



# **Customer Shopping Dataset - Retail Sales Data**

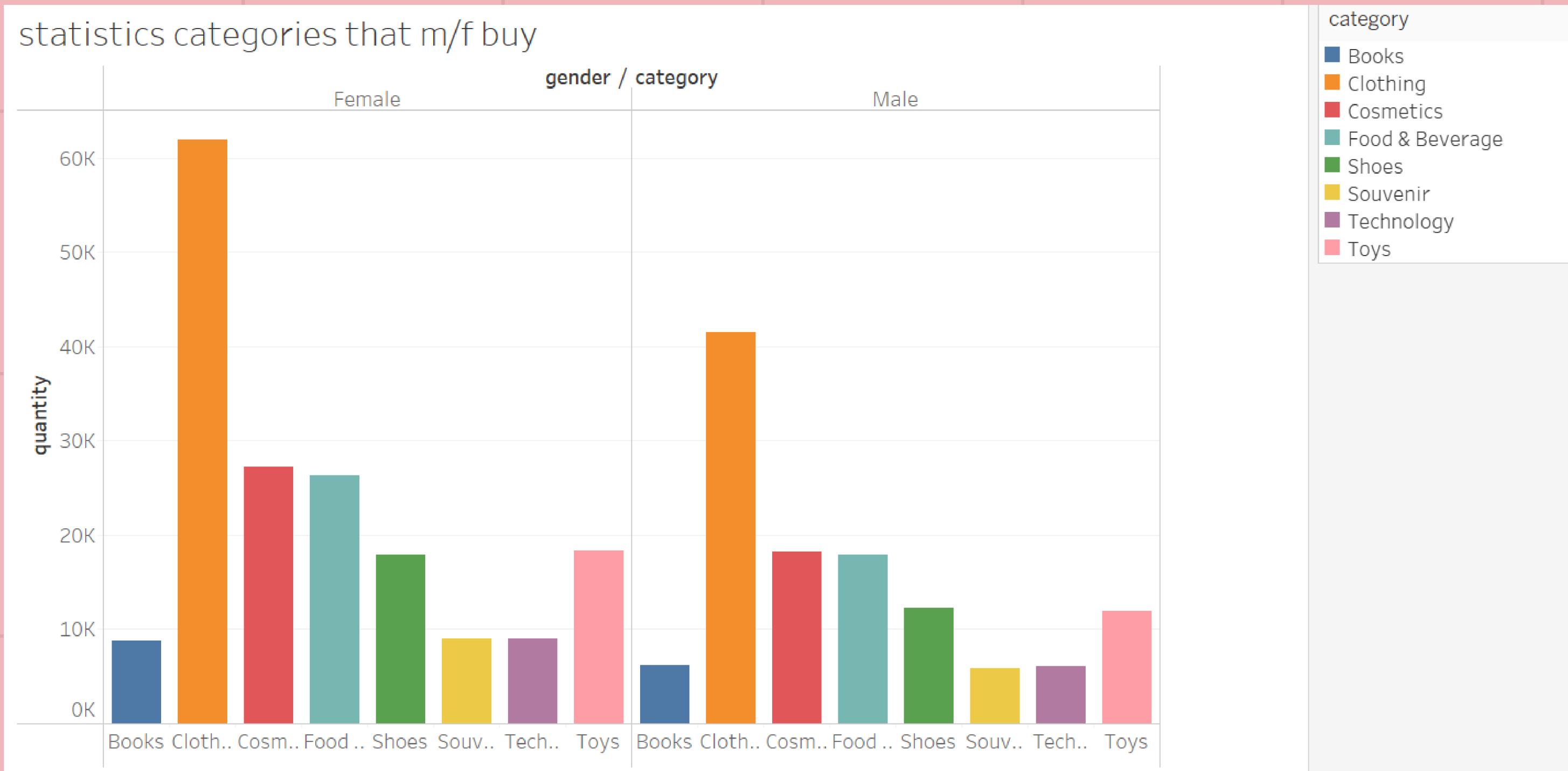
**Kabilzhan Aruzhan**



# PLAN

- **Statistics of categories that buy m/f**
- **Prices for all products from the category**
- **The amount paid in what way**
- **Money spended in which mall**
- **Money spended age wise**





