

# Retail Analytics Report

Dashboard : [View Here!](#)

## Retail Analytics Dashboard

Sales trends and customer behavior summary.



Total Revenue

31.32M

MoM%

▲ 9.1%



Total Transaction

45K

MoM%

▲ 9.4%



AOV

690.06

MoM%

▼ 0.2%

### Revenue by Month

Monthly Revenue Performance and Fluctuations

2021

2022

2023



### Payment Method by Age

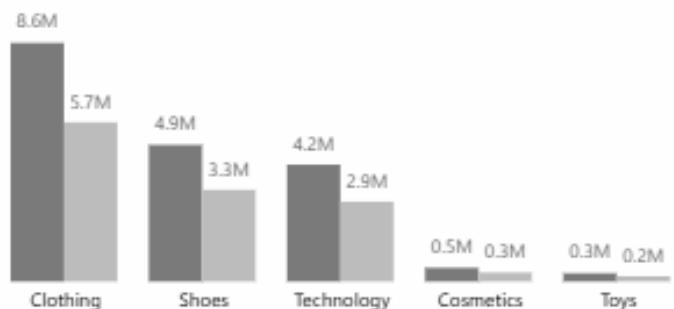
Age	Cash	Credit Card	Debit Card
0-18	1027	892	508
19-25	8269	6251	3963
26-35	11609	9209	5217
36-50	17512	13752	8118
50+	22093	17583	9953
unknown	53	45	42
Total	60563	47732	27801

