

# Sales Trends & Customer Behavior

## Travis Kerr & Elijah Eberly

[View in Power BI](#) ↗

**Last data refresh:**  
11/10/2023 1:32:33 PM UTC

**Downloaded at:**  
11/10/2023 1:34:38 PM UTC

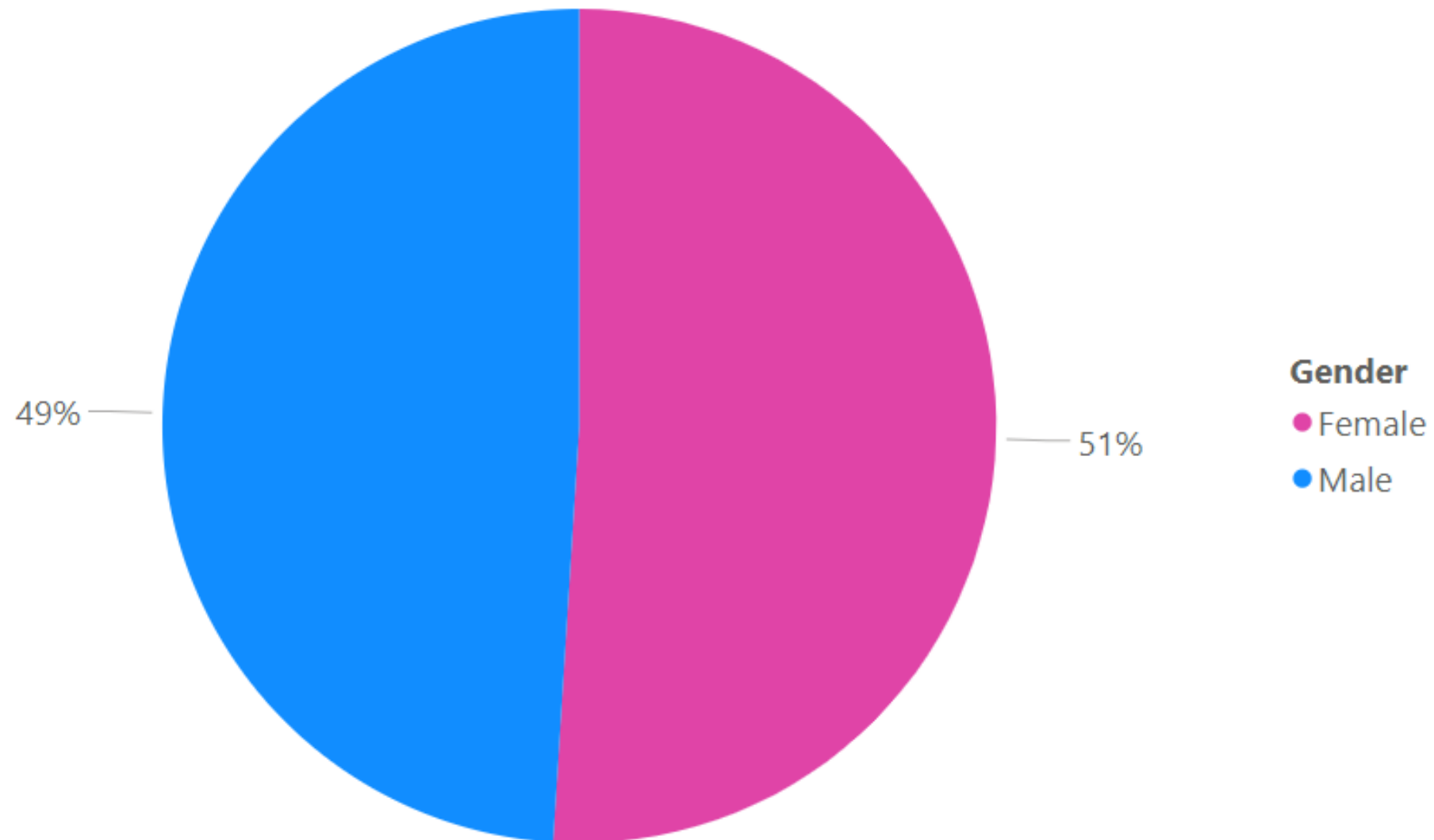
# About the Dataset

- The dataset is synthetic and was created to simulate how a dynamic retail environment can take place
- It's a snapshot of a fictional retail landscape, but captures essential attributes that drive retail operations and customer interactions
- Key details include:
  - Transaction ID, Date, Customer ID, Gender, Age, Product Category, Quantity, Price per Unit, and Total Amount
- These key details help with the exploration of sales trends, demographic influences, and purchasing behaviors

