

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

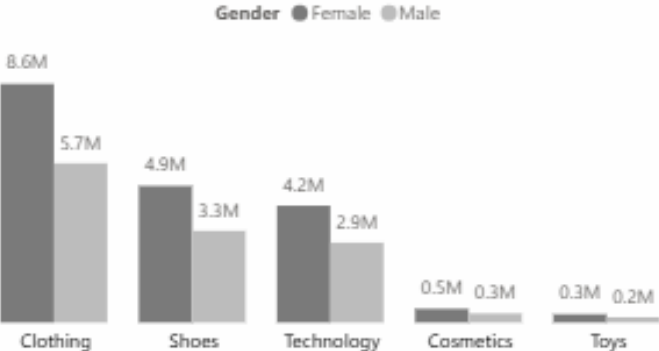
Monthly Revenue Performance and Fluctuations



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

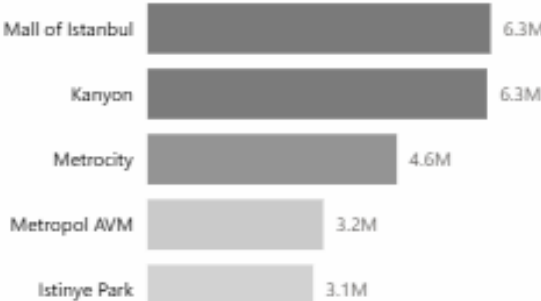
Top/Bottom 5 Category



Top

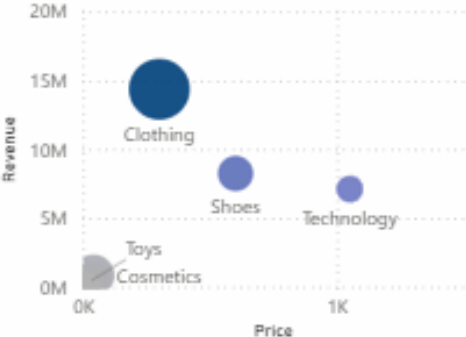
Bottom

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.

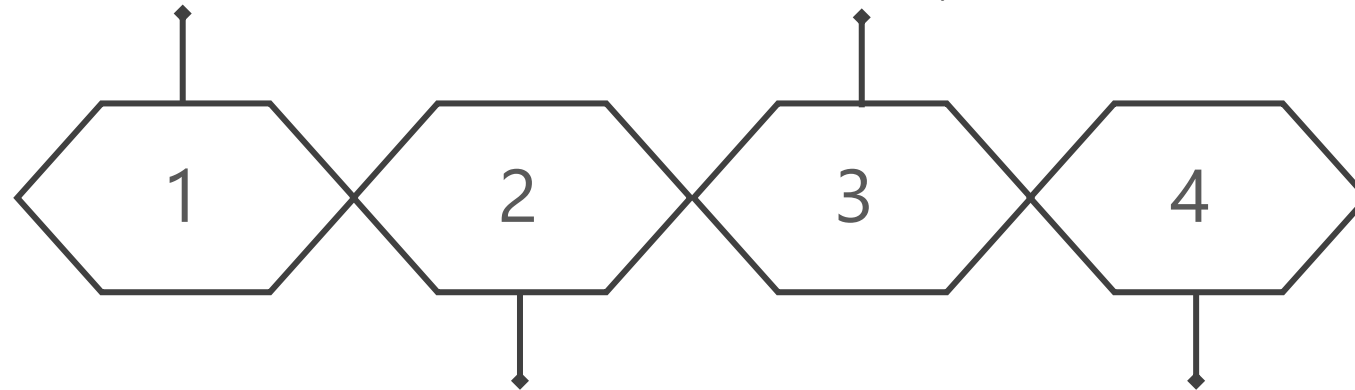
Business Context

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

Methodology & Tools

Business Understanding

Identify key business questions
and objectives



Analyzing & Visualization

Exploratory analysis and Power BI
dashboard development

Data Preparation (SQL)