### Top/Bottom 5 Category

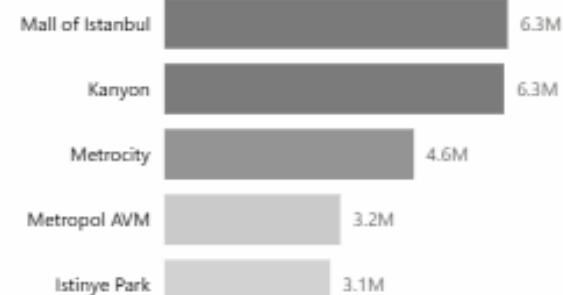
Top

Bottom

Gender ● Female ○ Male

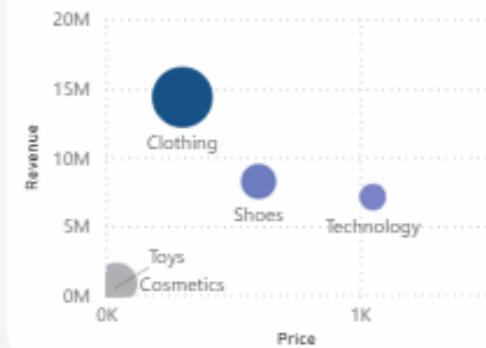


### Top/Bottom 5 Shopping Mall



### Price vs Revenue by Category

Category Performance: Price, Revenue, and Quantity Sold



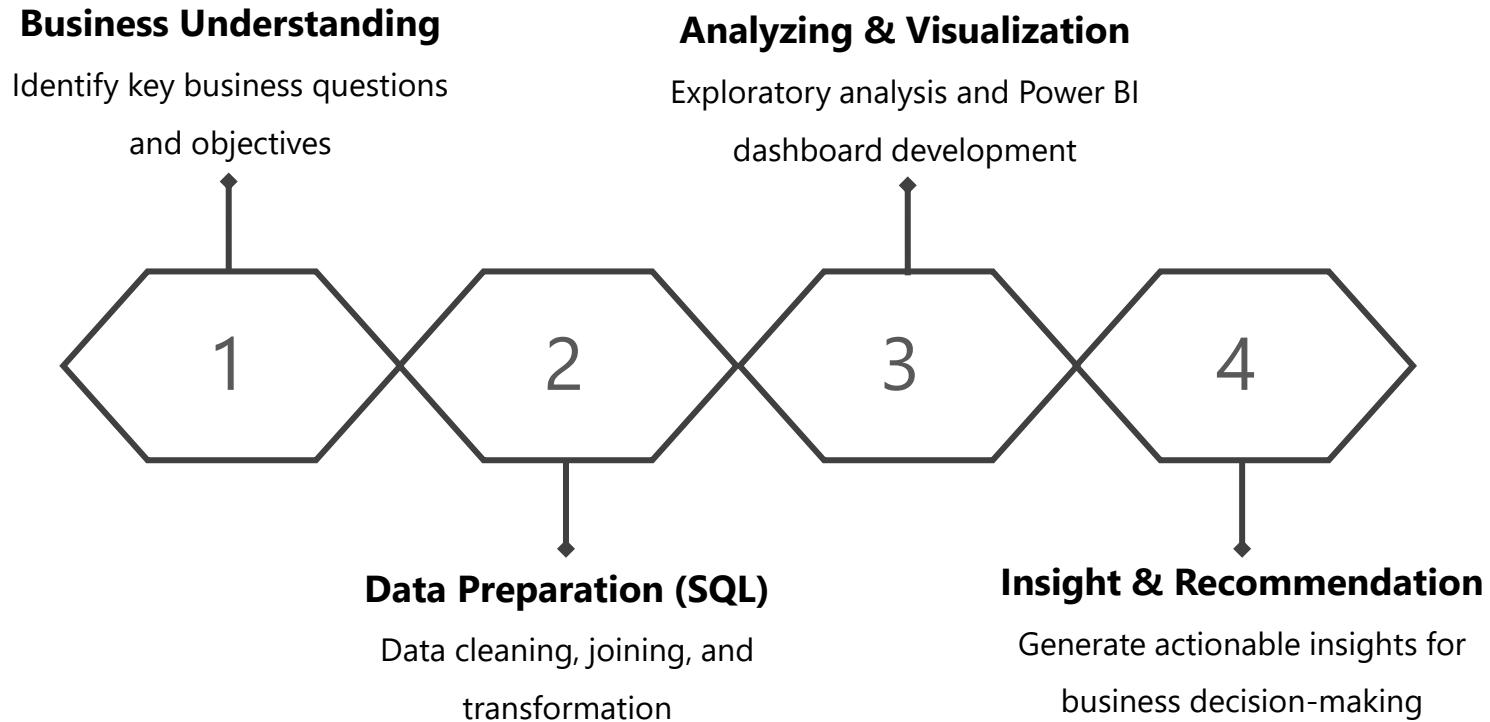
## Executive Summary

1. **Clothing** is the top-performing category.
2. **Mall of Istanbul & Kanyon** generate the highest revenue.
3. **Age 50+** dominates customer segment.
4. **Female** customers lead purchases.

## Business Context

- Retail company **operates across multiple shopping malls**.
- Business needs data-driven insights to **optimize sales, inventory, and marketing**.