# Why this Dataset?

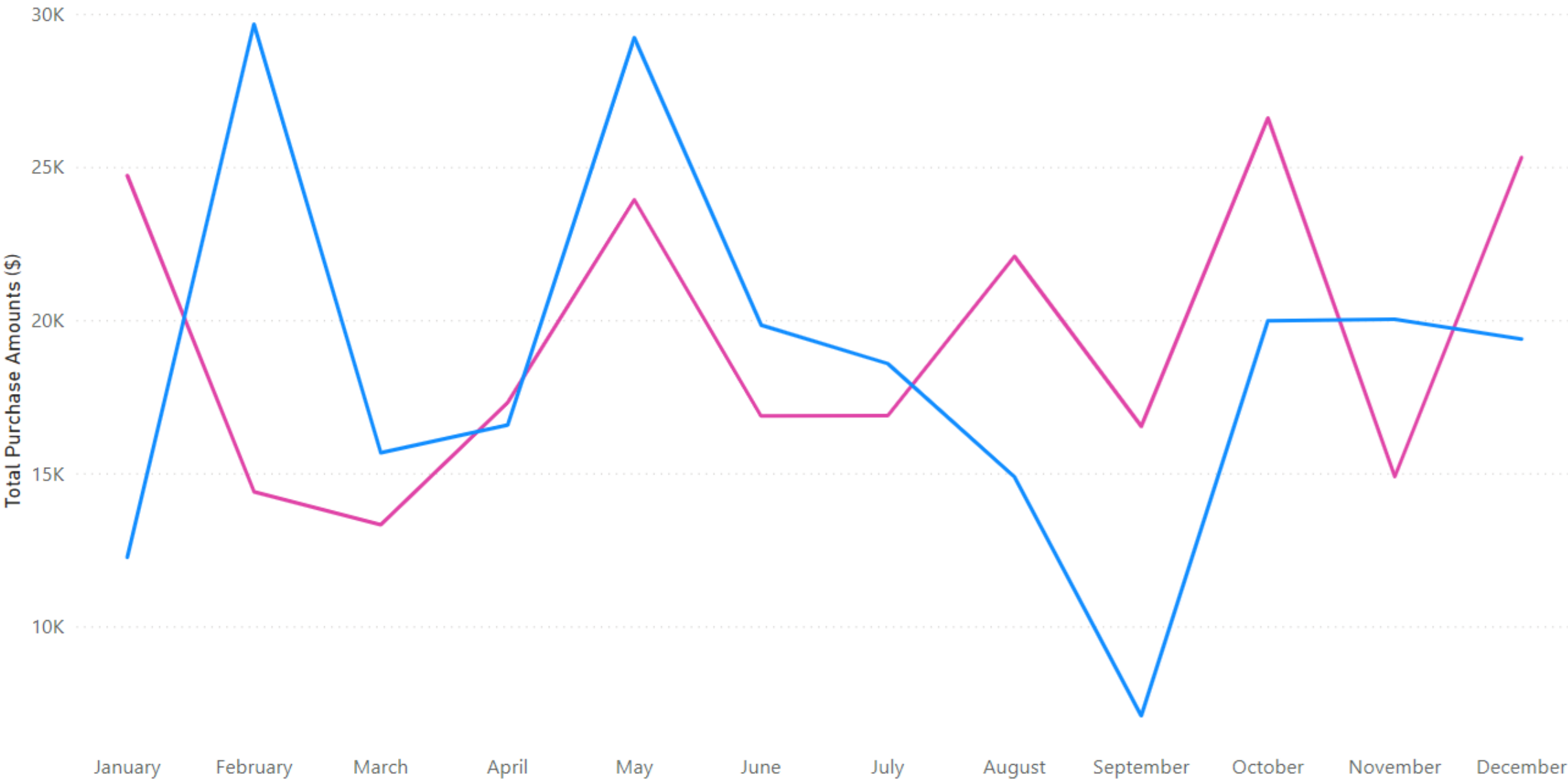
- Realistic Representation
  - Though synthetic, the dataset mirrors real-world retail scenarios, allowing you to practice analysis within a familiar context
- Diverse Insights
  - From demographic insights to product preferences, the dataset offers a broad spectrum of factors to investigate
- Hypothesis Generation
  - As you perform EDA, you'll have the chance to formulate hypotheses that can guide further analysis and experimentation
- Applied Learning
  - Uncover actionable insights that retailers could use to enhance their strategies and customer experiences