**Here you can see which things women often buy and which things men buy. We've always wondered why women spend more than men. Here, clearly and with evidence, you can see what and how.**

the price of all items from the category

Clothing  
31 075 685

Shoes  
18 135 337

Technology  
15 772 050

Cosmetics  
1 848 607

Toys

| SUM(price) |
|------------|
| 174 437    |
| 31 075 685 |

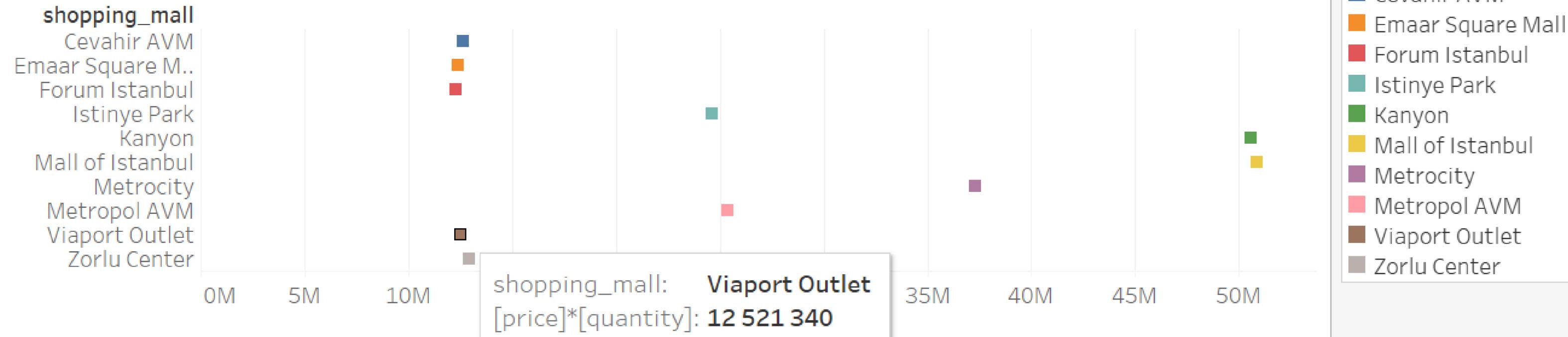
category: Souvenir  
price: 174 437

**In this visualization, you can see which things spend more money and which less. People spend more on clothes(31 075 685). And less is spent on souvenirs(174 437).**



**Nowadays, no one really carries cash with them. Almost everyone has already switched to virtual money. But still, according to our data, many people pay for their goods in cash.**

