Customer Distribution Analysis Dashboard

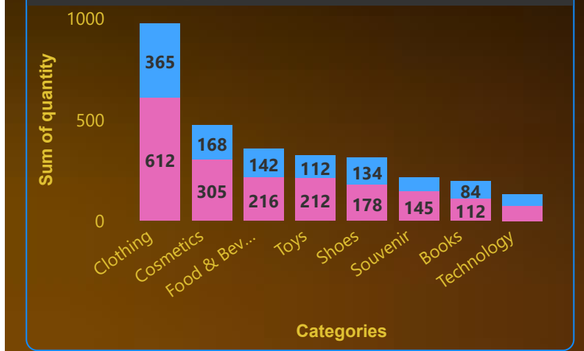
620
Total Female Customers

380
Total Male Customers

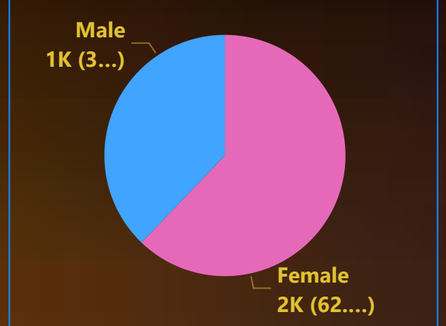
653.02K
Total Revenue

2981
Total Sale

Category Distribution Gender Wise

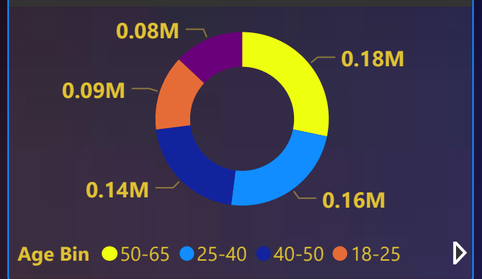


Gender Wise Sale

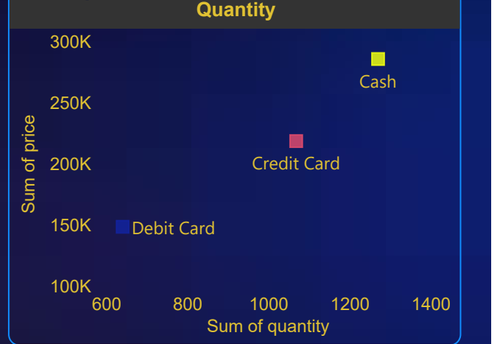


Age Wise Shopping Category

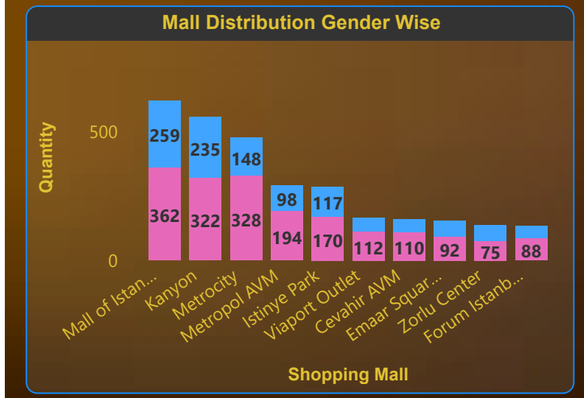
Age Wise Revenue



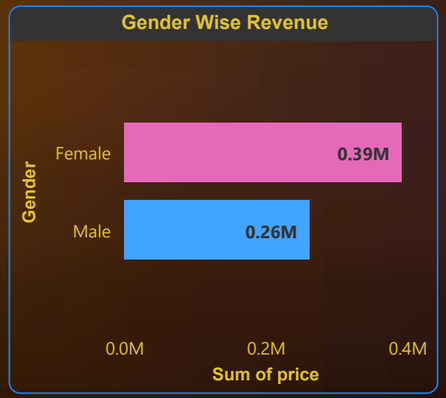
Payment Method interms of Price and Quantity



