Shopping Trend Key Insights and Dashboard layout

Our analysis reveals a customer base of 3,900 individuals, with a strong male majority (68%) and a significant portion (28%) falling into the "Old" age category. Notably, 73% of customers are not subscribed to our services (probably because 28 % our customers are old people), indicating potential for growth in loyalty or membership programs for the remaining percentage.

Geographically, most customers are concentrated in Montana and California, while Delaware shows the lowest engagement.

Sales performance is strongest in the summer months, with January alone contributing 19% of total sales. California leads in revenue generation with $5,784 in total sales, whereas Hawaii trails with $3,752. The clothing category dominates product performance, accounting for $104,000 in total sales, suggesting a clear customer preference and opportunity for targeted promotions.

The dashboard is strategically designed to deliver clear, actionable insights across three core areas: Customer Segmentation, Sales Performance, and Product Trends. Each section uses intuitive visuals—bar charts, pie charts, and maps—to highlight key metrics such as customer distribution, seasonal sales trends, and category performance. Filters allow users to drill down by region, age group, and payment method, enabling tailored analysis. The layout prioritizes clarity and relevance, ensuring that business leaders can quickly identify growth opportunities, assess market penetration, and make informed decisions on product strategy, regional targeting, and customer engagement initiatives.