

# RETAIL SALES ANALYSIS PROJECT

Category

01.01.2022 31.12.2023

Tümü



Gender

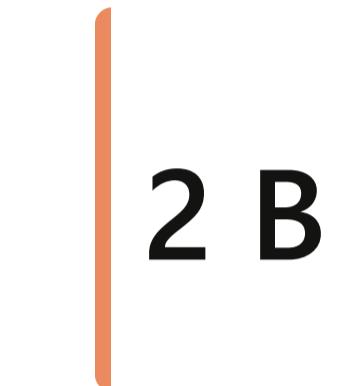
Tümü

Total Sales



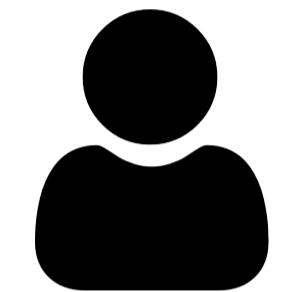
\$911,72 B

Total Transactions



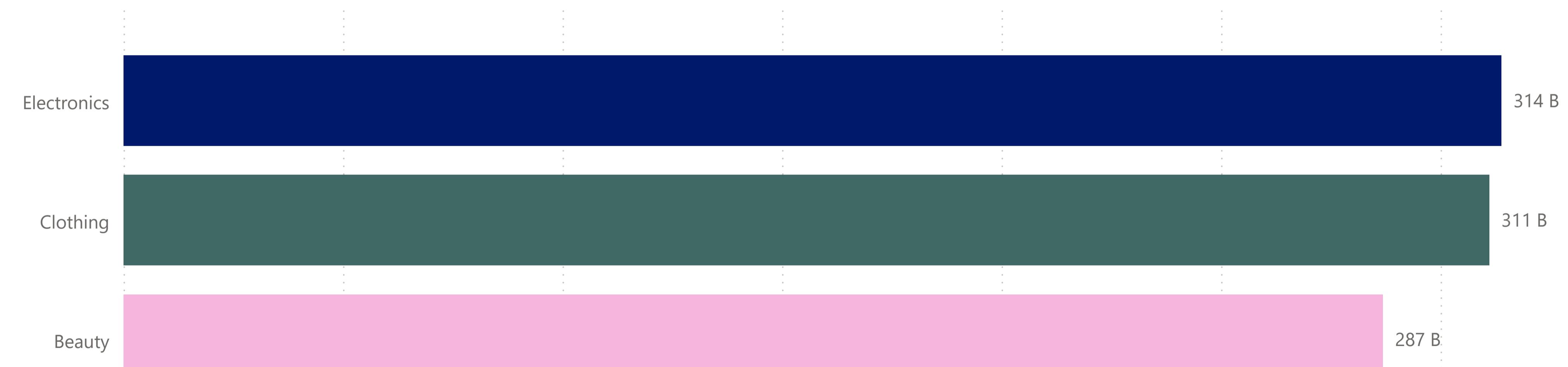
2 B

Total Customers



155

Total Sales by Category



Overview

Customer Analysis

Time Analysis

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Category

01.01.2022 31.12.2023

Tümü



Gender

Tümü

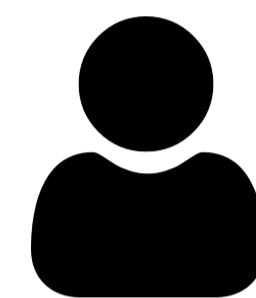
Average Age (Beauty Category)