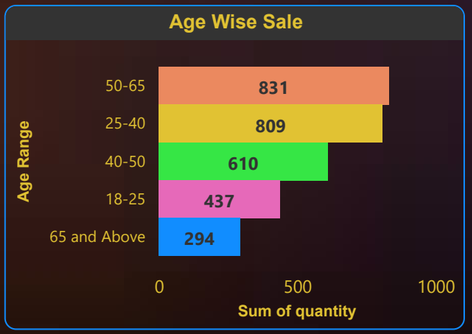
Mall Distribution Gender Wise



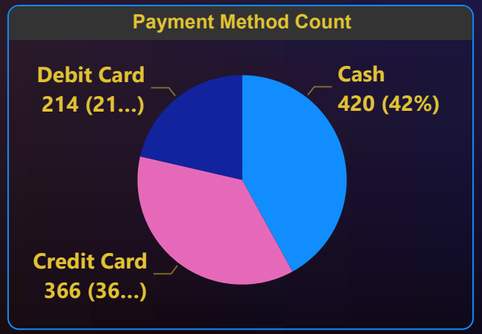
Gender Wise Revenue



Age Wise Sale



Payment Method Count



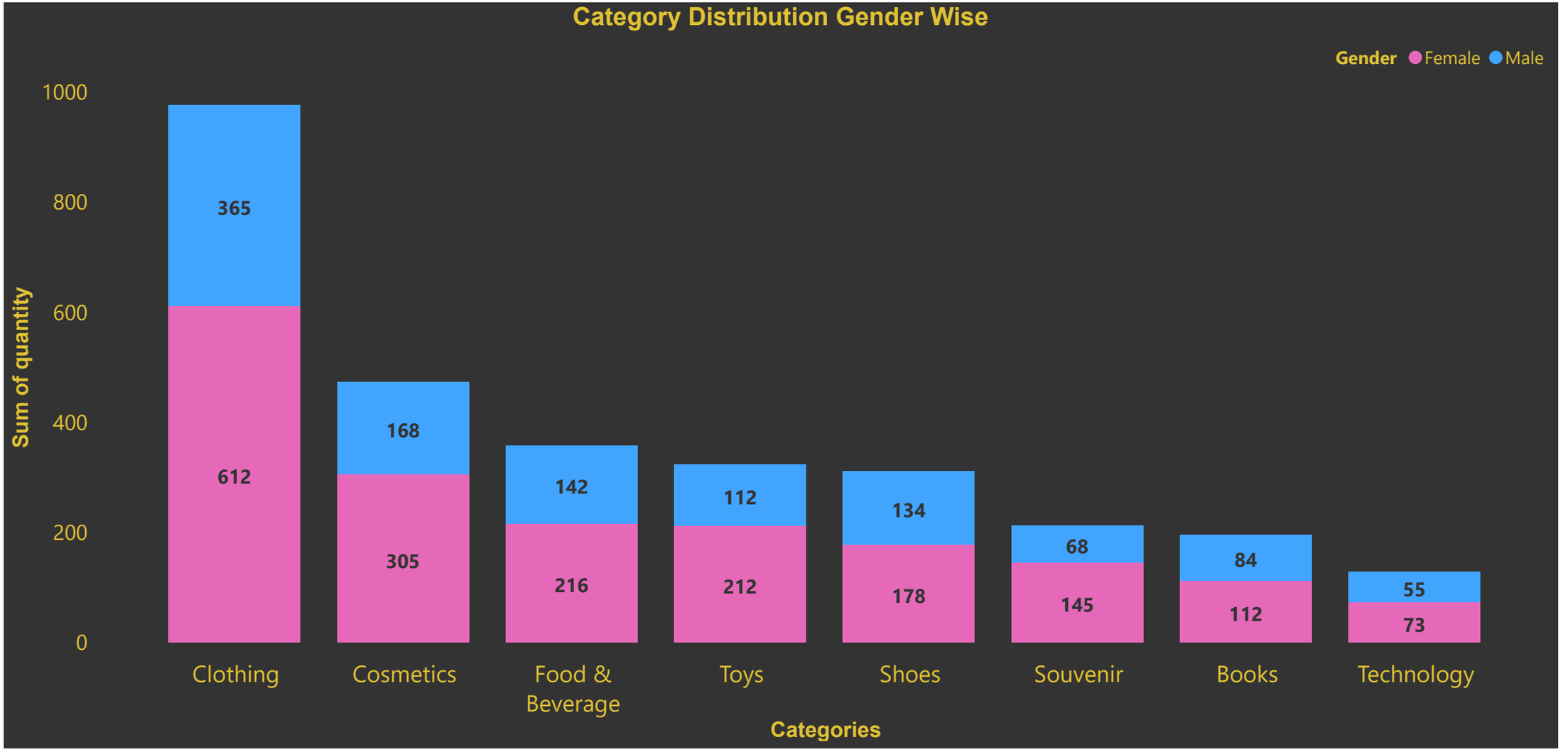
Category related to Price and Quantity

Year

2021	2022	2023

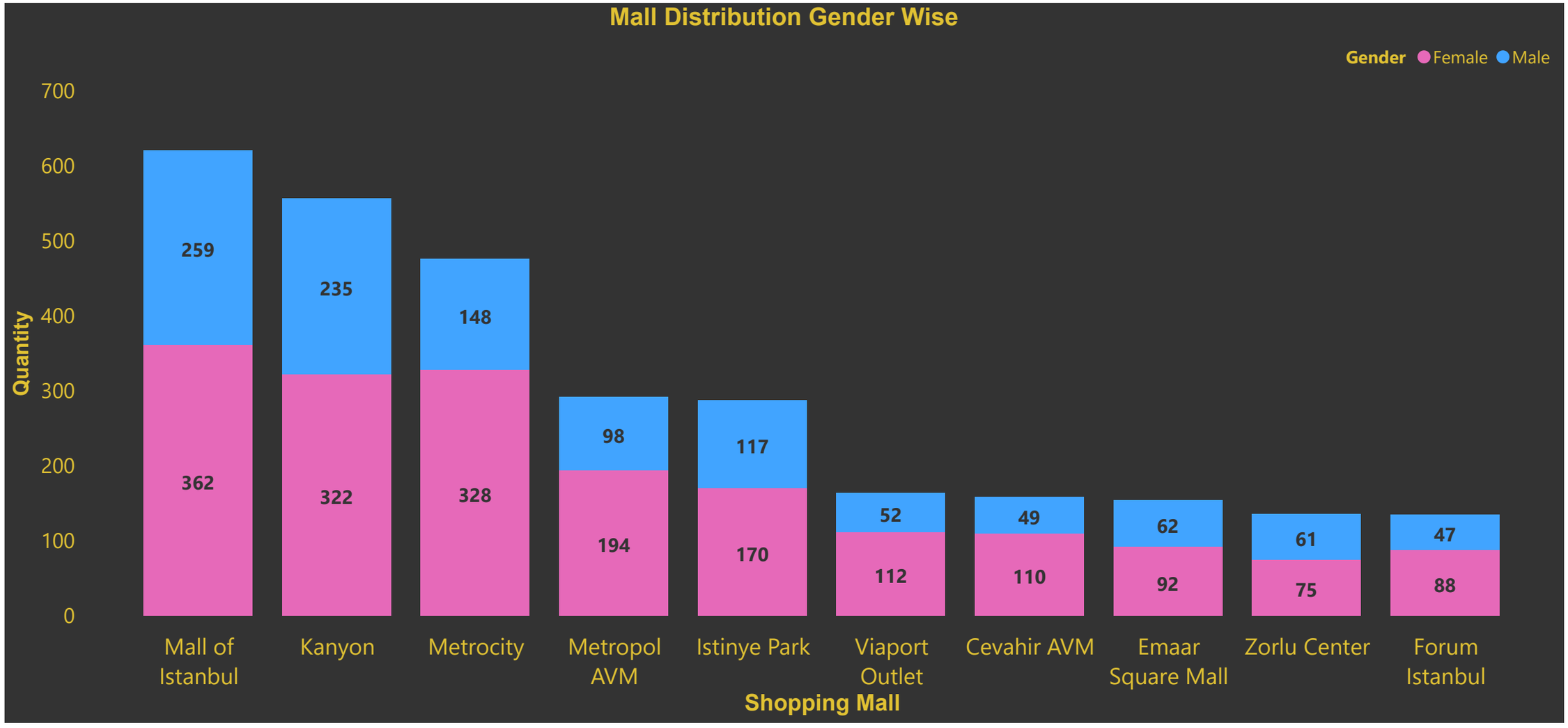
Age Range

18-25	25-40	40-50	50-65	65 and Above