Data cleaning, joining, and
transformation

Insight & Recommendation

Generate actionable insights for
business decision-making

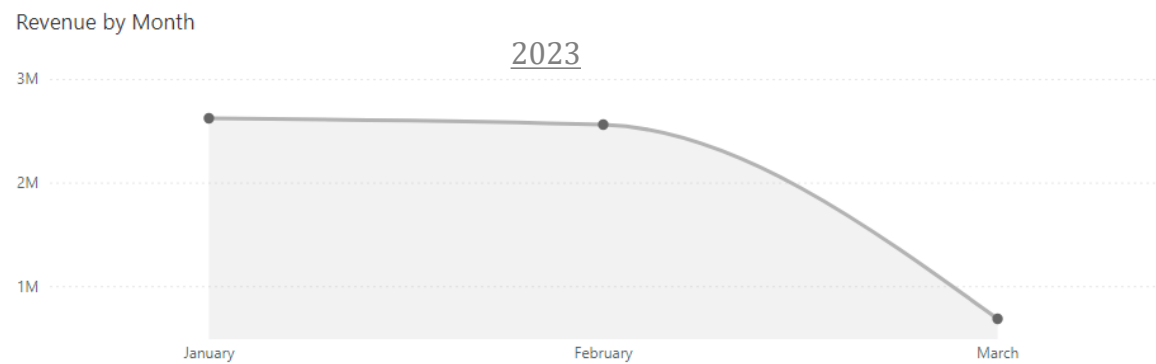
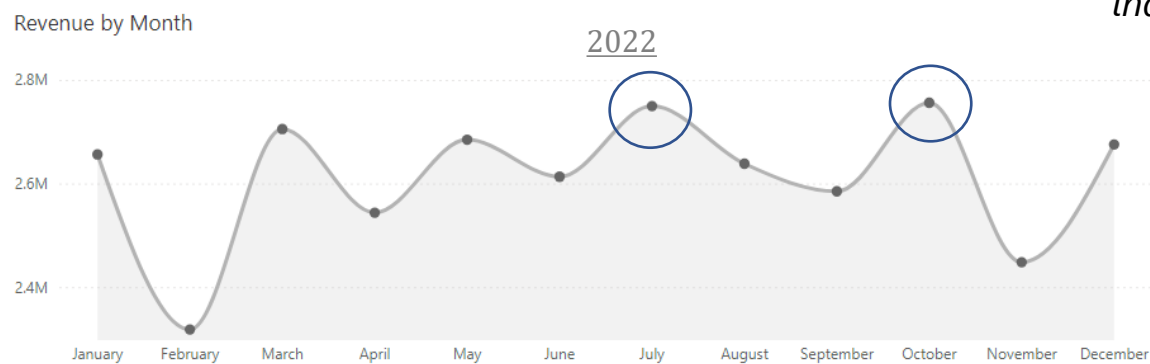
Tools :