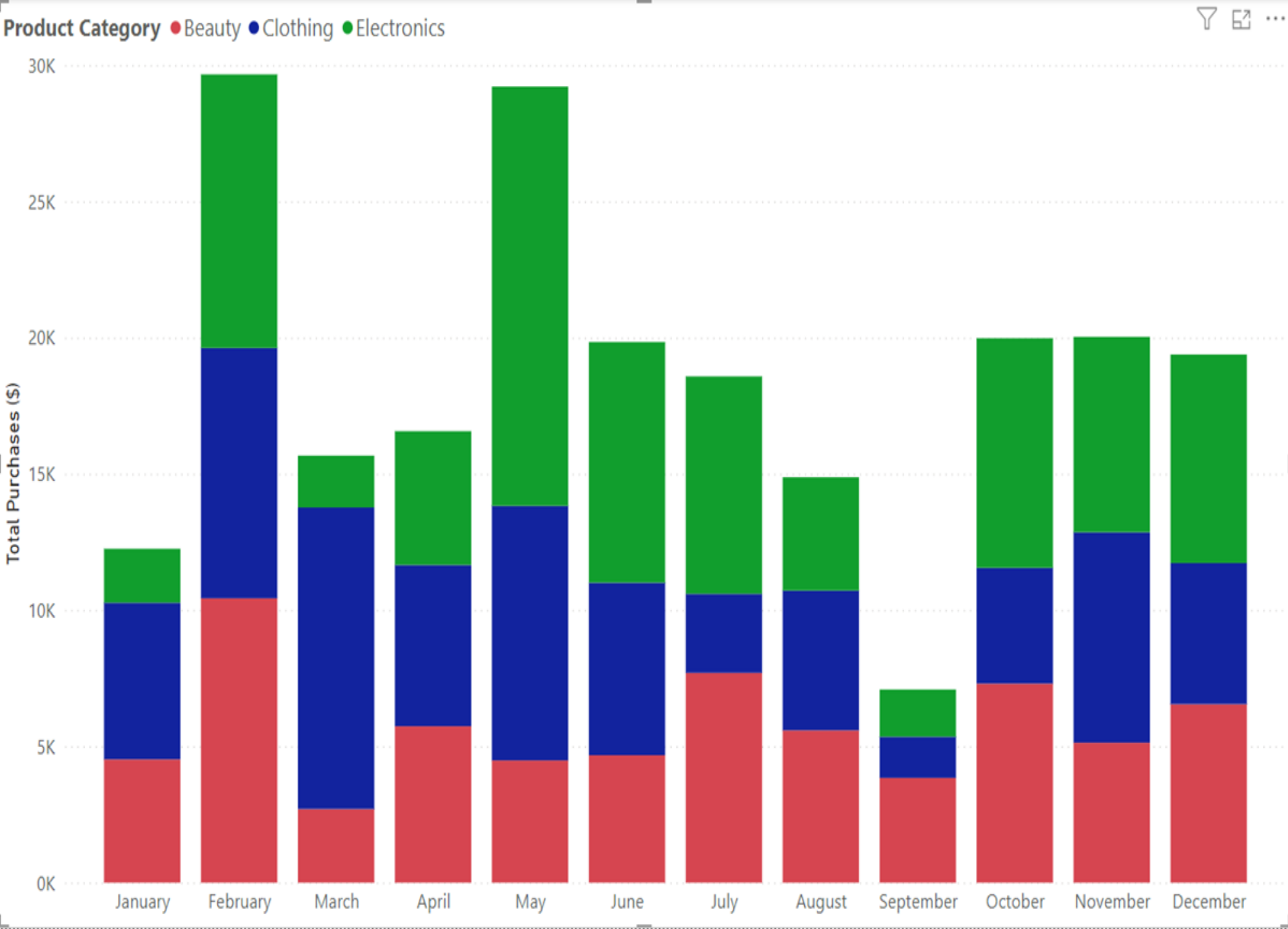
# Slightly More Females Than Males



# Males Buy More in the Beginning of the Year

Gender ● Female ● Male





**Filters**

Gender ×

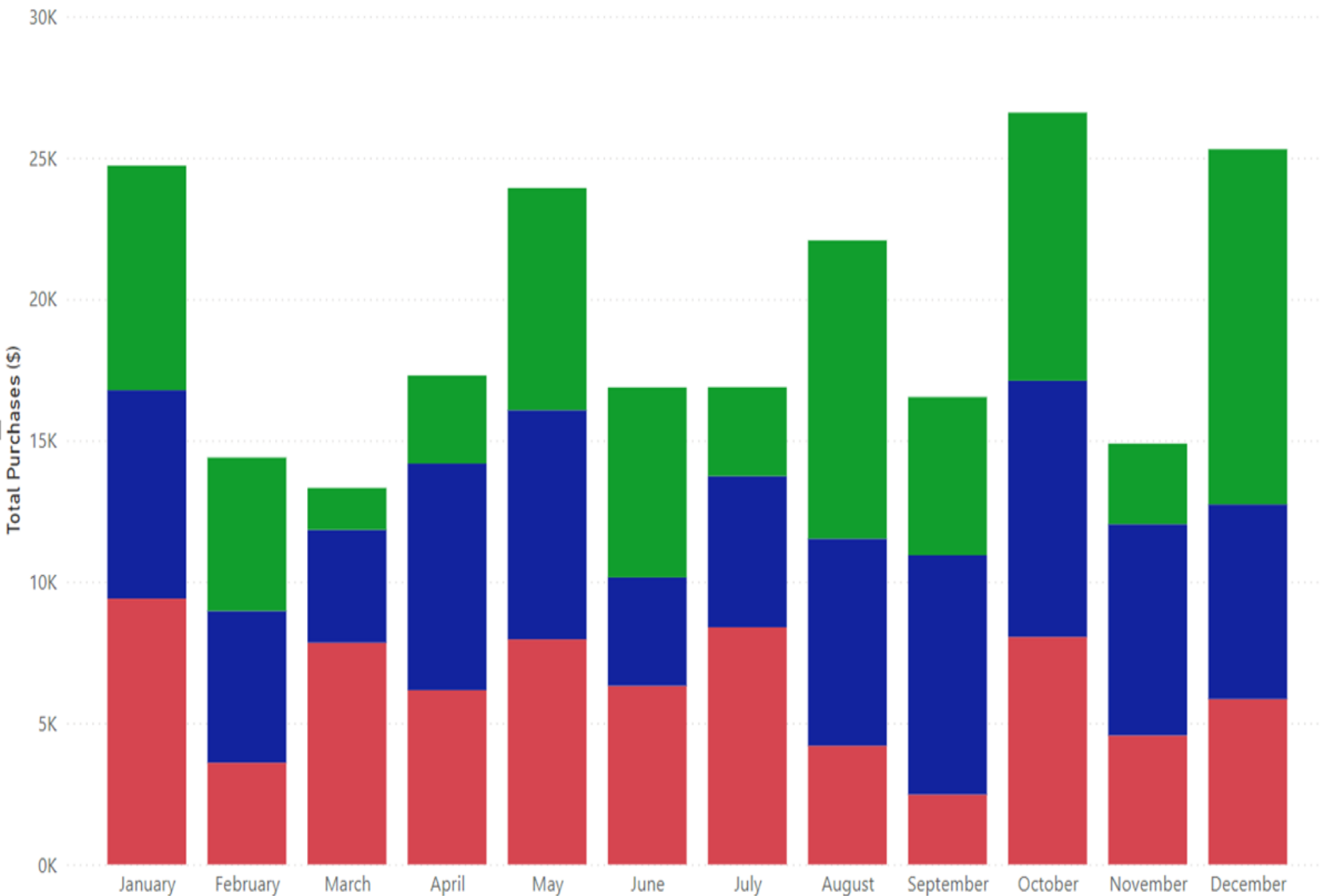
**Gender**

is Male

<input type="checkbox"/>	Female	510
<input checked="" type="checkbox"/>	Male	490

☒ Require single selection