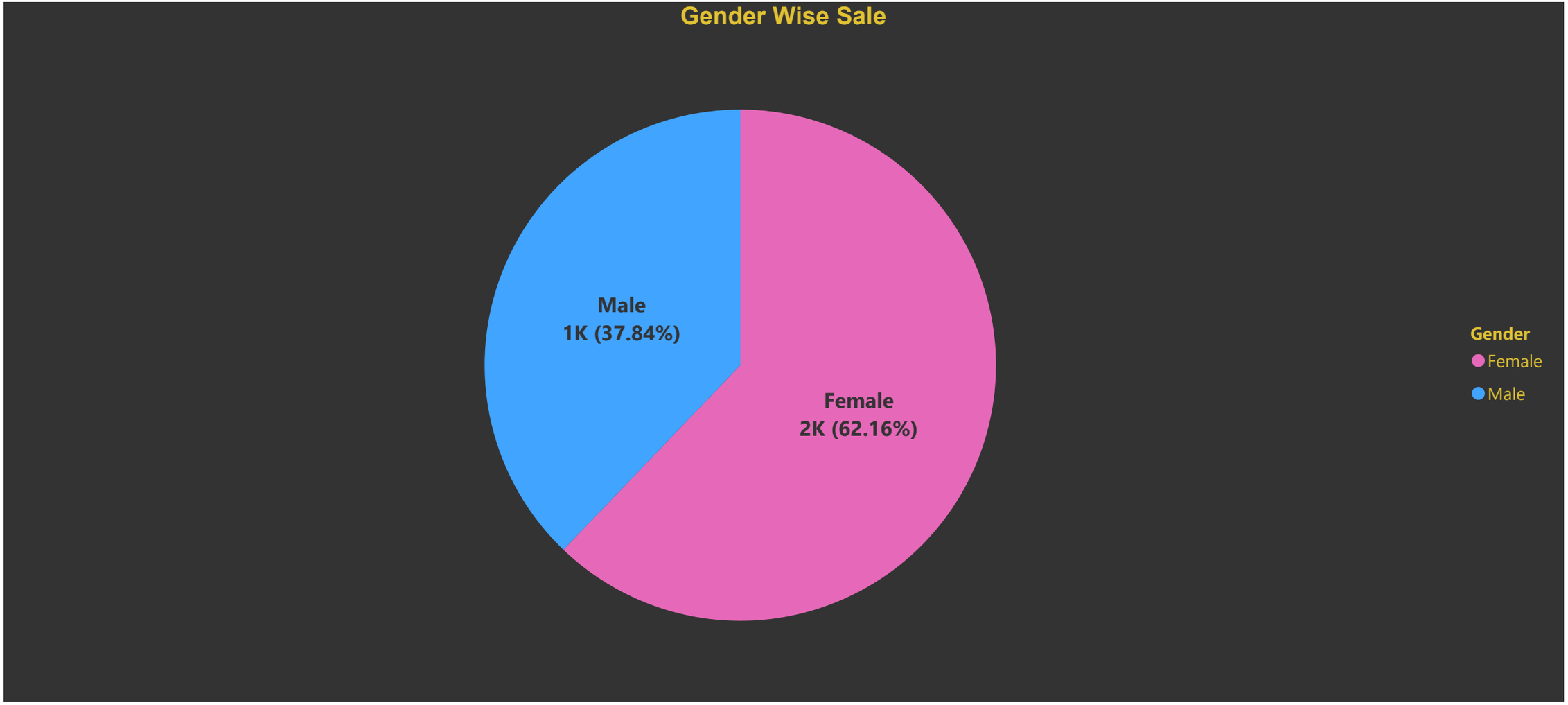
Shopping Distribution Gender Wise

Females have done more shopping as compared to Male's in all the Shopping Category.
Maximum Shopping is done for clothing by Female's.