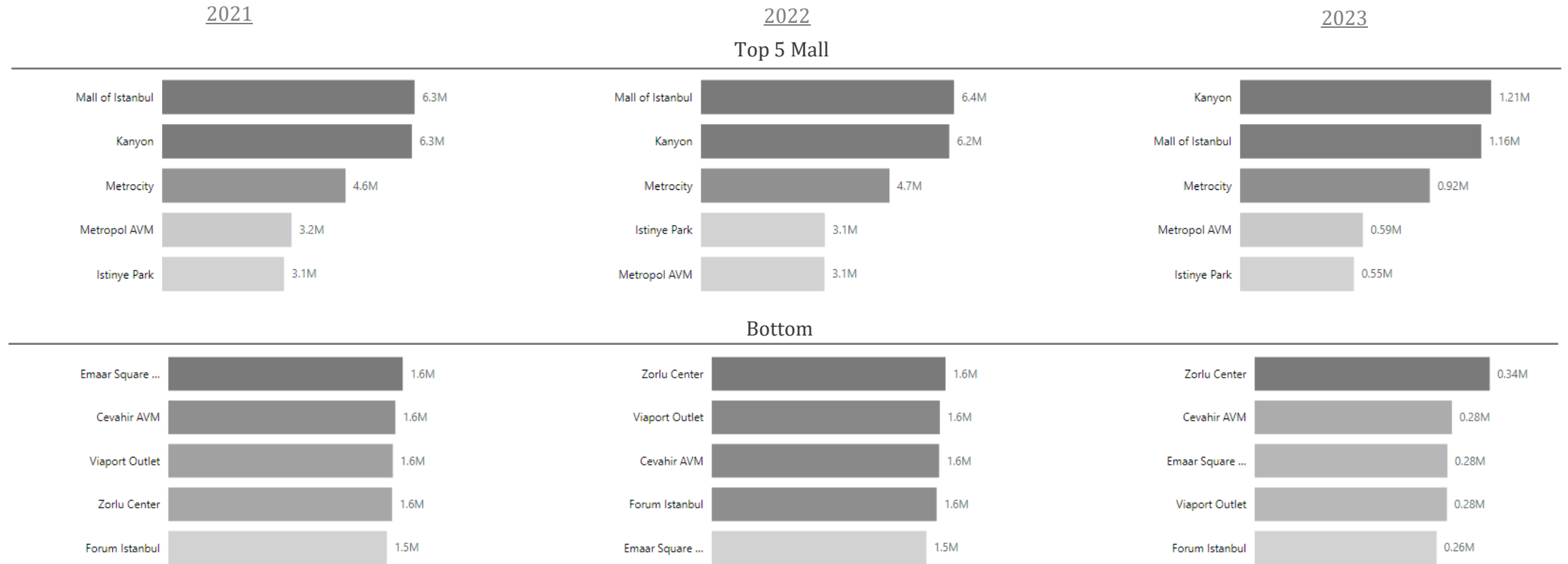
Revenue 2021-2023



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



Top dan Bottom 5 Mall



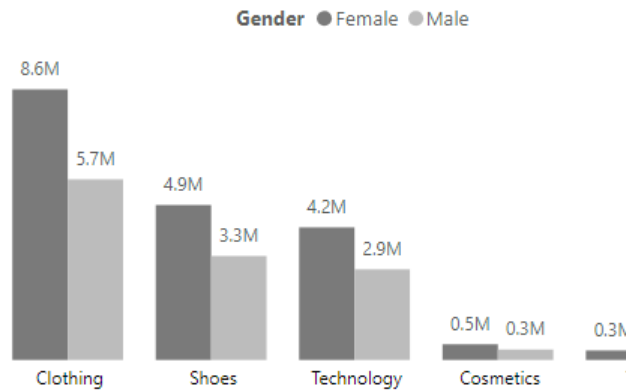
From 2021 to 2023, **Mall of Istanbul, Kanyon, and Metrocity** consistently **led revenue** performance, while Emaar Square, Cevahir AVM, Forum Istanbul, Zorlu Center, and Viaport Outlet remained among the lowest performers.

Top & Bottom 5 Product

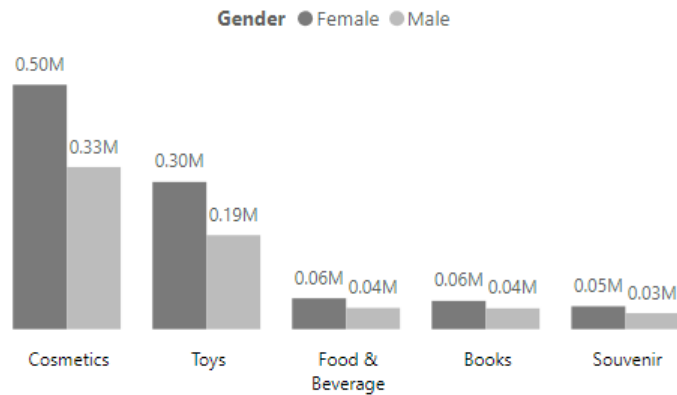
Clothing, Shoes, and Technology consistently **dominate sales** performance across the analyzed period.

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

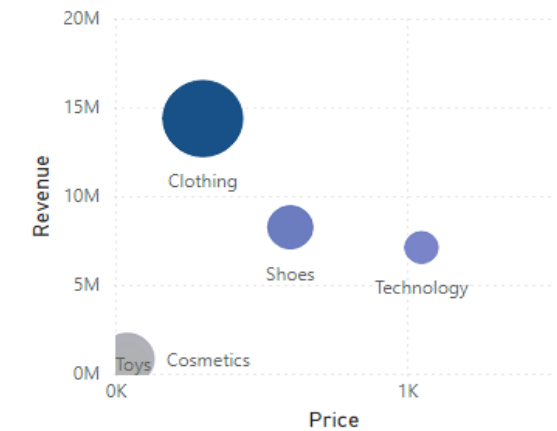
Top 5



Bottom 5



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

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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