Product Category ● Beauty ● Clothing ● Electronics



**Filters**

Gender

**Gender**  
is Female

Search

☒ Female 510

☐ Male 490

☒ Require single selection

Average of Price per Unit by Month and Product Category

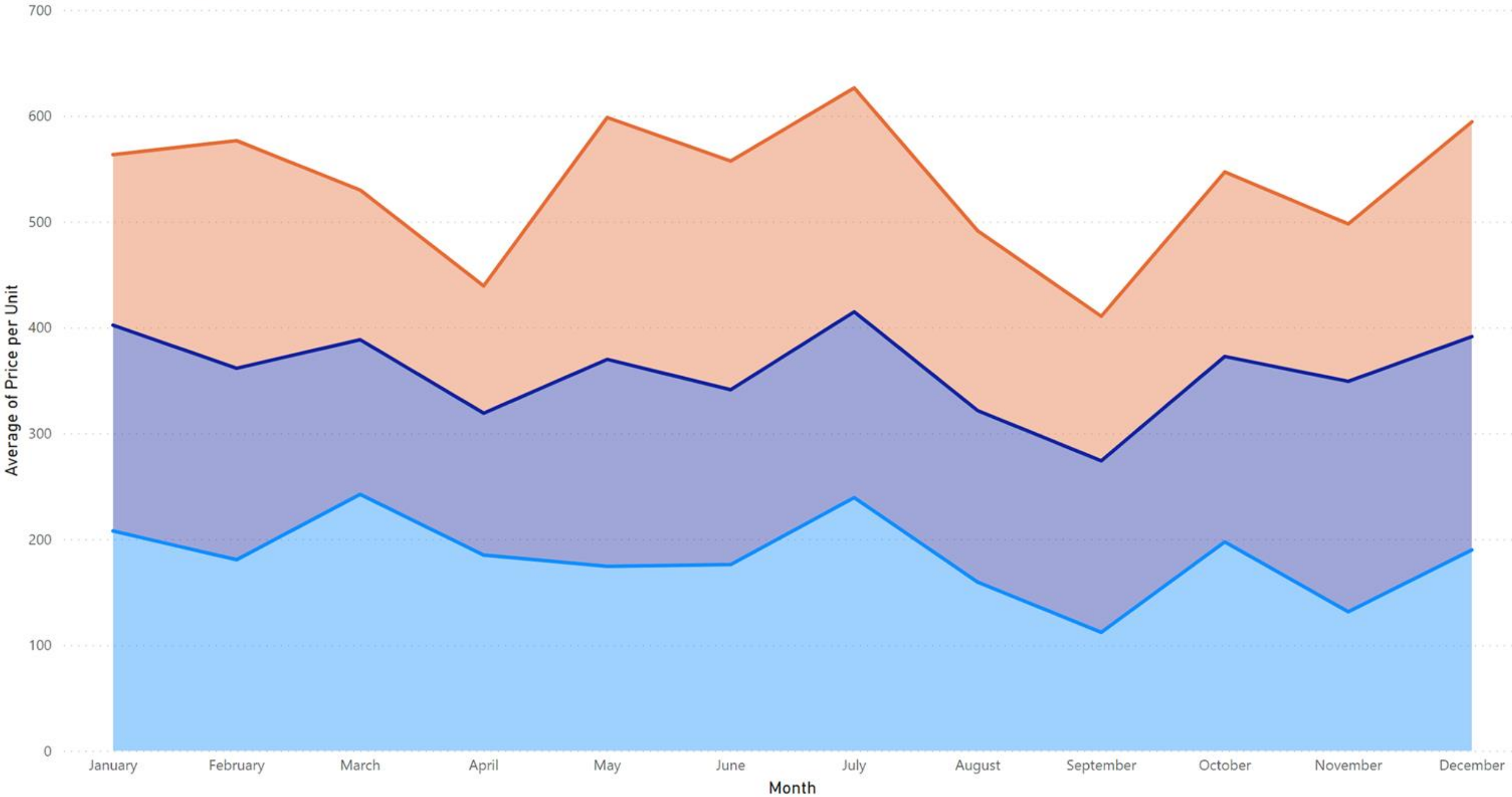
Product Category    ● Beauty    ● Clothing    ● Electronics