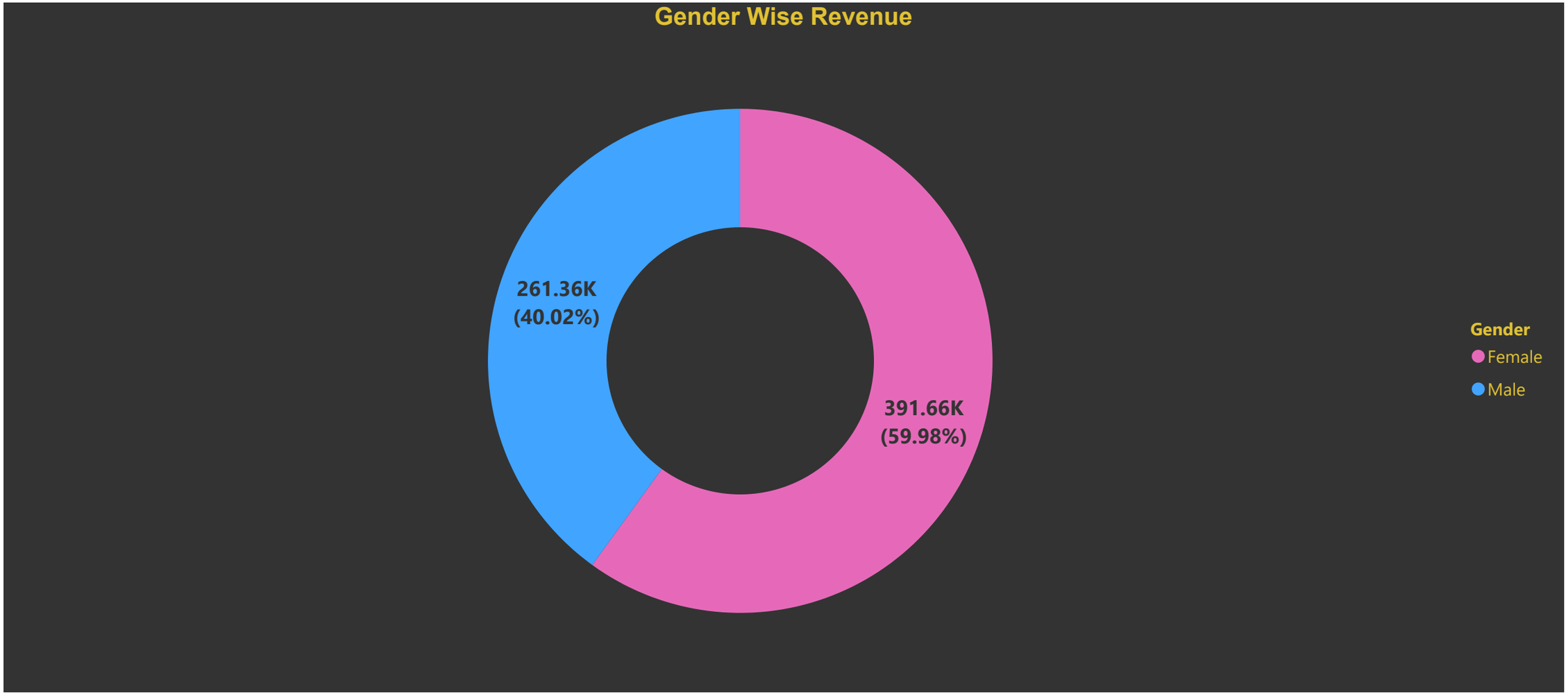
Shopping Distribution Gender Wise

Females have done maximum Shopping from Mall of Istanbul.
Maximum distribution is done to Females by all the malls.



