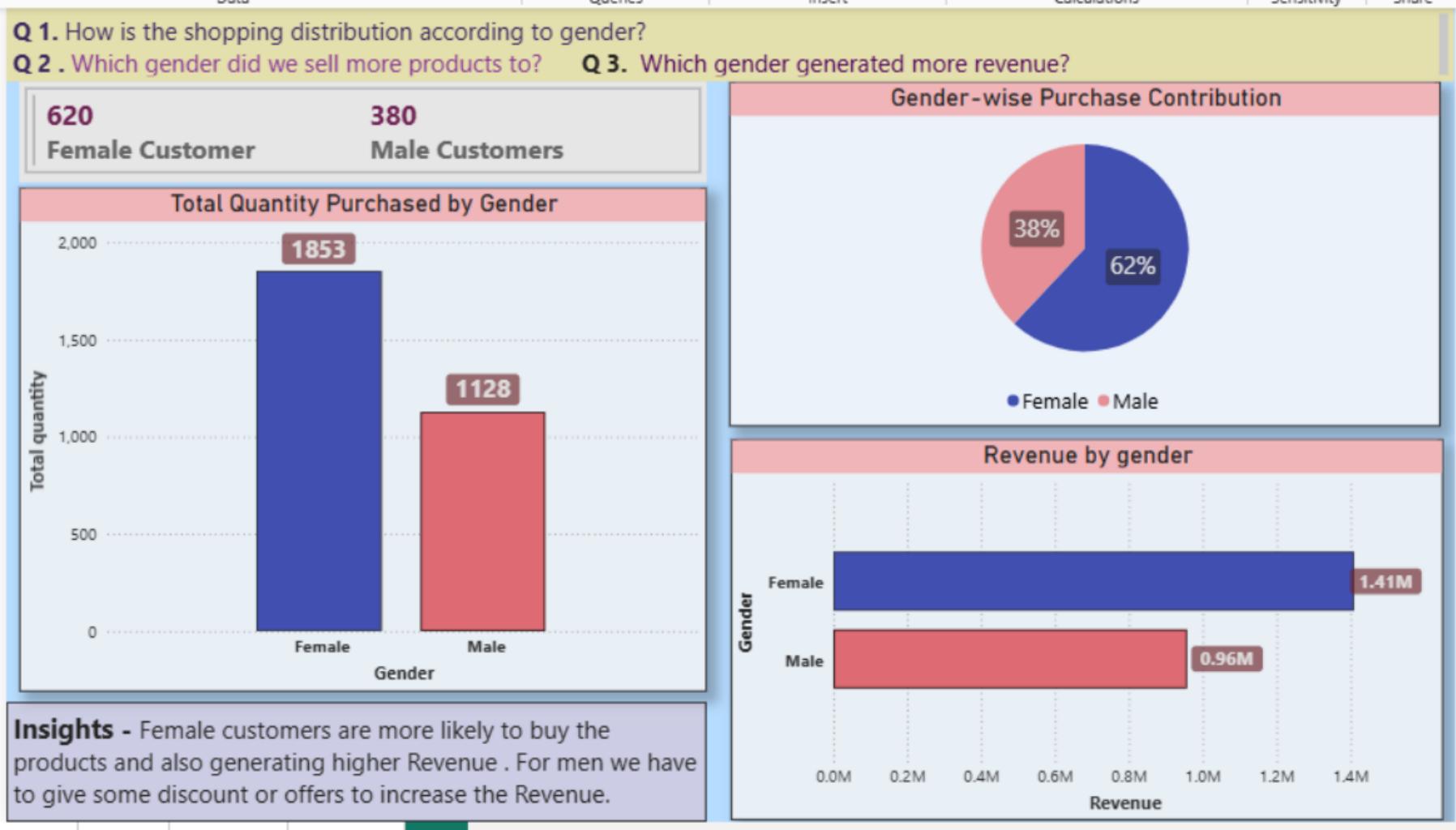


invoice_no	customer_id	gender	age	category	quantity	price	payment_method	invoice_date	shopping_mall	Age_Category	MonthYear
I100015	C132779	Female	35	Clothing	2	600.16	Debit Card	04 March 2021	Mall of Istanbul	Adult	Mar 2021
I100057	C225062	Female	25	Clothing	2	600.16	Credit Card	13 October 2021	Forum 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)



Q4. Distribution of purchase categories relative to other

Select all

Books

Clothing

Cosmetics

Food & B...