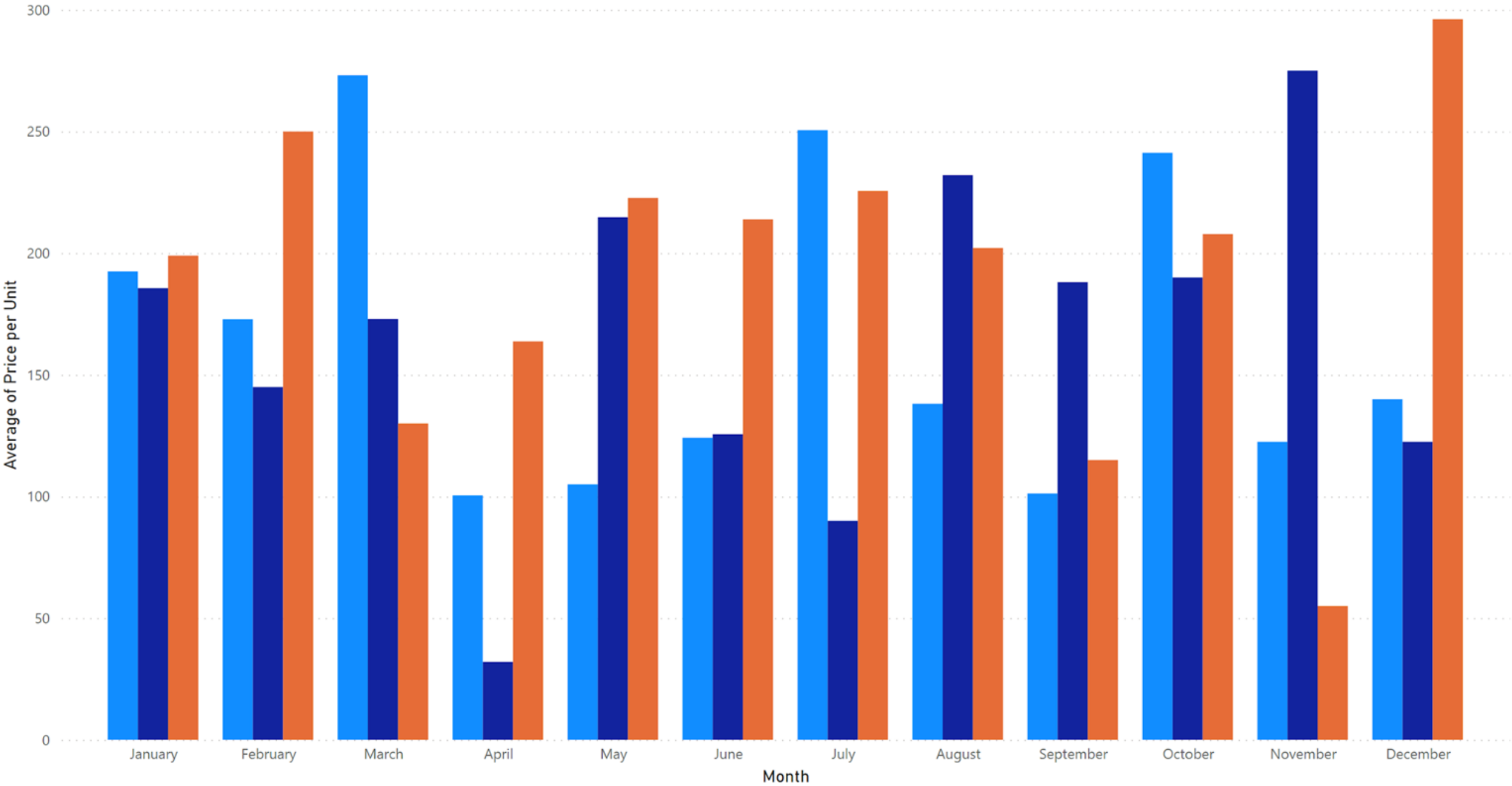
Average of Price per Unit by Month and Product Category

