Based on the **retail sales analysis** conducted here are the key insights:

Sales Performance

- **Top Revenue Category: Electronics** leads with the highest total sales of **$313,810**, followed closely by **Clothing ($311,070)** and **Beauty ($286,840)**.

- **Peak Sales Period: December** was identified as the best-selling month in both 2022 ($72,880) and 2023 ($69,145), suggesting a strong holiday season impact.

- **High-Value Transactions:** There are **306 transactions** where the total sale exceeded **$1,000**, indicating a healthy segment of premium purchases.

Customer Insights

- **Demographics in Beauty:** The average age of customers purchasing from the **Beauty** category is approximately **40 years old**.

- **Customer Loyalty:** The **Top 5 Customers** have contributed significantly to revenue, with the leading customer (ID #3) spending a total of **$38,440**.

- **Unique Customer Base:** The customer reach is well-distributed across categories:

  o **Clothing:** 149 unique customers.

  o **Electronics:** 144 unique customers.

  o **Beauty:** 141 unique customers.

- **Gender Preferences:**

  o **Clothing** and **Electronics** see slightly more male shoppers.

  o **Beauty** has a higher engagement from female shoppers.

Operational & Shopping Patterns

- **Busiest Shopping Shift:** The **Evening shift** (after 5:00 PM) is the most popular time for shopping, accounting for **1,062 orders**, which is nearly double the Morning shift (561 orders) and Afternoon shift (377 orders).

- **Bulk Purchases:** In November 2022 alone, there were **17 instances** where customers bought **4 or more units** of Clothing in a single transaction.