## Methodology & Tools

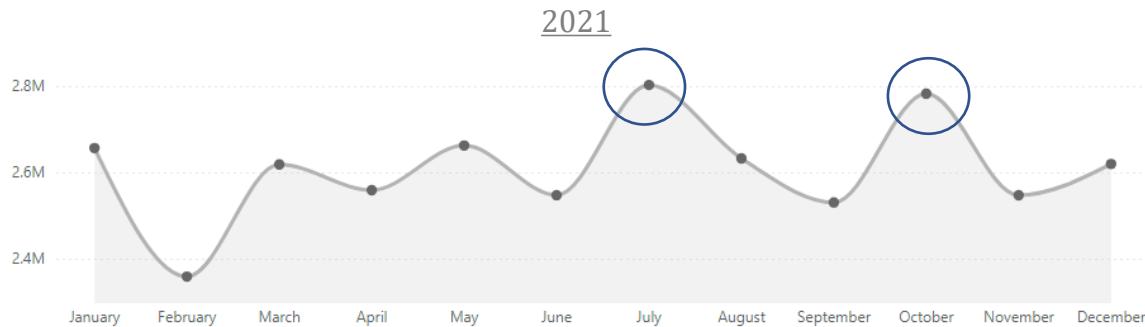


**Tools :**



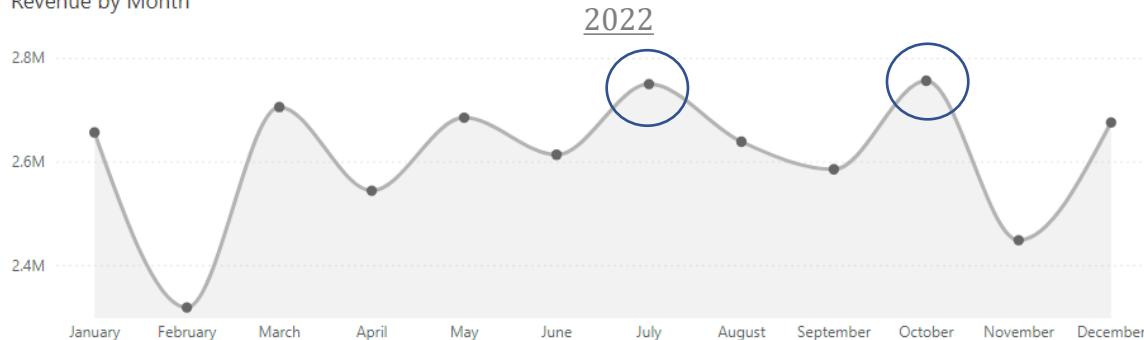
# Revenue 2021-2023

Revenue by Month



*Revenue exhibits a relatively **consistent seasonal pattern** over the 2021–2023 period, with sales peaking in **July** and **October**, indicating a stable peak season.*

