	Cash	26 November 2021	Metrocity	Senior Citizen	Nov 2021
	I100540	C641482	Female	35	Clothing	2	600.16	Credit Card	14 June 2022	Metrocity	Adult	Jun 2022
	I100566	C266257	Male	21	Clothing	2	600.16	Cash	10 October 2022	Metrocity	Teen	Oct 2022
	I100582	C638859	Female	66	Clothing	2	600.16	Cash	02 November 2021	Istinye Park	Senior Citizen	Nov 2021
	I100586	C580838	Female	62	Clothing	2	600.16	Credit Card	18 March 2022	Istinye Park	Senior Citizen	Mar 2022
	I100652	C214732	Female	67	Clothing	2	600.16	Credit Card	17 January 2023	Cevahir AVM	Senior Citizen	Jan 2023
	I100664	C603641	Male	62	Clothing	2	600.16	Debit Card	19 October 2021	Mall of Istanbul	Senior Citizen	Oct 2021
	I100691	C116434	Female	35	Clothing	2	600.16	Cash	26 April 2022	Viaport Outlet	Adult	Apr 2022
	I100696	C131827	Male	44	Clothing	2	600.16	Cash	12 July 2021	Metrocity	Adult	Jul 2021

Table: customer\_data\_team7 (1,000 rows)

**Q 1.** How is the shopping distribution according to gender?

**Q 2 .** Which gender did we sell more products to?

**Q 3.** Which gender generated more revenue?

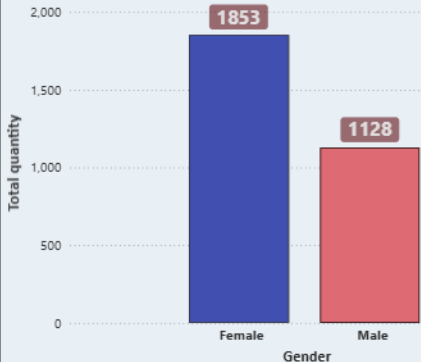
**620**

**Female Customer**

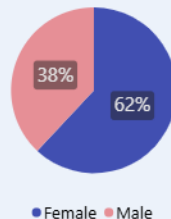
**380**

**Male Customers**

**Total Quantity Purchased by Gender**

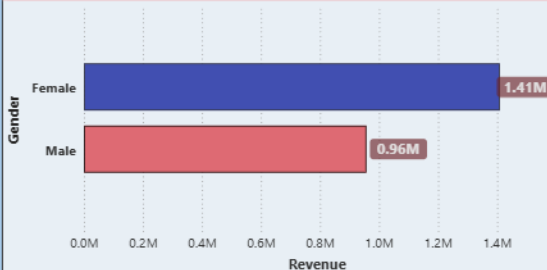


**Gender-wise Purchase Contribution**



● Female ● Male

**Revenue by gender**



**Insights** - Female customers are more likely to buy the products and also generating higher Revenue . For men we have to give some discount or offers to increase the Revenue.

#### Q4. Distribution of purchase categories relative to other

Select all

Books

Clothing

Cosmetics

Food &amp; B...

Shoes

Souvenir

Technology

Toys

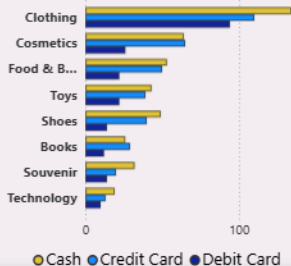
2981

Total Quantity

2.37M

Total Revenue

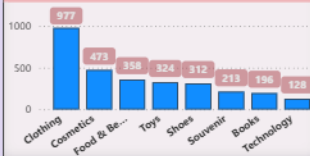
#### Category by Payment Method



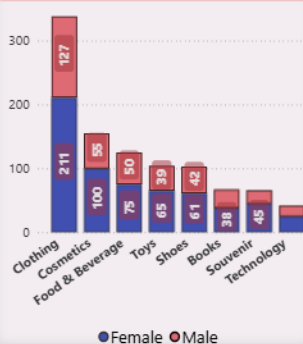
#### Insights :

- Almost in all category, the preferred payment method is Cash.
- Female customers are most likely to buy clothing and cosmetic category.
- 2022 was the strongest Business Year.
- 2023 shows overall drop in Customer Purchase.