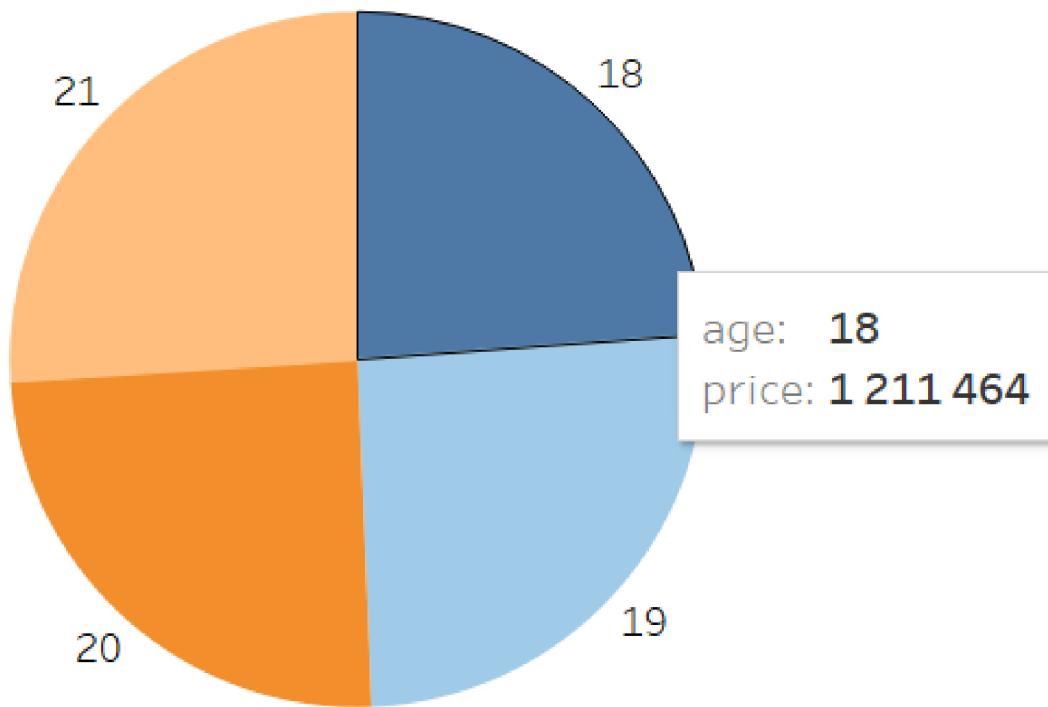
money spented in which mall



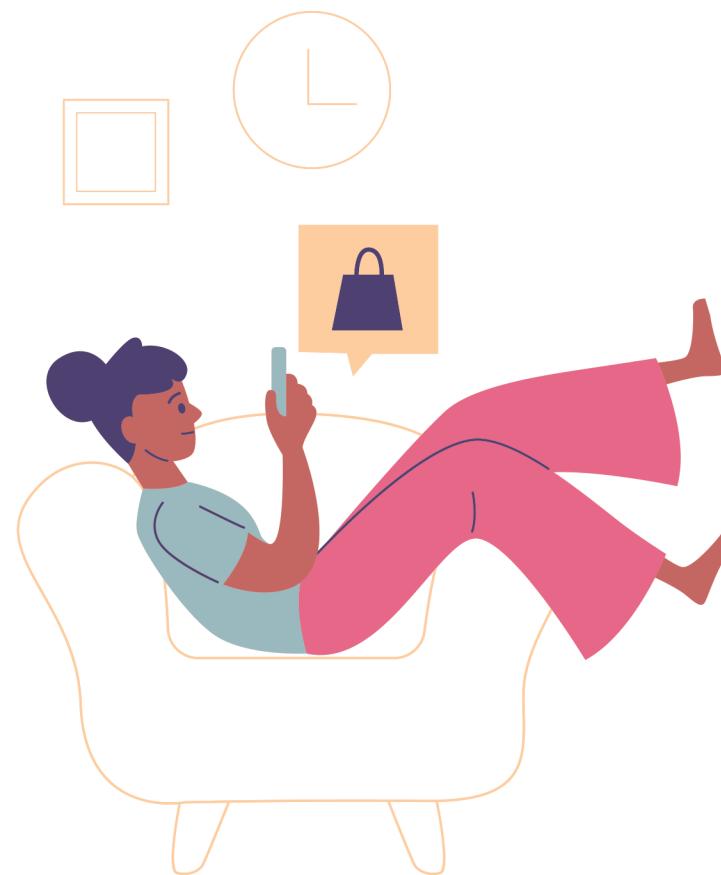
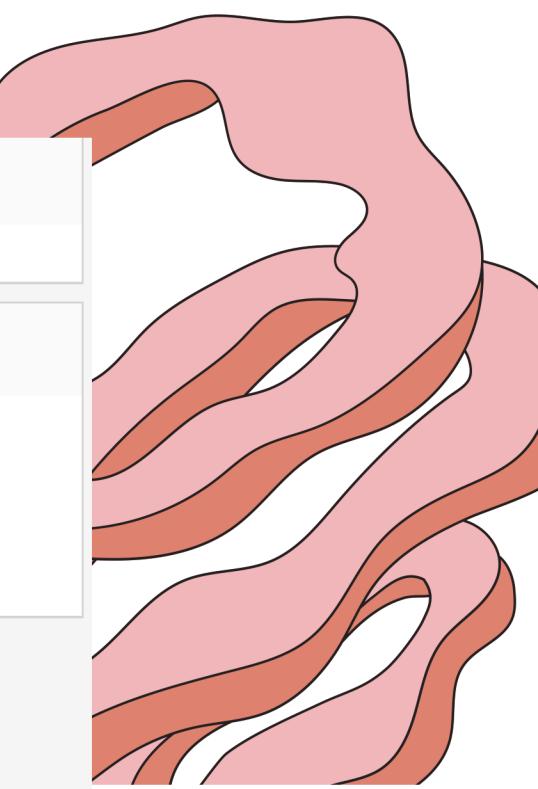
**The number of customers depends on where the store is located and on what range of products in the store. Here you can see which store has more revenue and thus we can assume that this is the most popular store**