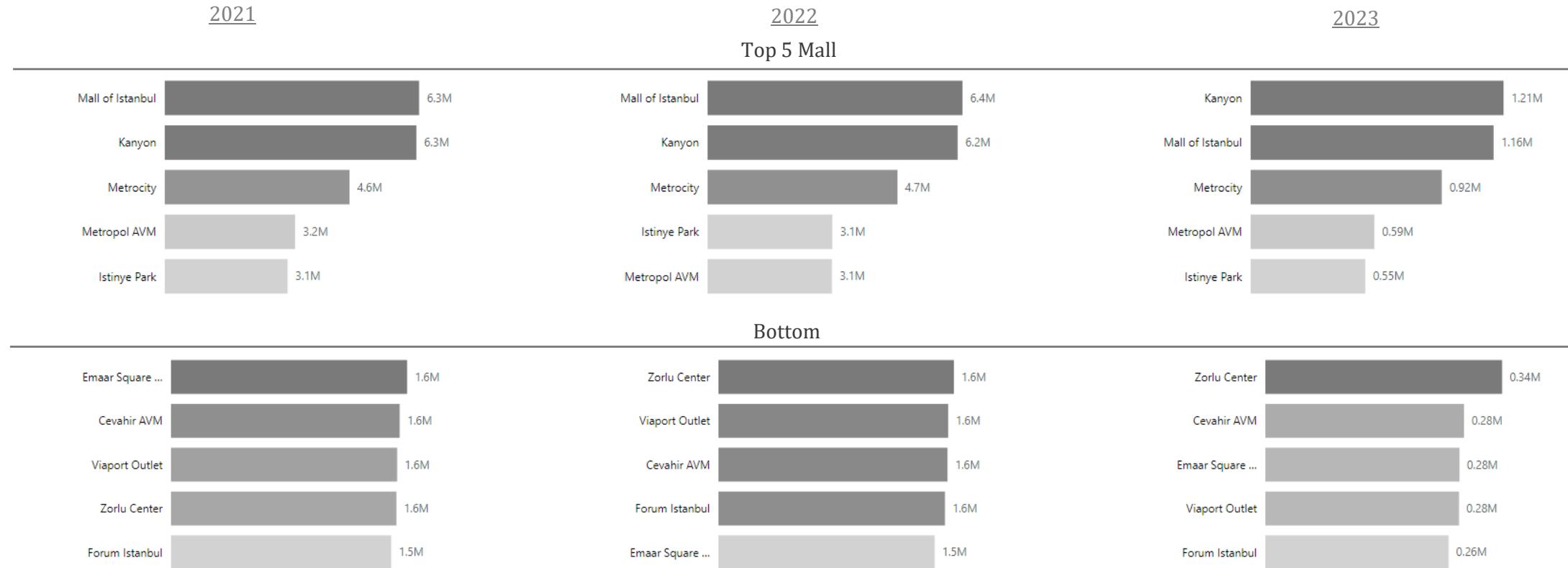
Revenue by Month



Revenue by Month



## Top dan Bottom 5 Mall

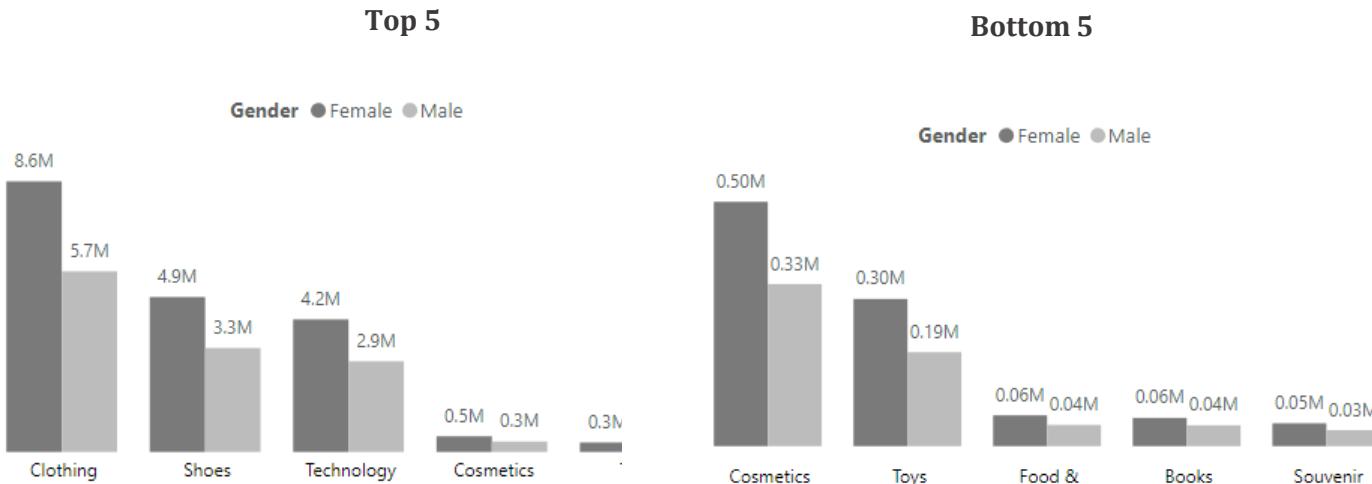


From 2021 to 2023, **Mall of Istanbul, Kanyon, and Metrocity** consistently **led revenue** performance, while Emaar Square, Cevahir AVM, Forum Istanbul, Zorlu Center, and Viaport Outlet remained among the lowest performers.

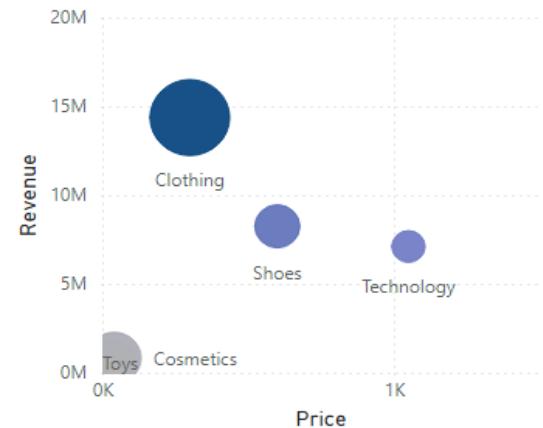
# Top & Bottom 5 Product

*Clothing, Shoes, and Technology consistently dominate sales performance across the analyzed period.*

*In contrast, Books and Souvenir consistently rank among the lowest-performing categories, indicating limited sales contribution and weaker market appeal.*



Price vs Revenue by Category



*The variation in performance indicates that revenue is driven by a combination of price and sales volume.*

- **Clothing** benefits primarily from **high sales volume**,
- **Technology** from **premium pricing**,
- **Cosmetics** and **Toys** are constrained by **lower price points and more niche market segments**.

## Method Payment by Age Group

Age	Cash	Credit Card	Debit Card
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The **50+** age group **dominates** transaction volume and shows a strong preference for **cash payments**.

In contrast, **younger customers** tend to rely more frequently on **digital payment methods**.

## **Business Impact**

- Improved **inventory allocation**
- Better **targeted marketing**
- Optimized store-level strategy

## **Recommendations**

- Prioritize Clothing inventory
- Focus campaigns on top malls
- Loyalty programs for age 50+
- Expand digital payment adoption