40,41

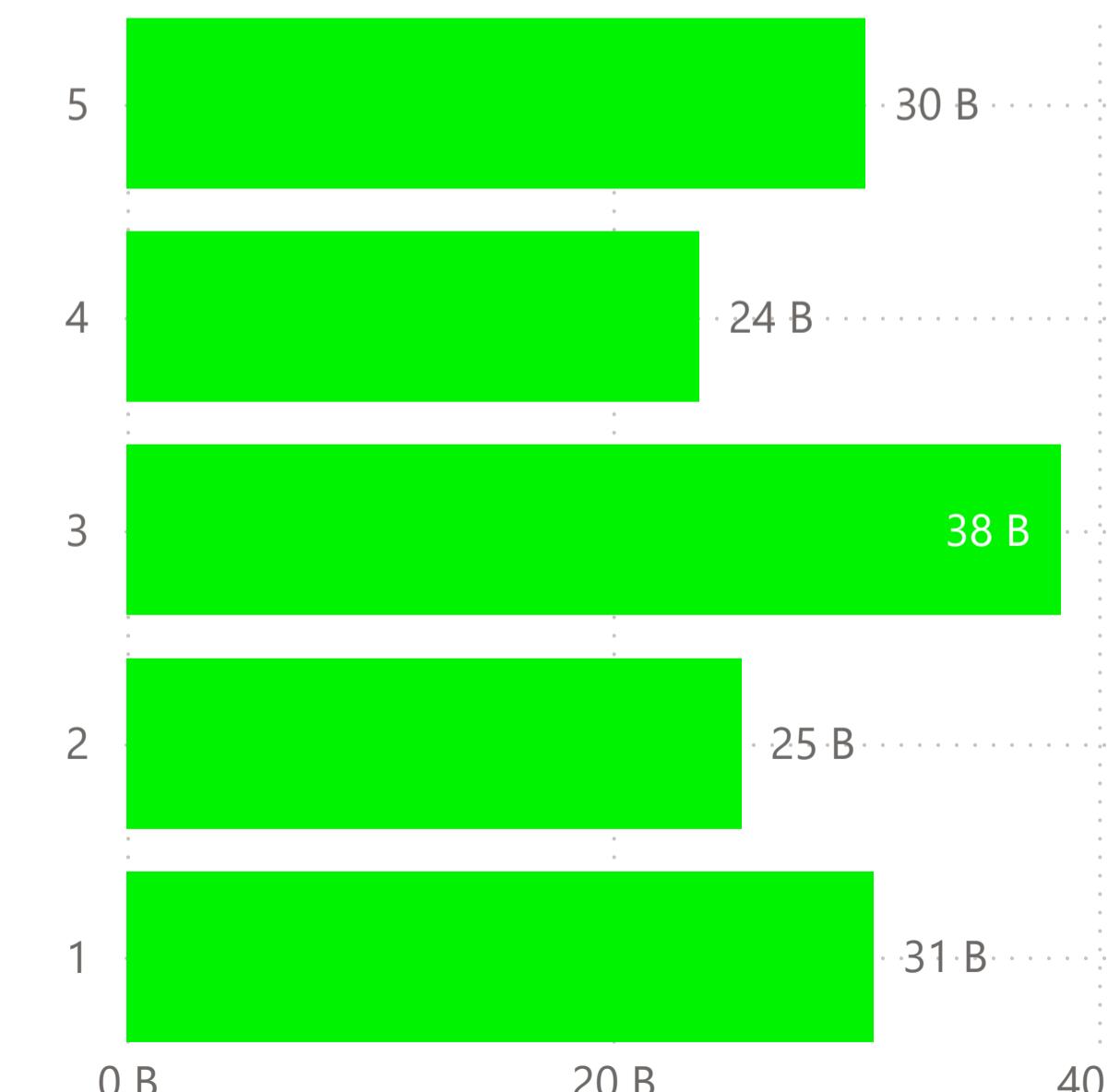
Total Customers



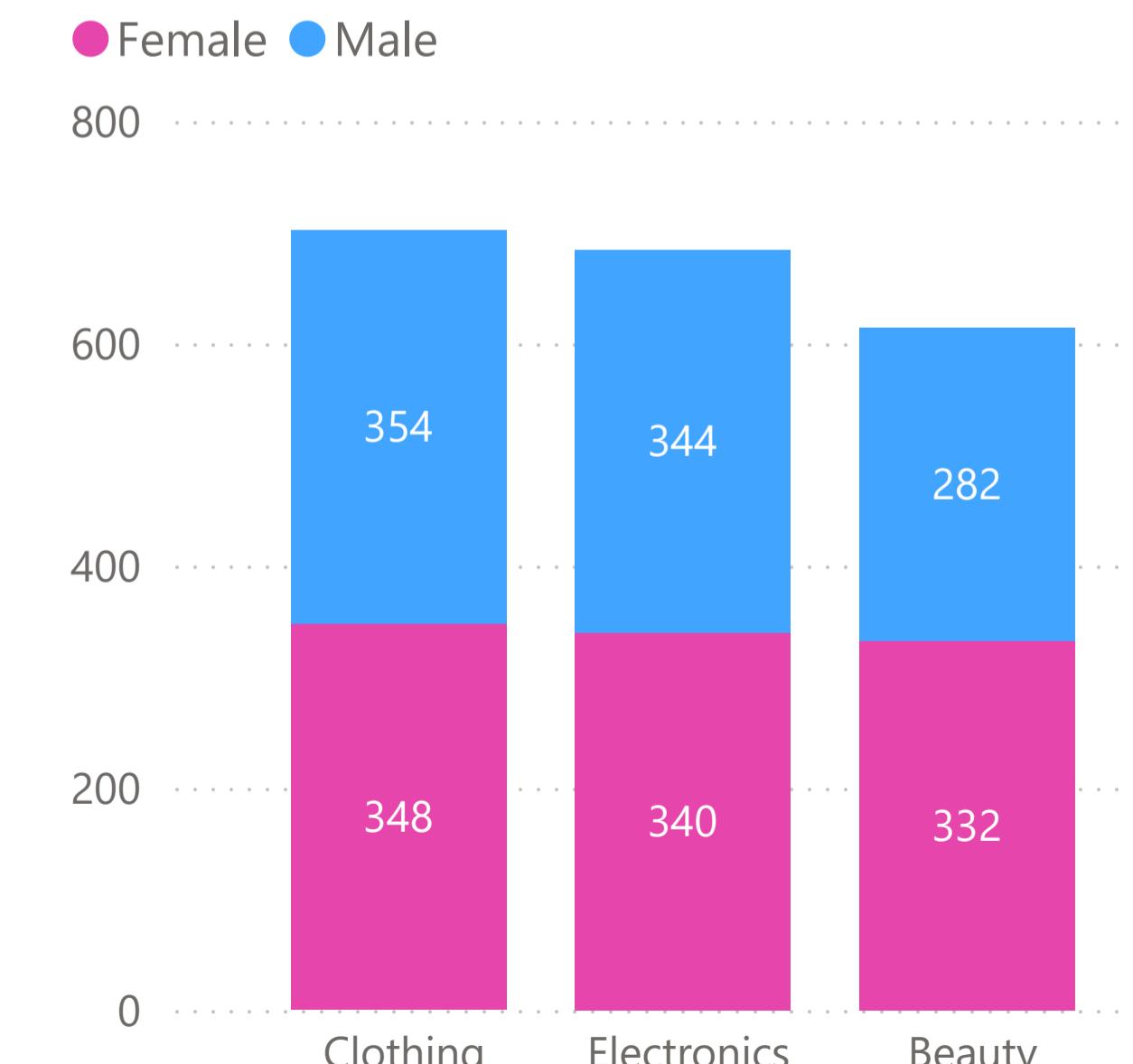
155



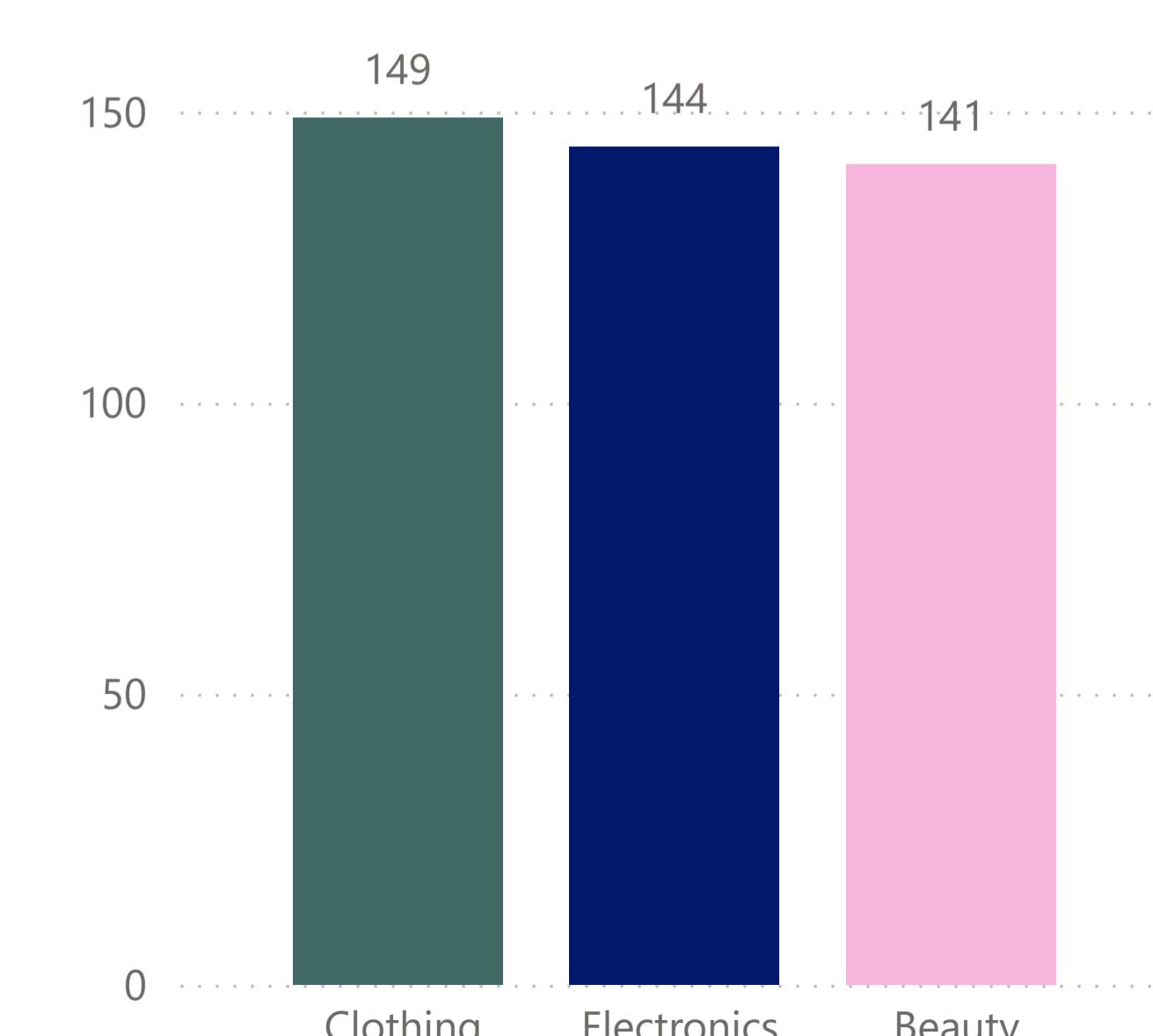
Top 5 Customers by Total Sales



Transactions by Gender and Category



Unique Customers by Category