money spended age wise

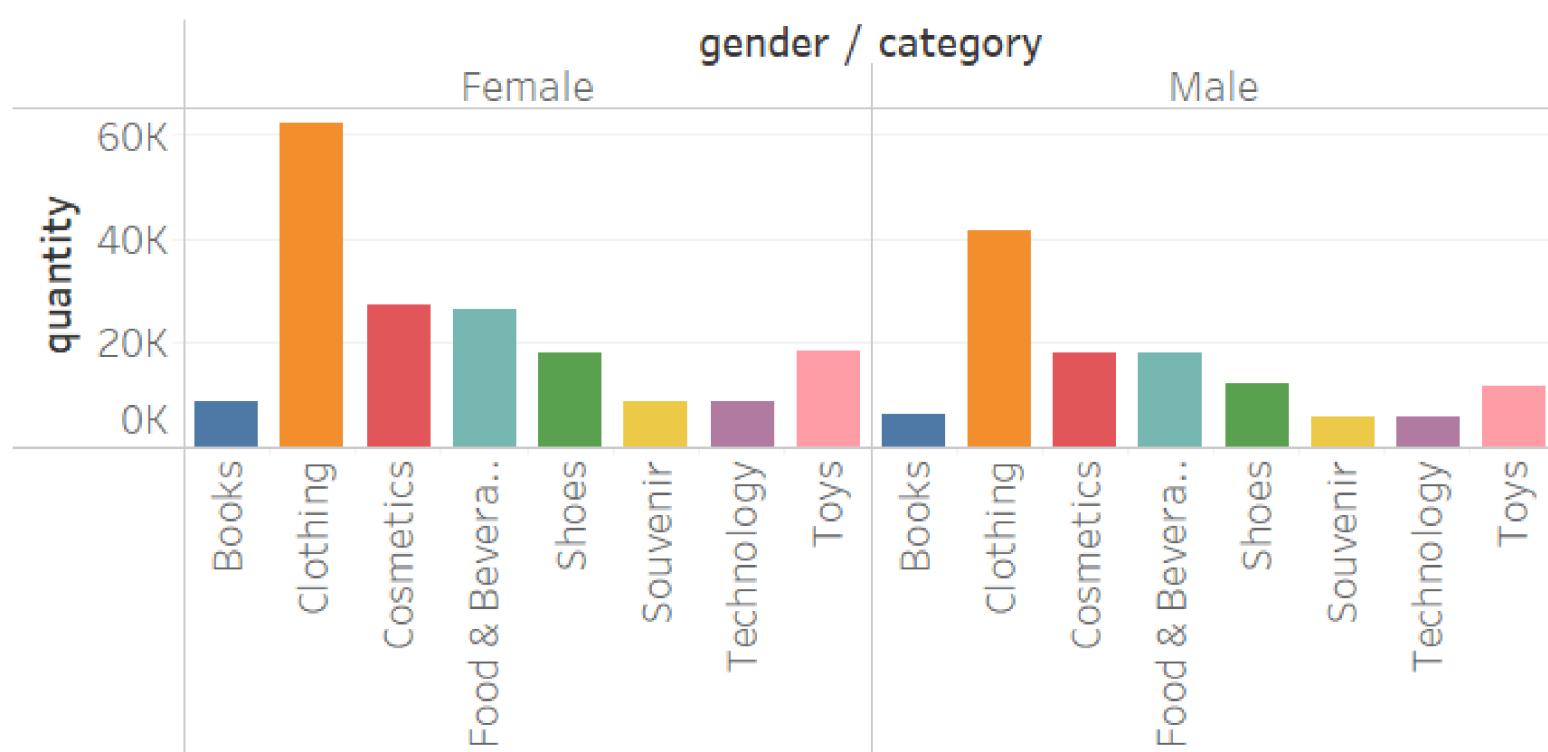


|            |           |
|------------|-----------|
| SUM(price) | 5 077 998 |
| age        |           |
| 18         |           |
| 19         |           |
| 20         |           |
| 21         |           |