Product Category   ● Beauty   ● Clothing   ● Electronics



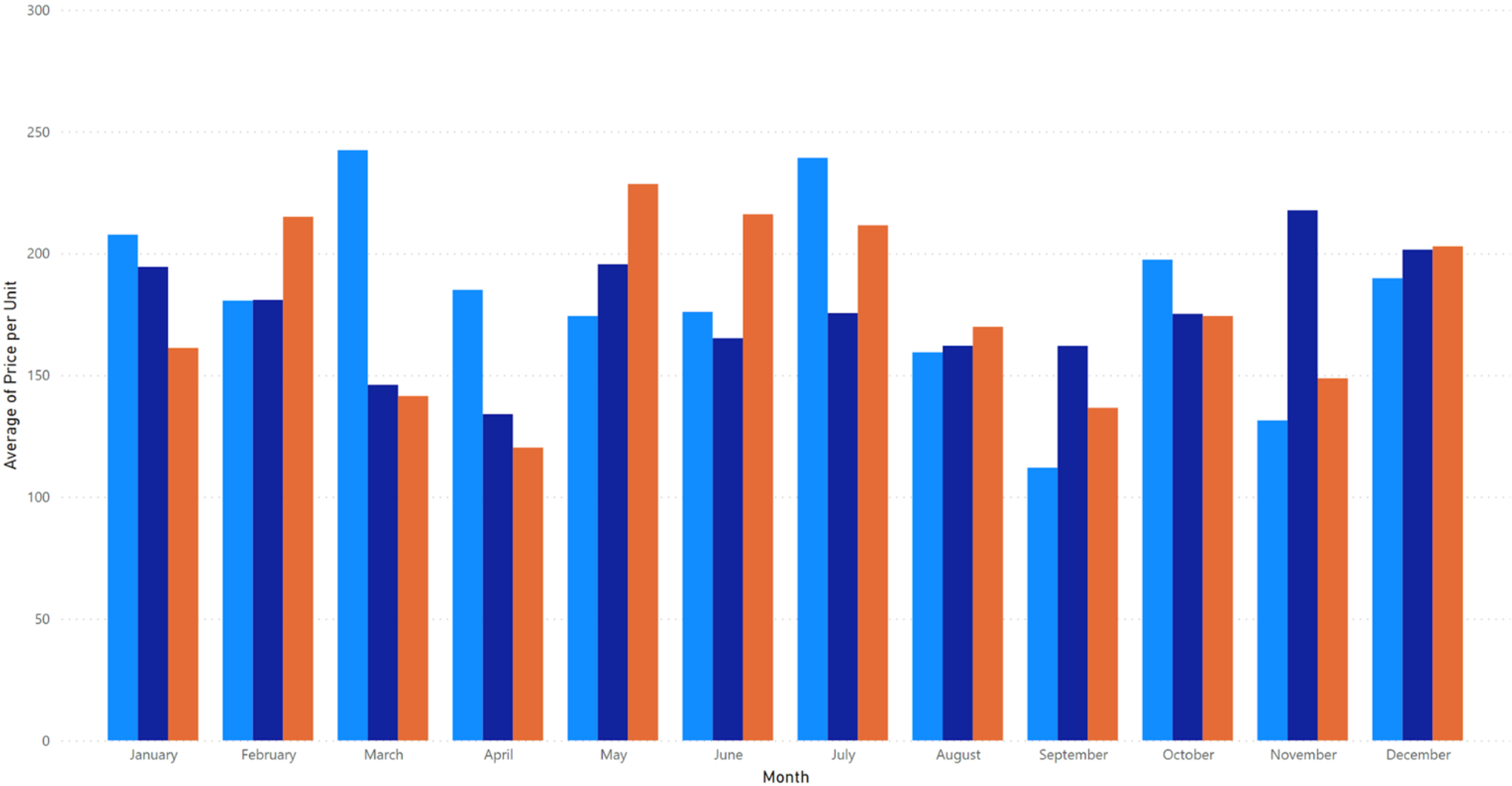
Average of Price per Unit by Month and Product Category

