

RETAIL SALES ANALYSIS PROJECT

Category

Tümü

Gender

Tümü

01.01.2022



31.12.2023



Total Sales

\$911,72 B

Total Transactions

2 B

Total Customers

155

Total Sales by Category

Electronics

314 B

Clothing

311 B

Beauty

287 B

0 B

50 B

100 B

150 B

200 B

250 B

300 B

Overview

Customer Analysis

Time Analysis

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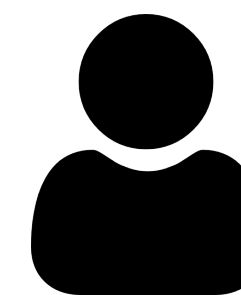
Average Age (Beauty Category)

40,41

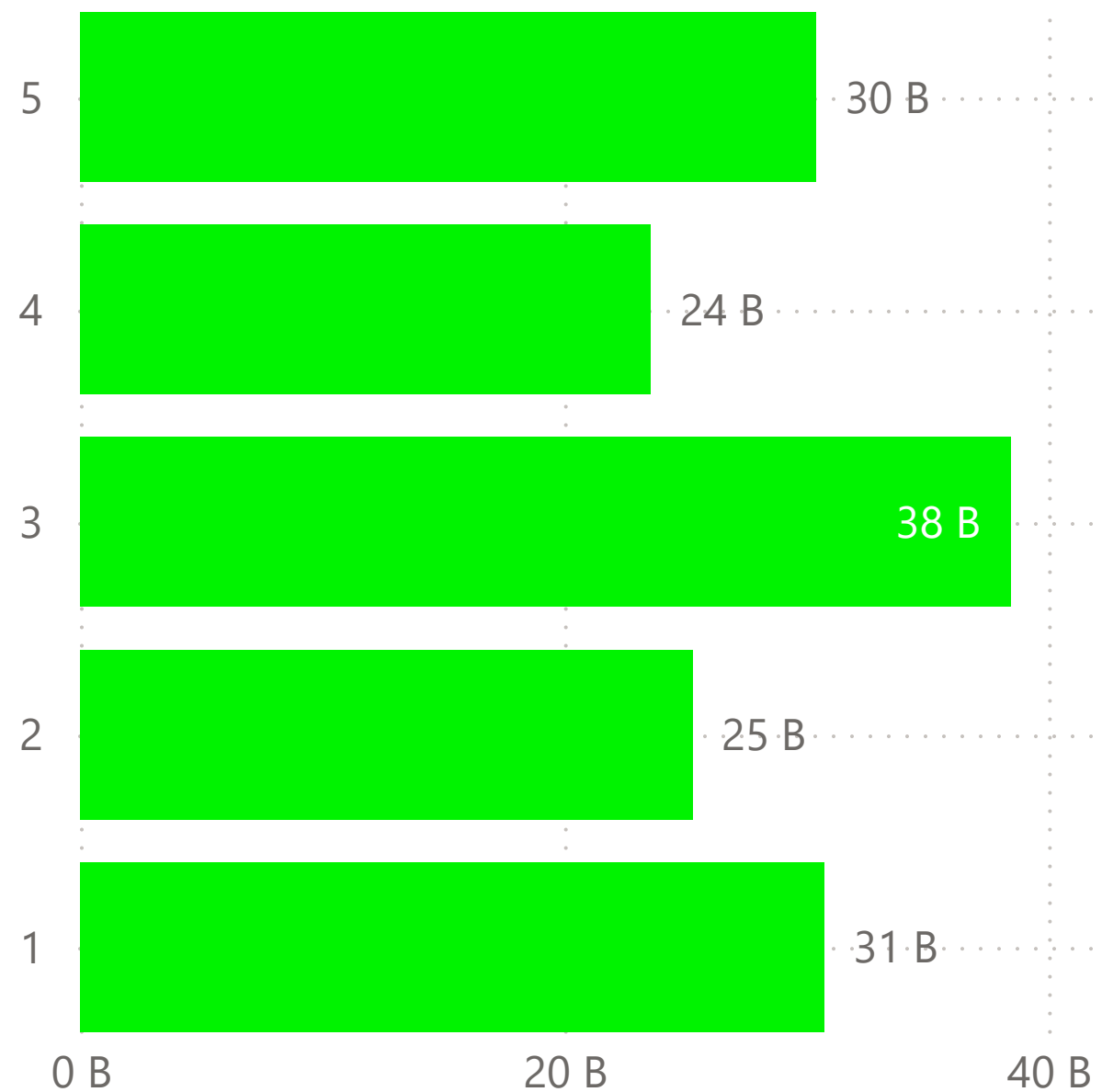
Total Customers



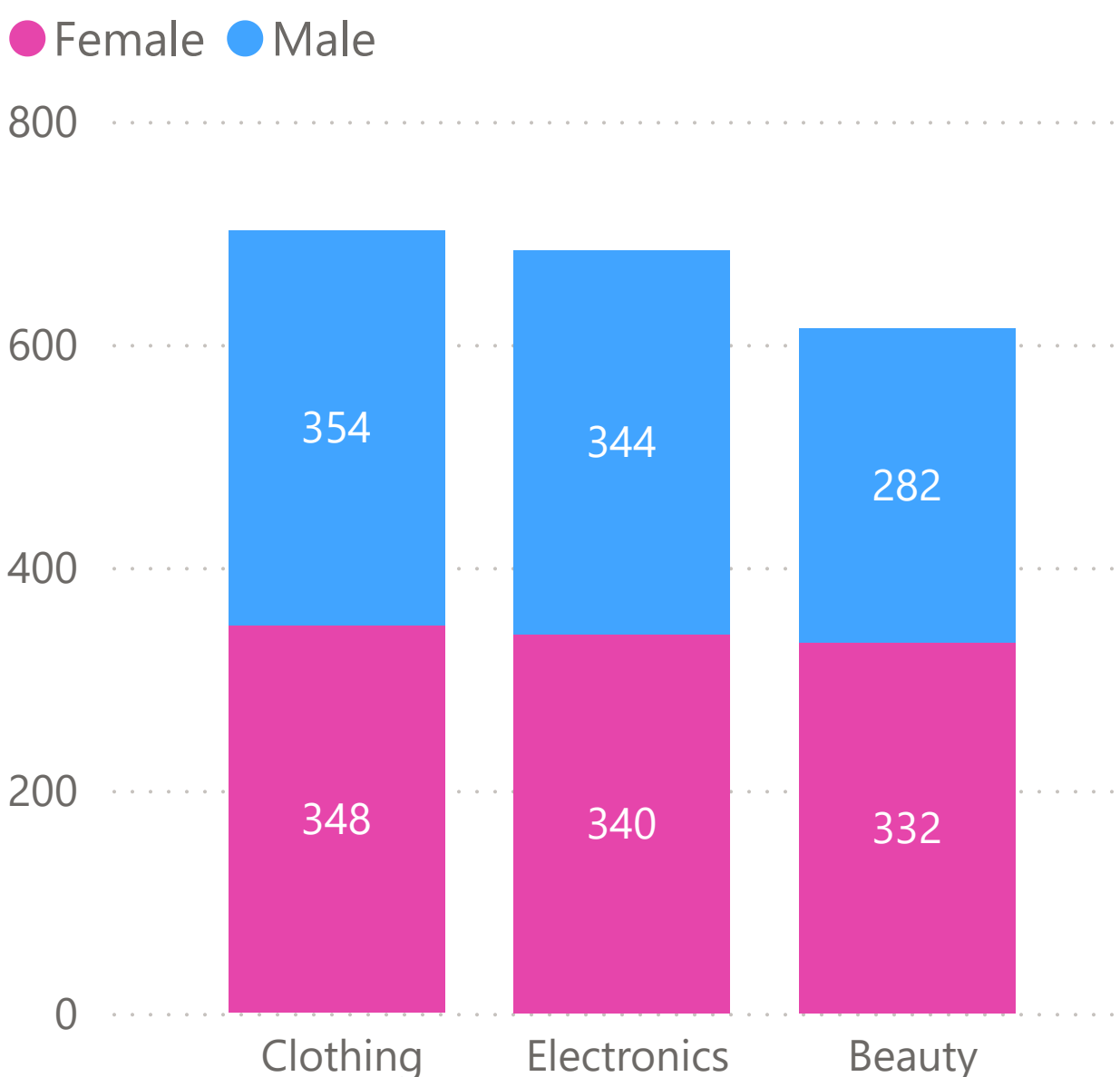