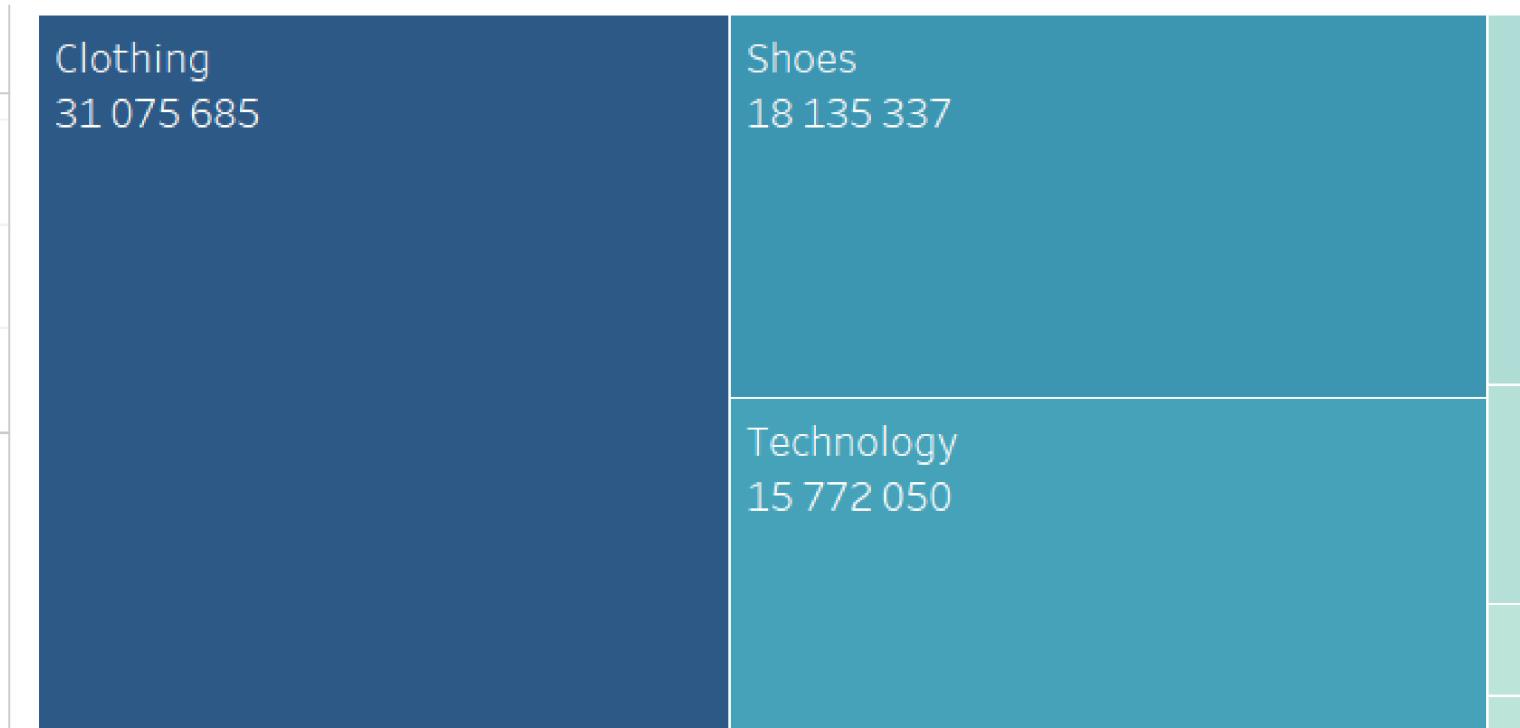


**Most people from 18 to 21 are students. Everyone knows or so it has happened since the end of time that the life of students is a period when you need to save. Here you can see how much people of the above mentioned age spend.**