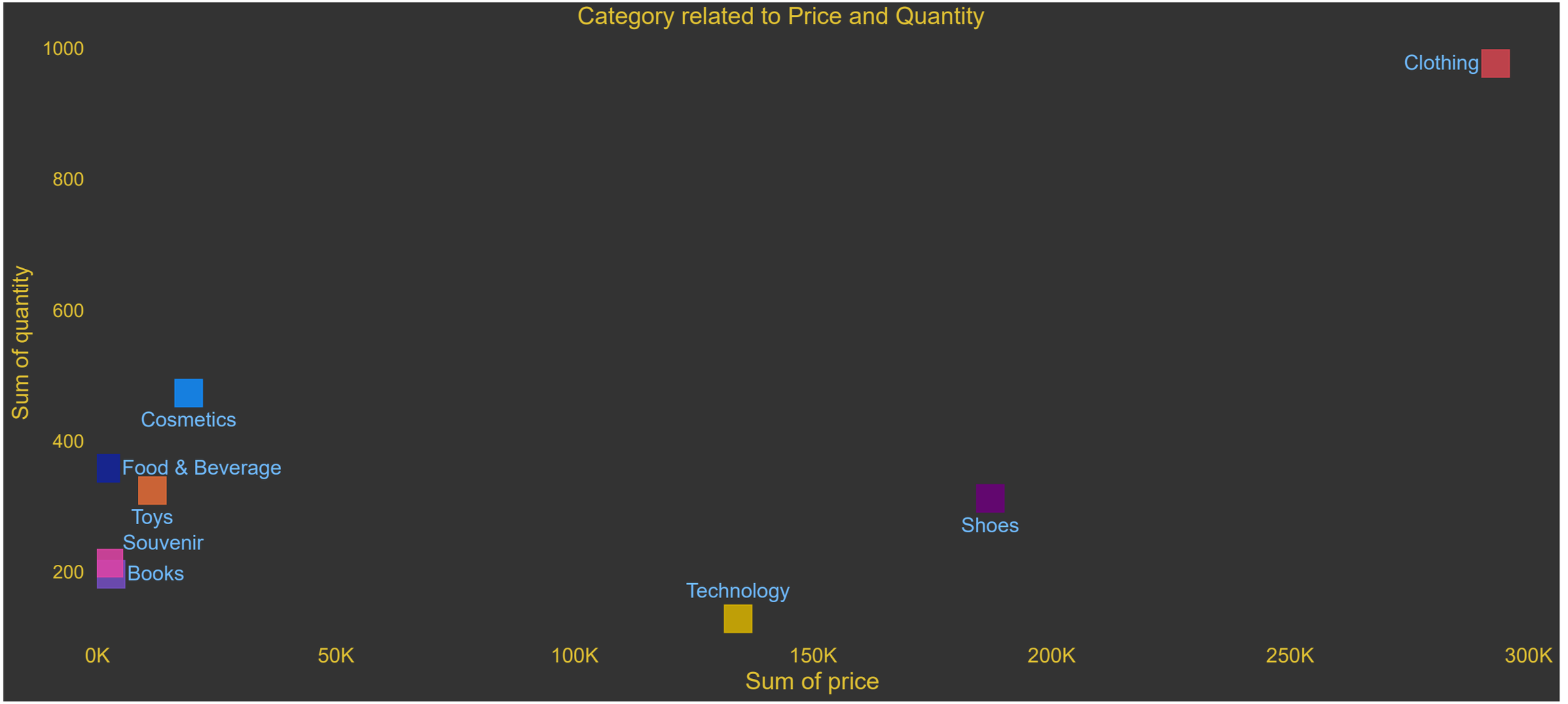
Gender Wise Sale

Shopping mall has sold more product to Females.
Female shopping is double the shopping of male in-terms of quantity.