Shoes

Souvenir

Technology

Toys

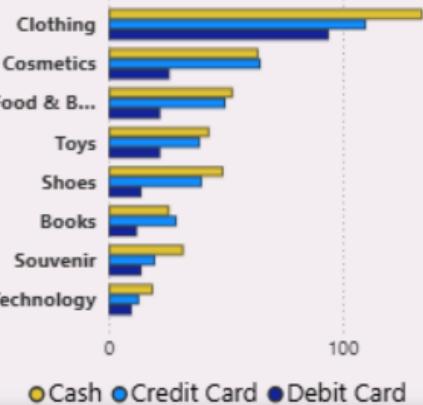
2981

Total Quantity

2.37M

Total Revenue

Category by Payment Method



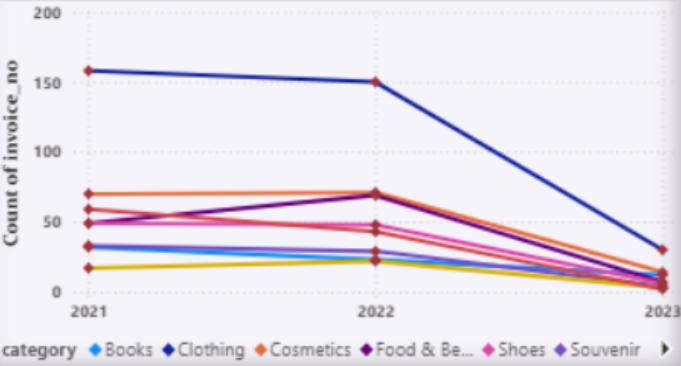
Insights :

- 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.

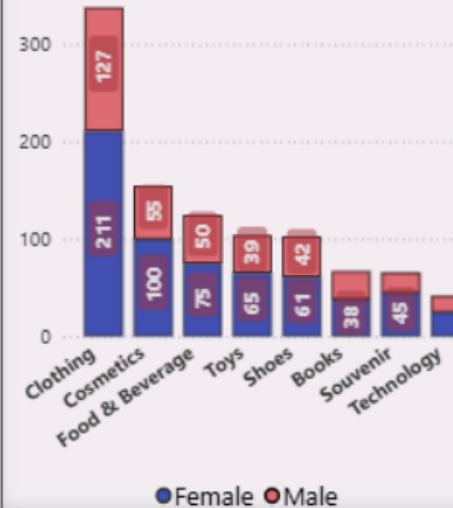
Sum of quantity by category



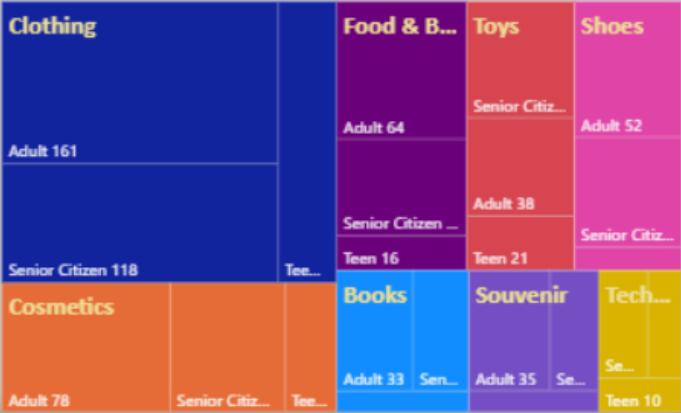
Category-wise Purchase Trend Over Time



Category-wise Gender Distribution



Age Group Distribution by Category

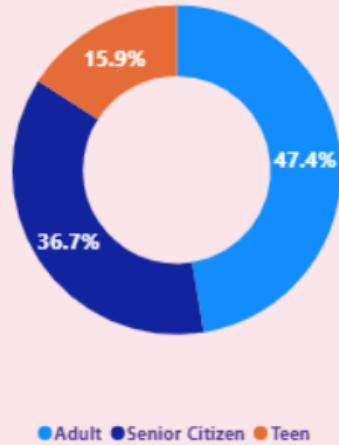


Q5. How is the shopping distribution according to age?

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

Q7. Which age cat generated more revenue?

