

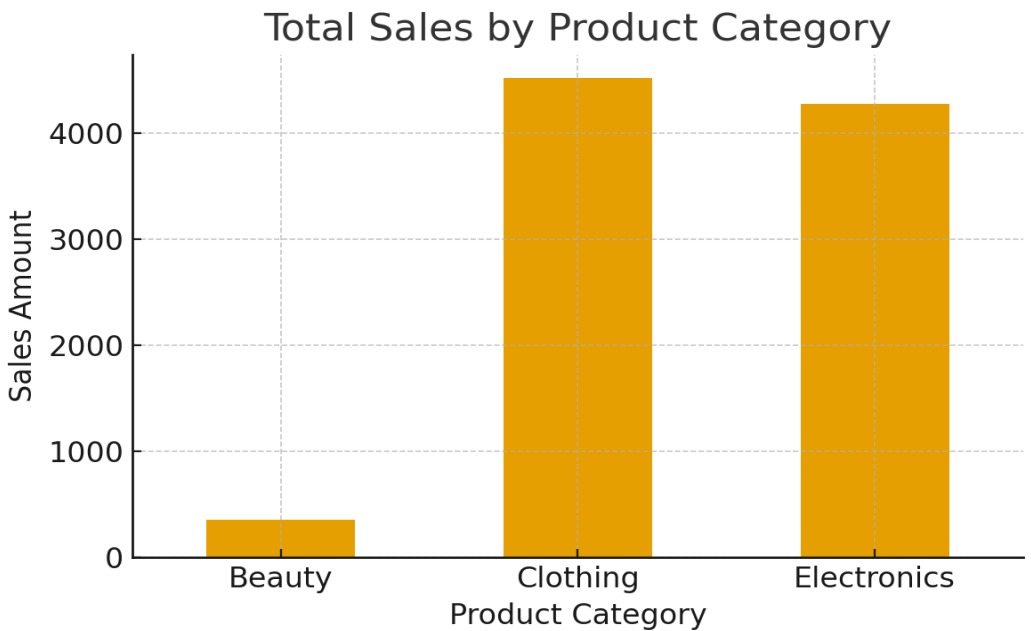
Retail Sales Analysis Report

This report provides an analysis of retail sales transactions for the year 2023. It includes insights on product categories, customer demographics, and monthly sales performance.

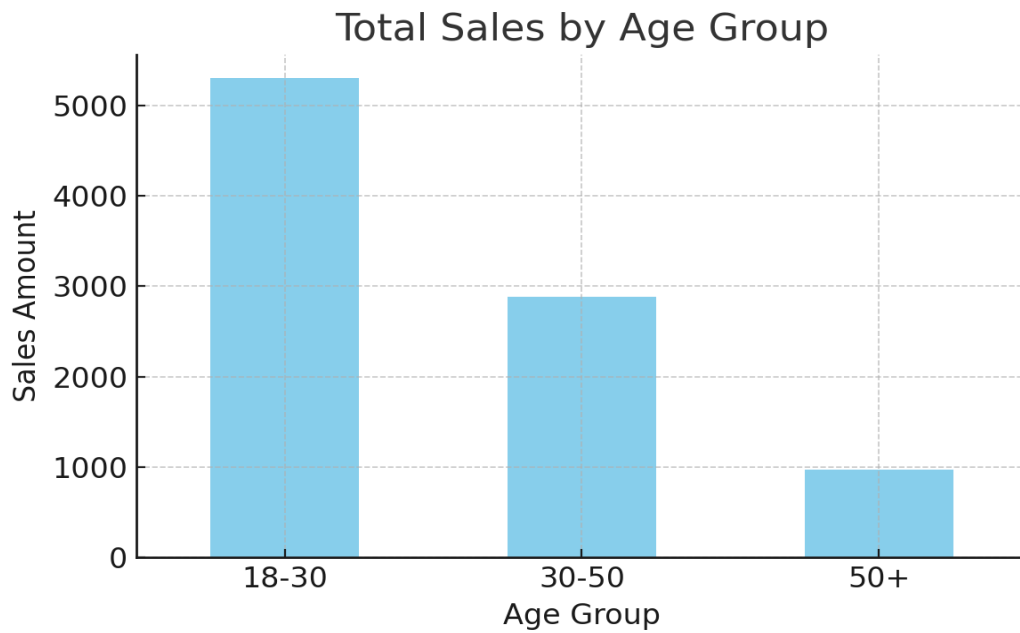
Key Findings:

- 1. Clothing and Electronics generated the highest revenue, while Beauty products contributed smaller sales.
- 2. Customers aged 30–50 contributed significantly to revenue, especially in Electronics.
- 3. Sales peaked during January, February, November, and December, indicating seasonal demand.

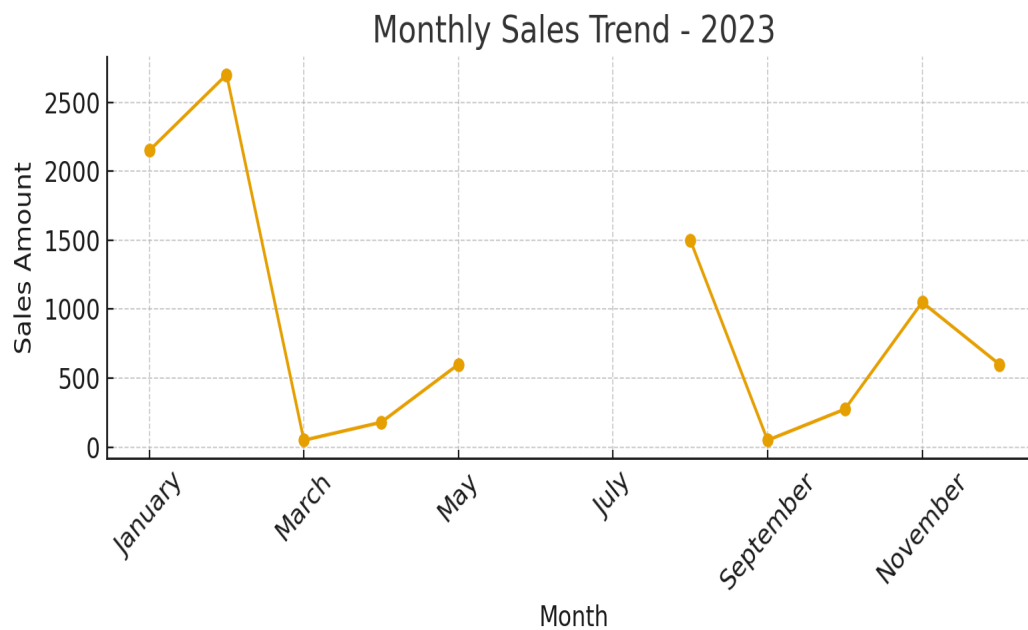
Sales by Product Category



Sales by Age Group



Monthly Sales Trend



Conclusion:

The analysis highlights strong performance in Electronics and Clothing sales. A customer-focused approach with targeted promotions by age group and season can further enhance business outcomes.