Product Category    Beauty    Clothing    Electronics



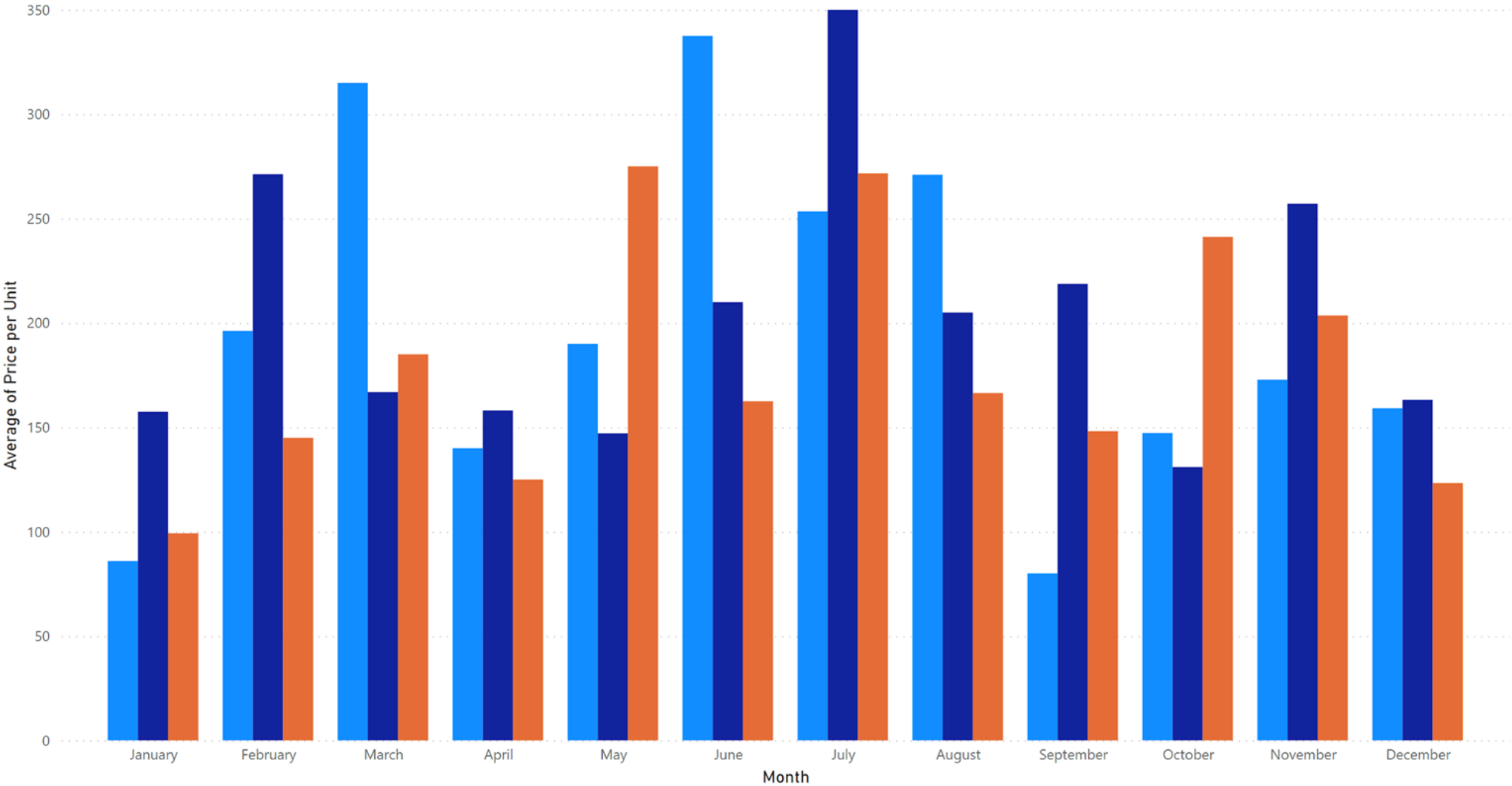
Average of Price per Unit by Month and Product Category

Product Category   ● Beauty   ● Clothing   ● Electronics



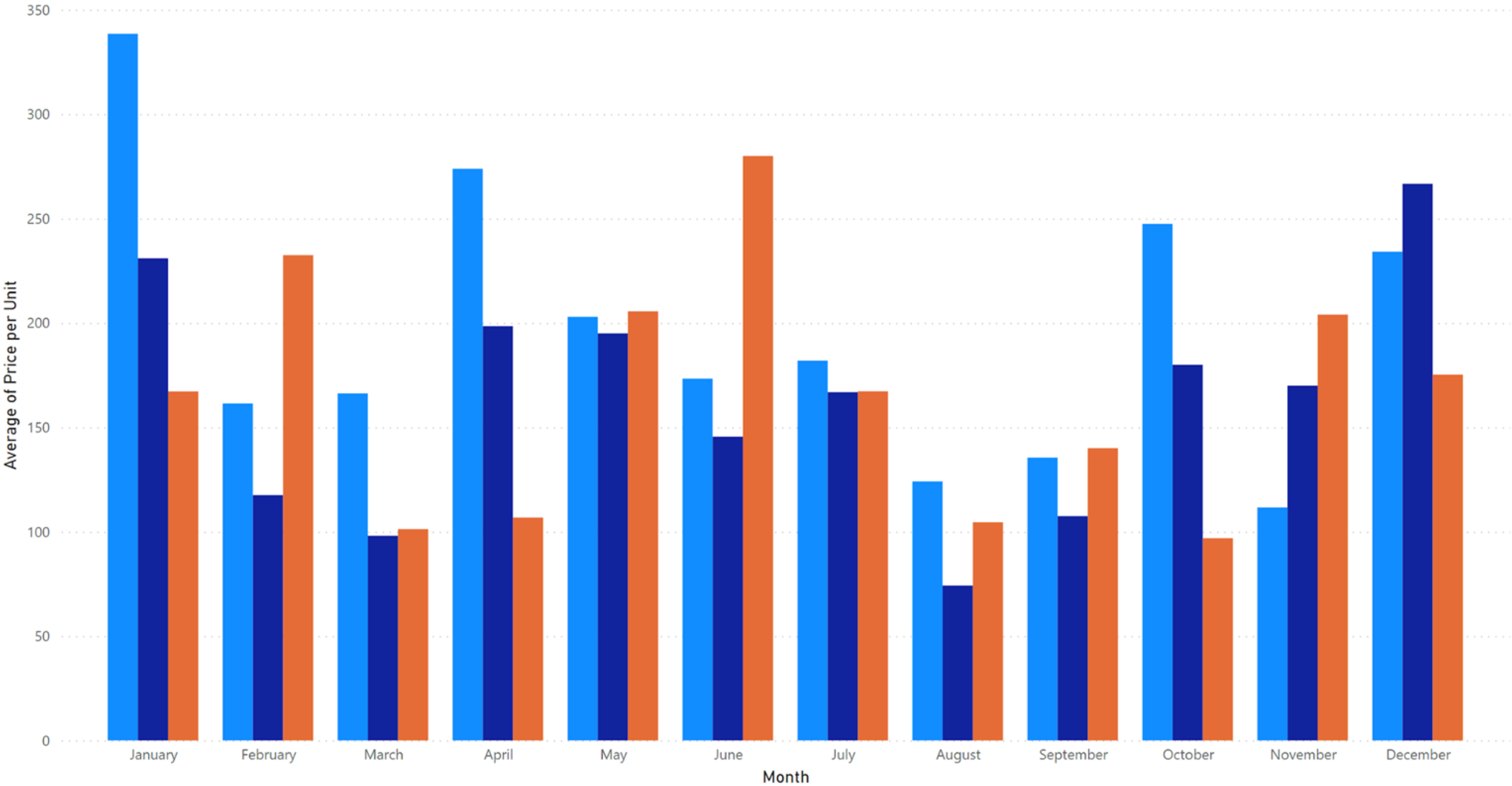
Average of Price per Unit by Month and Product Category