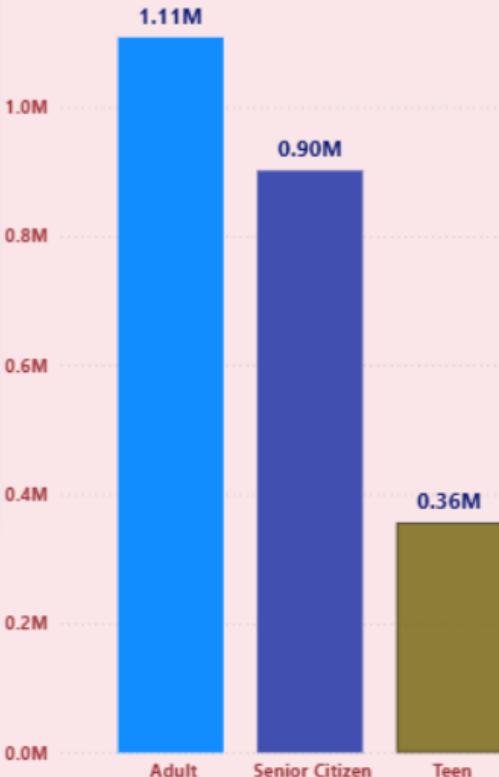
% Distribution by Age_Category



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

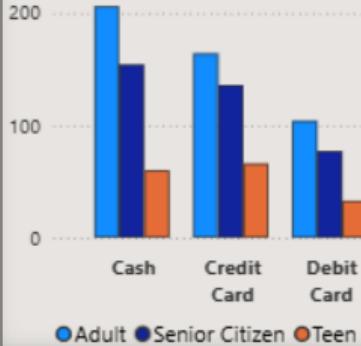
Credit Card

Debit Card

shopping_mall

All

Age_category wise Payment Method

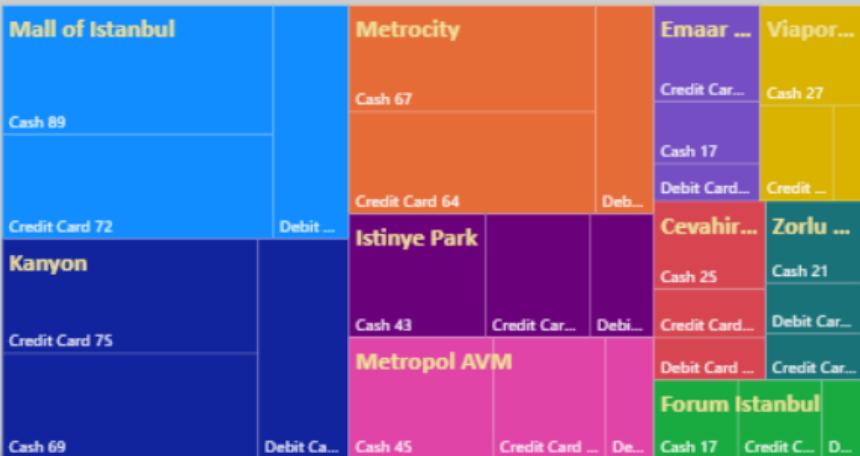


Revenue by payment_method



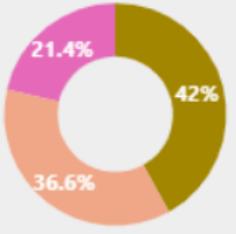
Q9. Does the payment method have a relation with other columns?

Payment method Distribution by Shopping Mall

Insights :

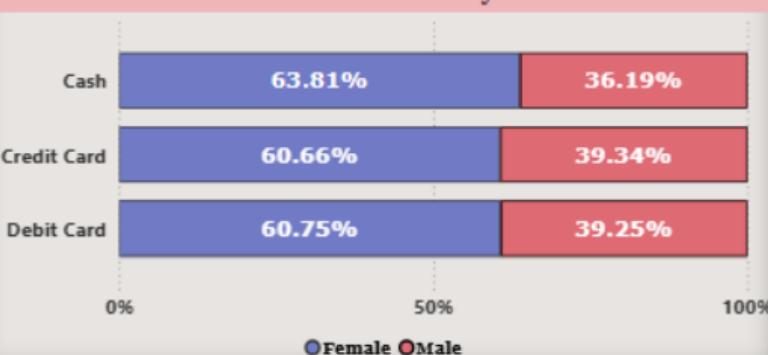
- Across all Shopping mall mostly payment method done in Cash however in Emaar Square Mall Credit card are more frequent.
- Adult tends to prefer cash transaction over credit or debit card.
- Cash transactions contribute higher in overall Revenue.

Distribution of payment_method



● Cash ● Credit Card ● Debit Card

Gender-wise distribution of Payment method



● Female ● Male



Sensitivity



Publish



Copilot

Sensitivity

Share

Copilot

Data



Search

- customer_data_team7
 - \sum age
 - Age_Category
 - category
 - customer_id
 - Female Customer
 - gender
- > invoice_date
 - invoice_no
 - Male Customers
 - MonthYear
 - payment_method
 - \sum price
 - \sum quantity
 - Revenue
 - shopping_mall