155



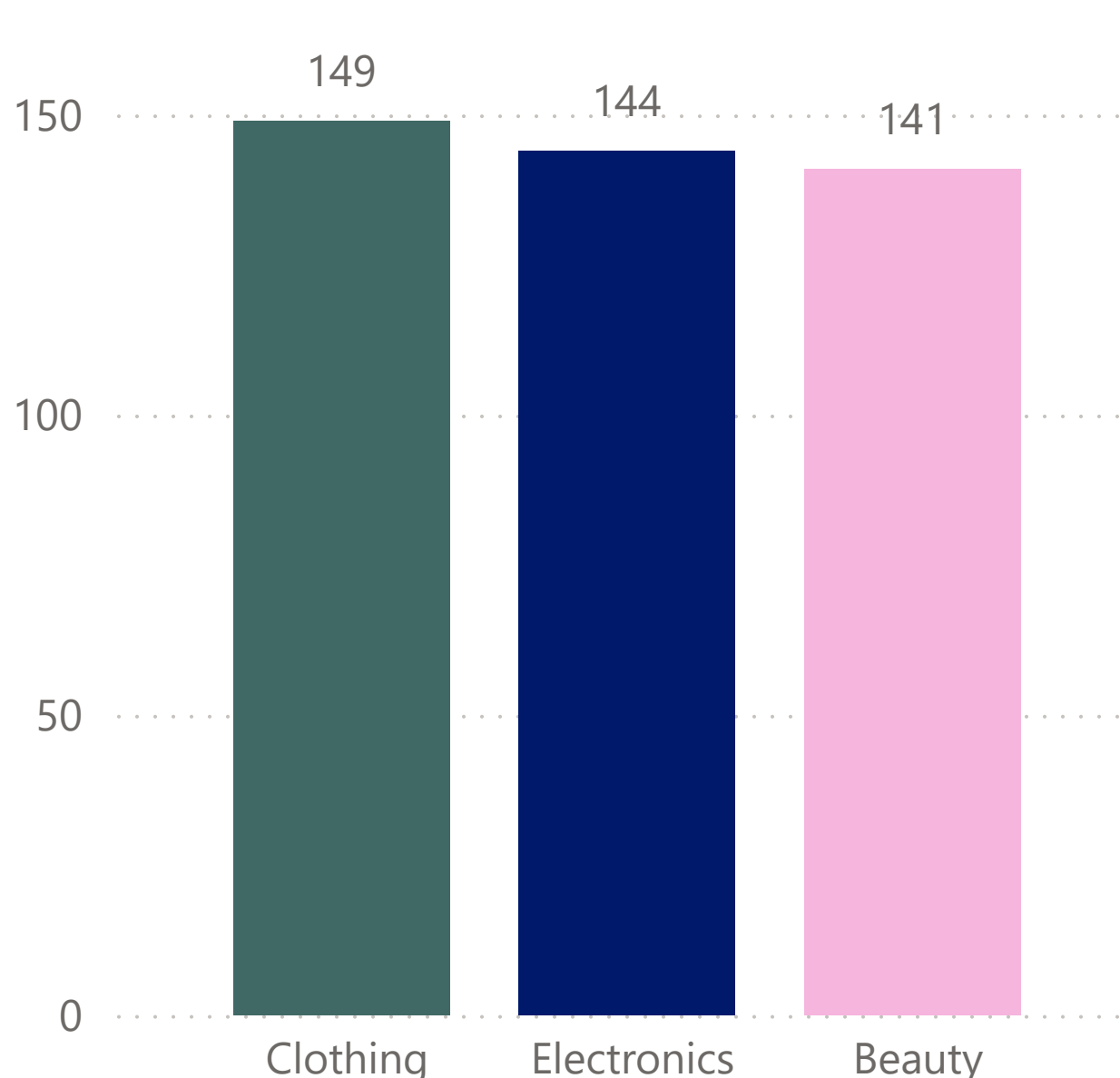
Top 5 Customers by Total Sales



Transactions by Gender and Category



Unique Customers by Category



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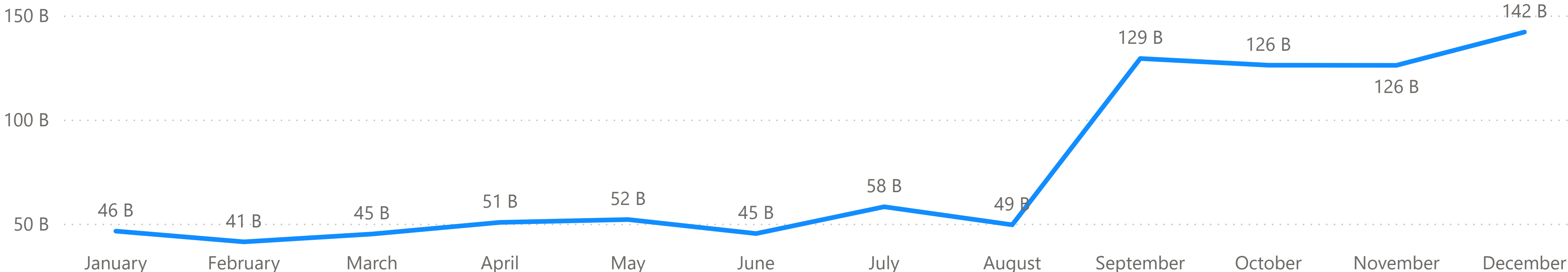
01.01.2022