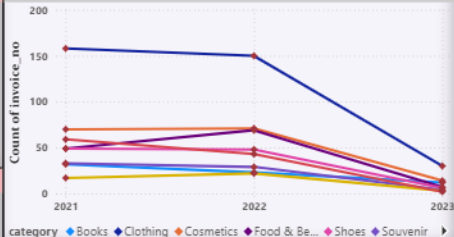
#### Sum of quantity by category



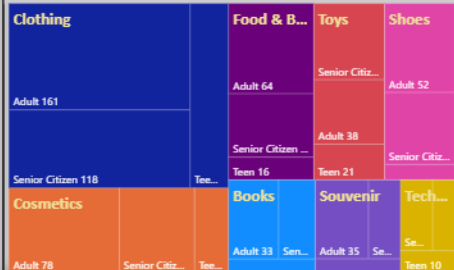
#### Category-wise Gender Distribution



#### Category-wise Purchase Trend Over Time



#### Age Group Distribution by Category

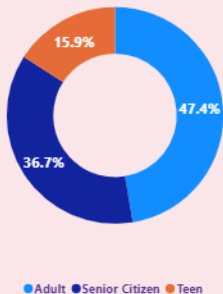


Q5. How is the shopping distribution according to age?

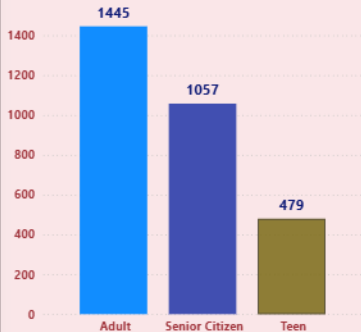
Q6. Which age cat did we sell more products to?

Q7. Which age cat generated more revenue?

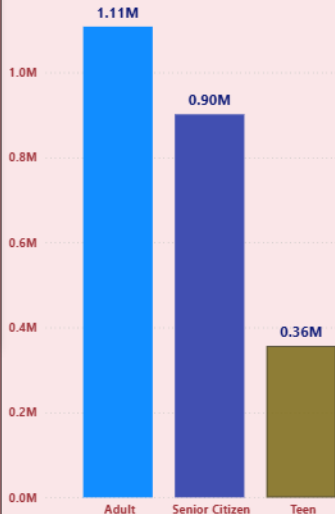
% Distribution by Age\_Category



Age-wise Total Quantity Sold



Revenue by Age\_Category



### Insights :

- Shopping Distribution shows that the Adult shops the most, followed by Senior Citizen. Teen has the lowest Purchase frequency.
- Adults are the Age category we sell more products to.
- Revenue is more generated by Adults and least by Teenagers.

Select all

Cash

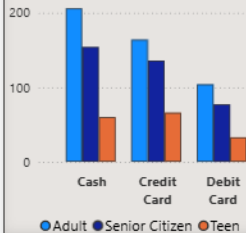
Credit  
CardDebit  
Card

shopping\_mall

All

Q9. Does the payment method have a relation with other columns?

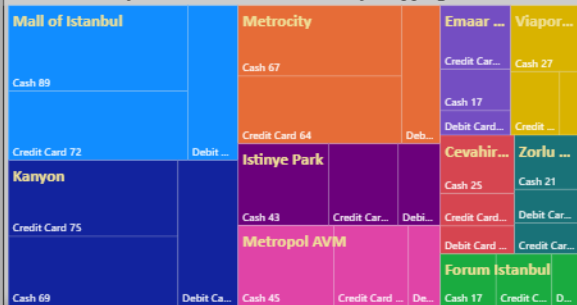
Age\_category wise Payment Method



Revenue by payment\_method

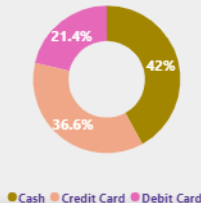


Payment method Distribution by Shopping Mall

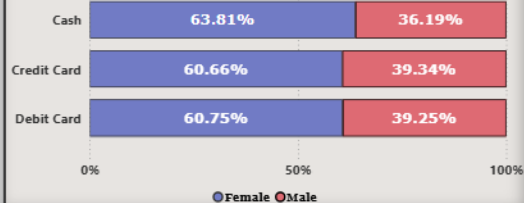
Insights :

- Across all Shopping mall mostly payment method done in Cash however in Emaar Square Mall Credit card are more frequent.
- Adult tends to prefer cash transaction over credit or debit card.
- Cash transactions contribute higher in overall Revenue.

Distribution of payment\_method



Gender-wise distribution of Payment method





Sensitivity



Sensitivity



Publish




Share



Copilot

Copilot

## Data

▼  customer\_data\_team7 ...☐  $\Sigma$  age☐  Age\_Category☐ category ...☐ customer\_id☐  Female Customer☐ gender> ☐  invoice\_date☐ invoice\_no☐  Male Customers☐  MonthYear☐ payment\_method☐  $\Sigma$  price☐  $\Sigma$  quantity☐  Revenue☐ shopping\_mall