Product Category   ● Beauty   ● Clothing   ● Electronics



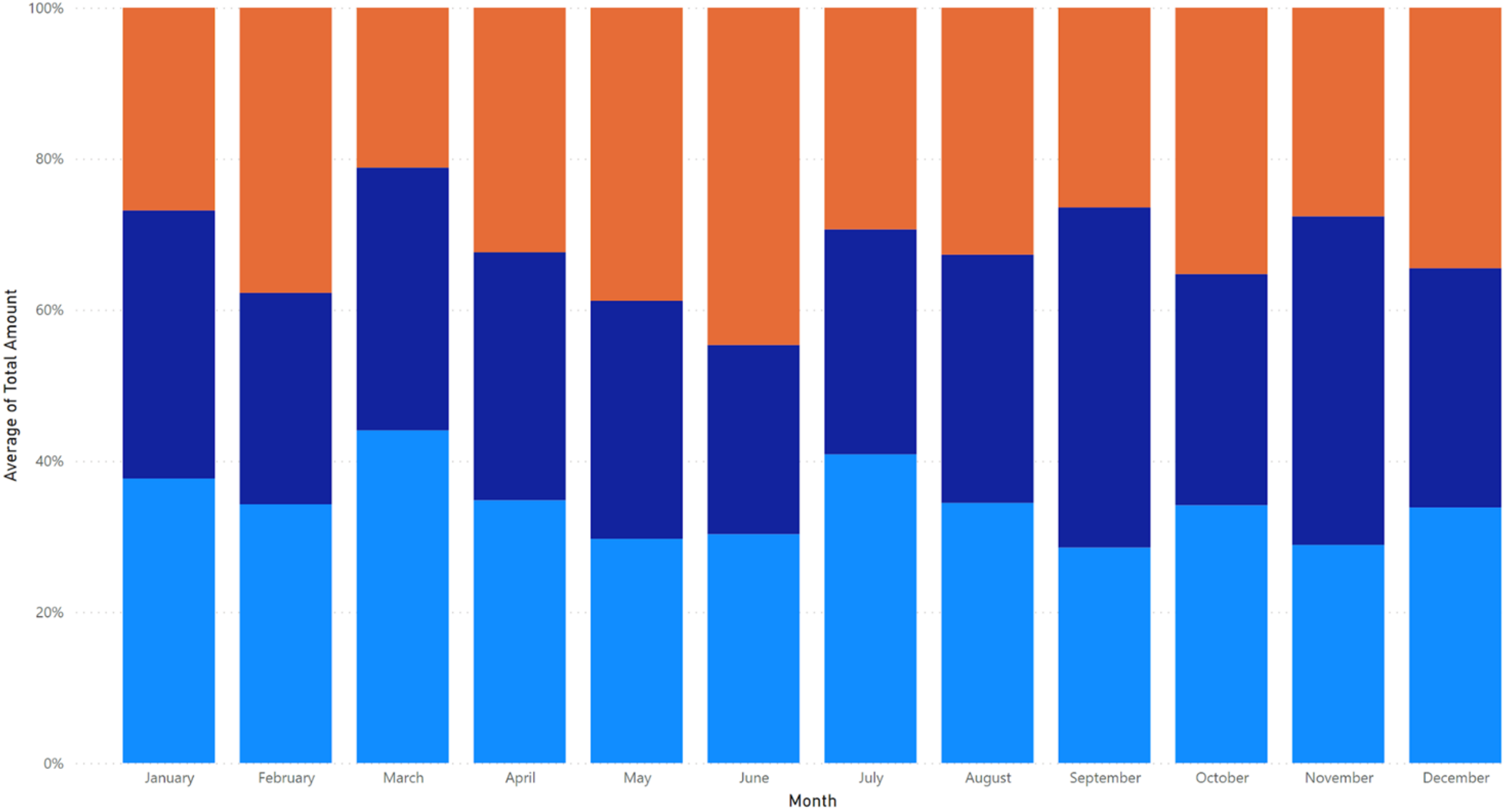
Average of Price per Unit by Month and Product Category

Product Category   ● Beauty   ● Clothing   ● Electronics



Average of Total Amount by Month and Product Category

Product Category    ● Beauty    ● Clothing    ● Electronics



# Thank you!

# Any questions?

Source

<https://www.kaggle.com/datasets/mohammadtalib786/retail-sales-dataset>