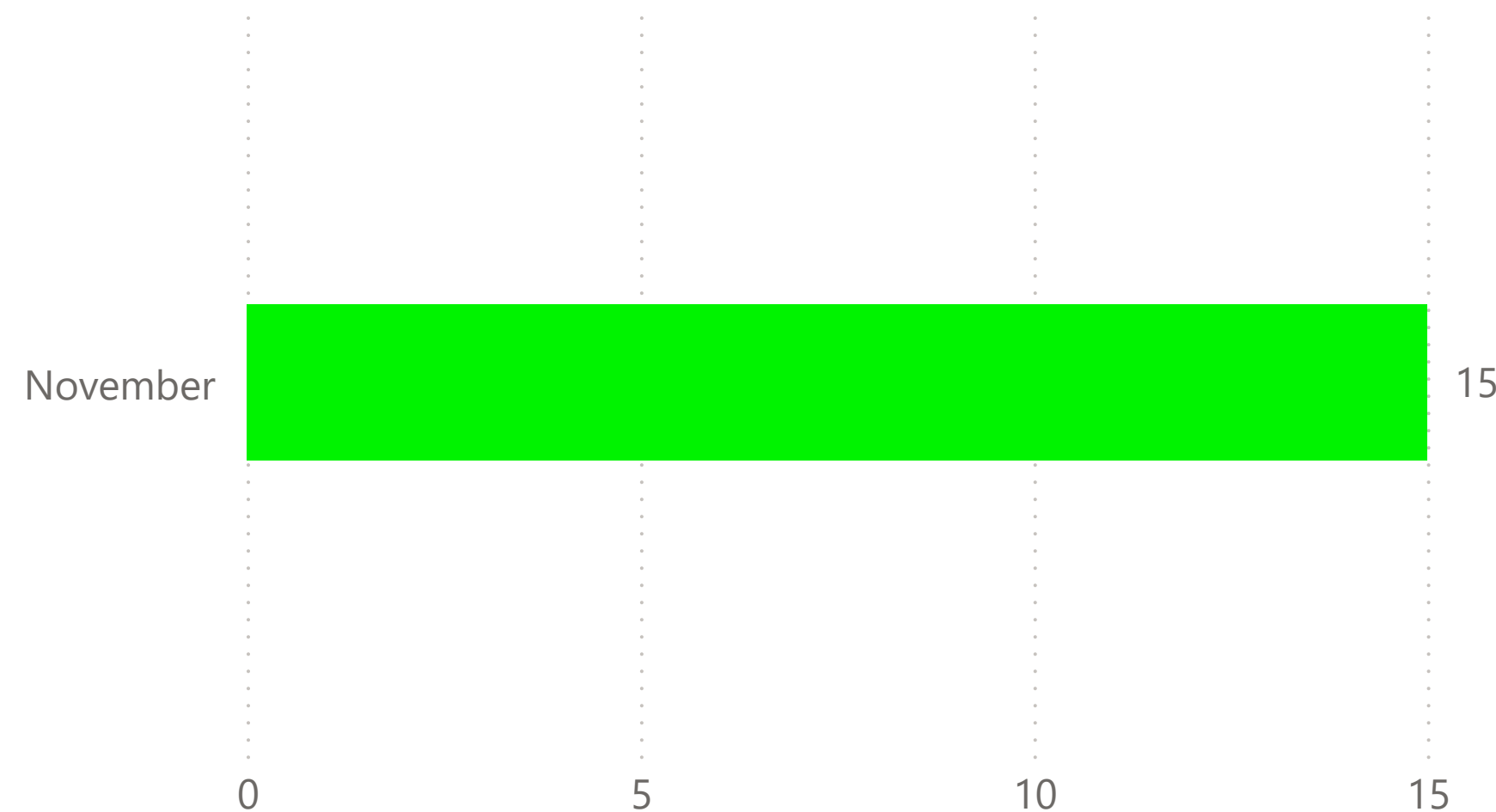
31.12.2023



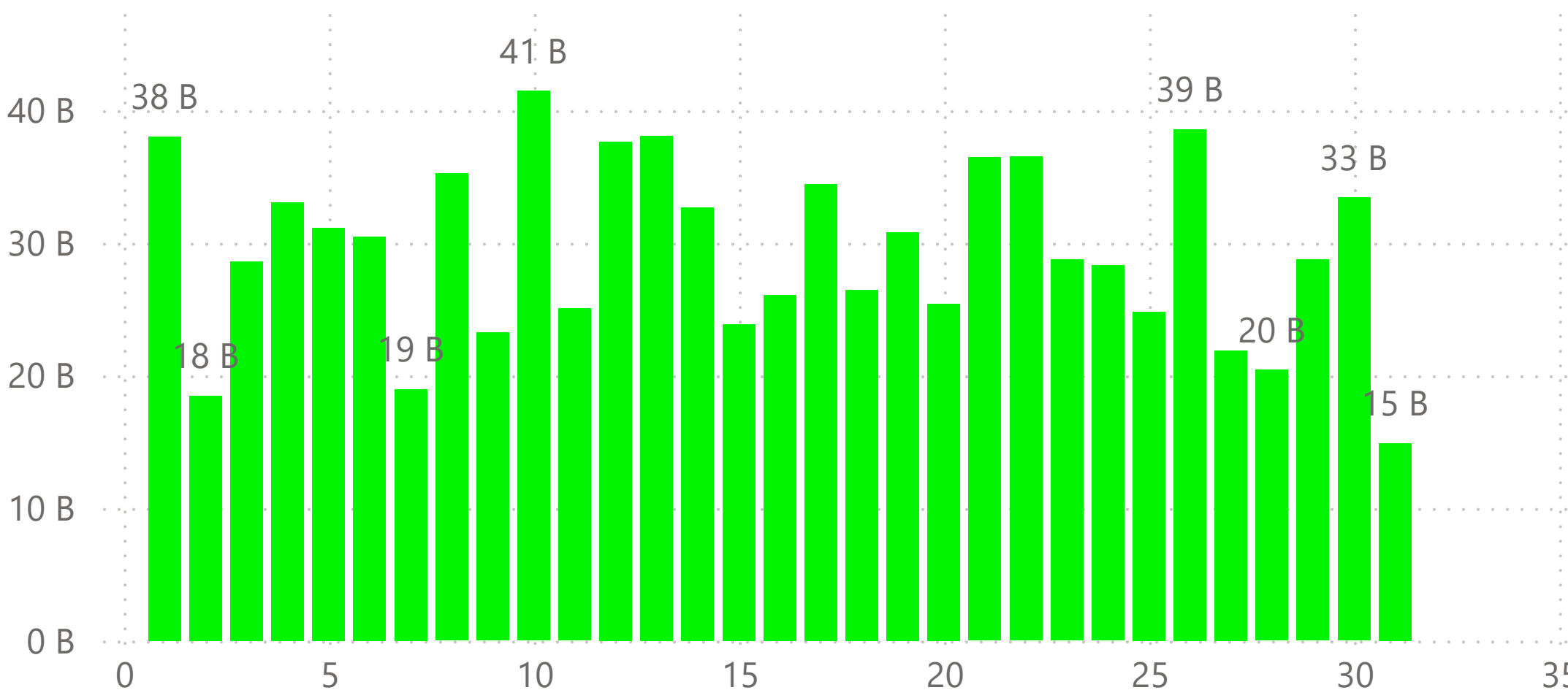
Monthly Total Sales



Quantity Sold – Clothing (Nov 2022)



Daily Sales Overview



Overview

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Time Analysis