Overview

Customer Analysis

Time Analysis

# RETAIL SALES ANALYSIS PROJECT

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01.01.2022 31.12.2023

01.01.2022

31.12.2023



Gender

Monthly Total Sales

Tümü

150 B

100 B

50 B

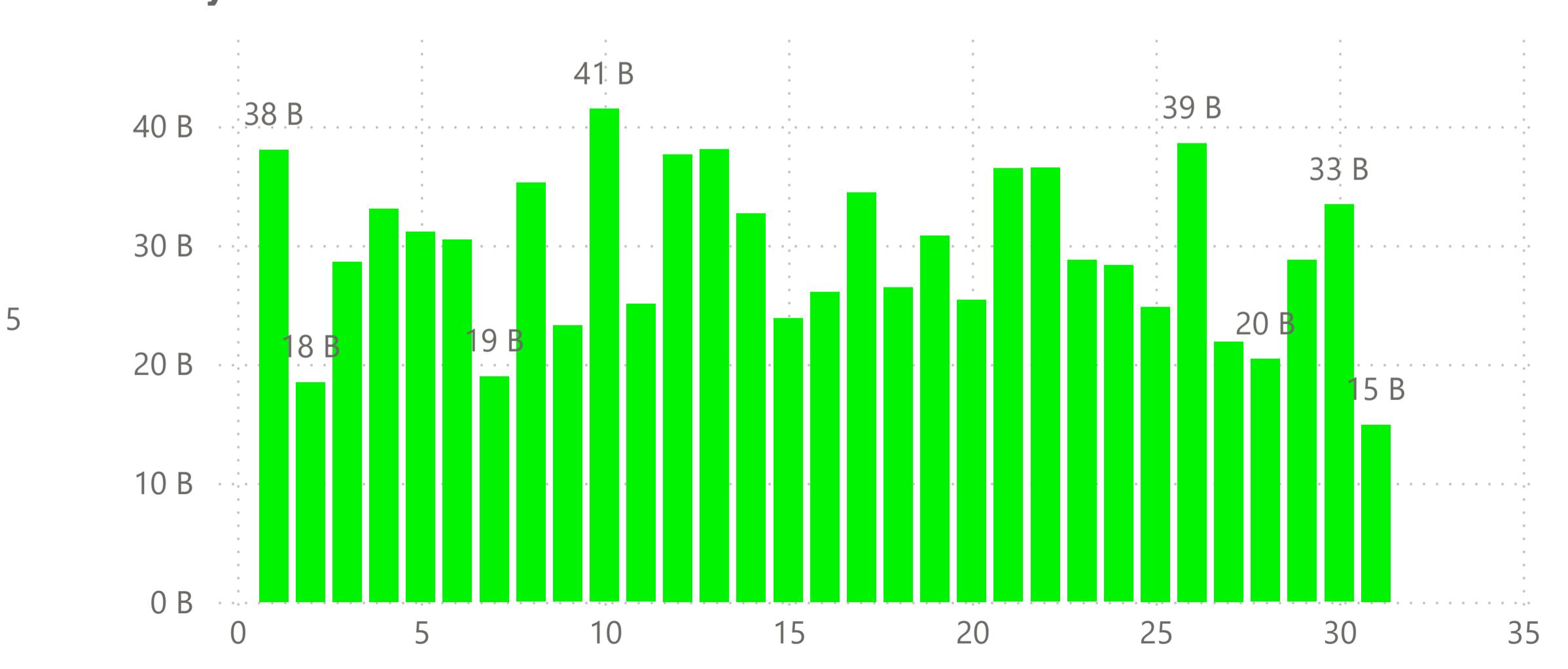
46 B

41 B

45 B

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December

51 B  
52 B  
45 B  
58 B  
49 B



Quantity Sold – Clothing (Nov 2022)

Overview

November

15

Customer Analysis

Time Analysis