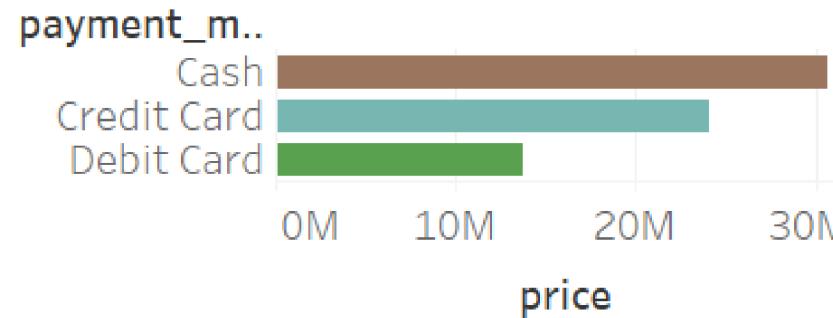
statistics categories that m/f buy



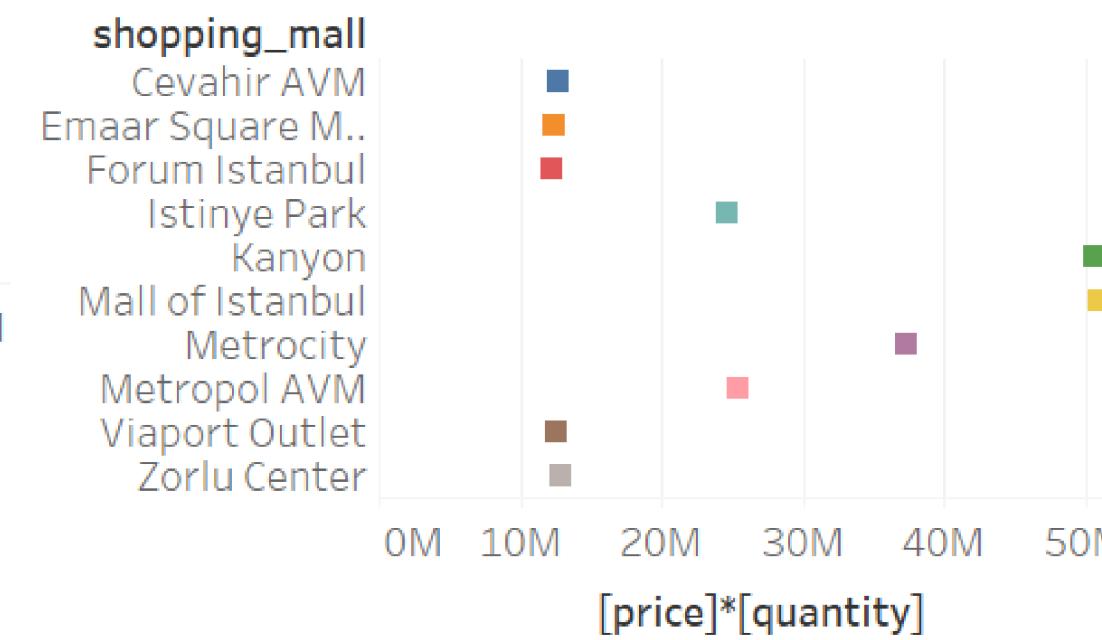
the price of all items from the category



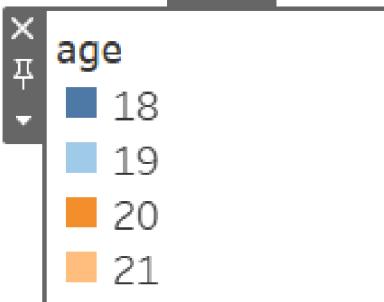
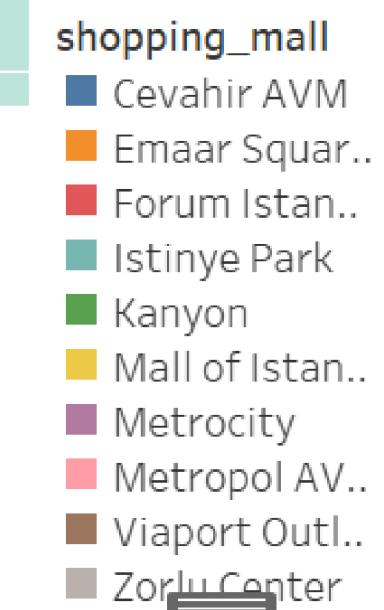
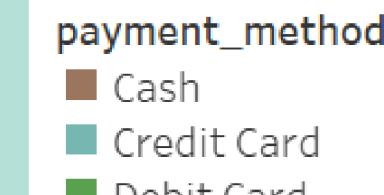
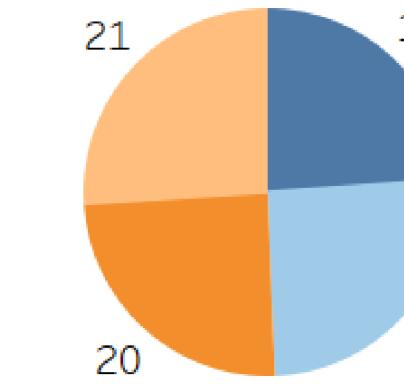
amount payed by which method



money spented in which mall



money spented age wise





**Thanks for your attention!**

