

# **Retail Sales Analysis Report**

Exploratory Data Analysis & Insights

# Retail Sales - Key Insights

- The data covers the period from **January 2023 to January 2024**, with a **total revenue of \$456,000** from **2,514 orders**.
- **Monthly Performance:**
  - **Most profitable month:** May, generating **\$53,150**.
  - Followed by October (**\$46,580**) and December (**\$44,690**).
  - **Lowest revenue month:** September, with **\$23,620**.
- **Category-wise Performance:**
  - **Electronics:** Highest revenue — **\$156,905** from **849 orders**.
  - **Clothing:** **\$155,580** from **894 orders**.
  - **Beauty:** **\$143,515** from **771 orders**.
- **Gender-wise Revenue:**
  - **Female customers:** Contributed **51.06%** of total revenue.
  - **Male customers:** Contributed **48.94%** of total revenue.
- **Age Group Analysis:**
  - Customers in the **30–50 age group** contributed the most revenue: **\$189,690**.