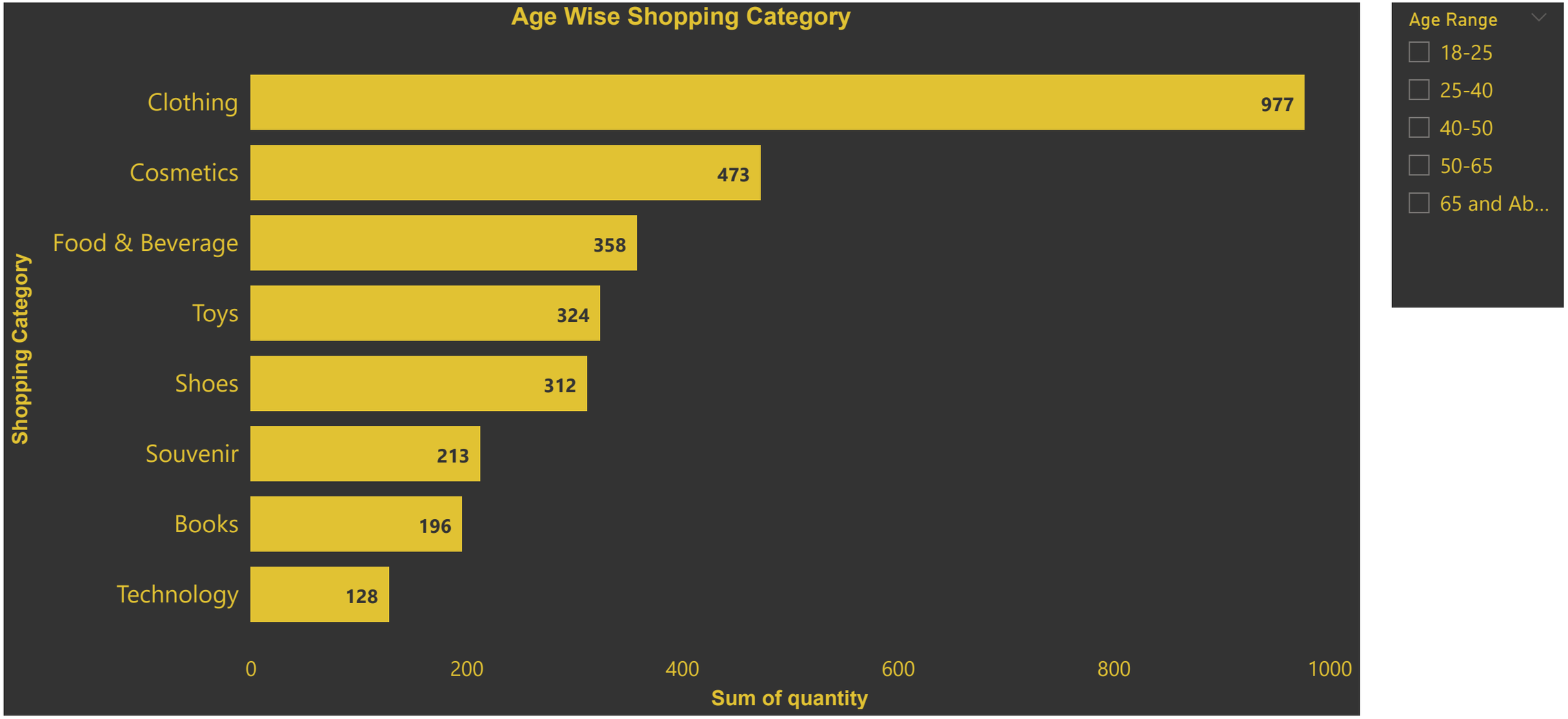
Gender Wise Revenue

Females have generated more revenue.
Females have done shopping of 3,91,660 however Males have done revenue of 2,61,360.
Females revenue is 19.98% more then Males.



Category Related to Price and Quantity

1. **Maximum sale and shopping category is by Clothing Brand.**
2. **Minimum sales and Shopping category is by Food and Beverages, Souvenir and Books.**

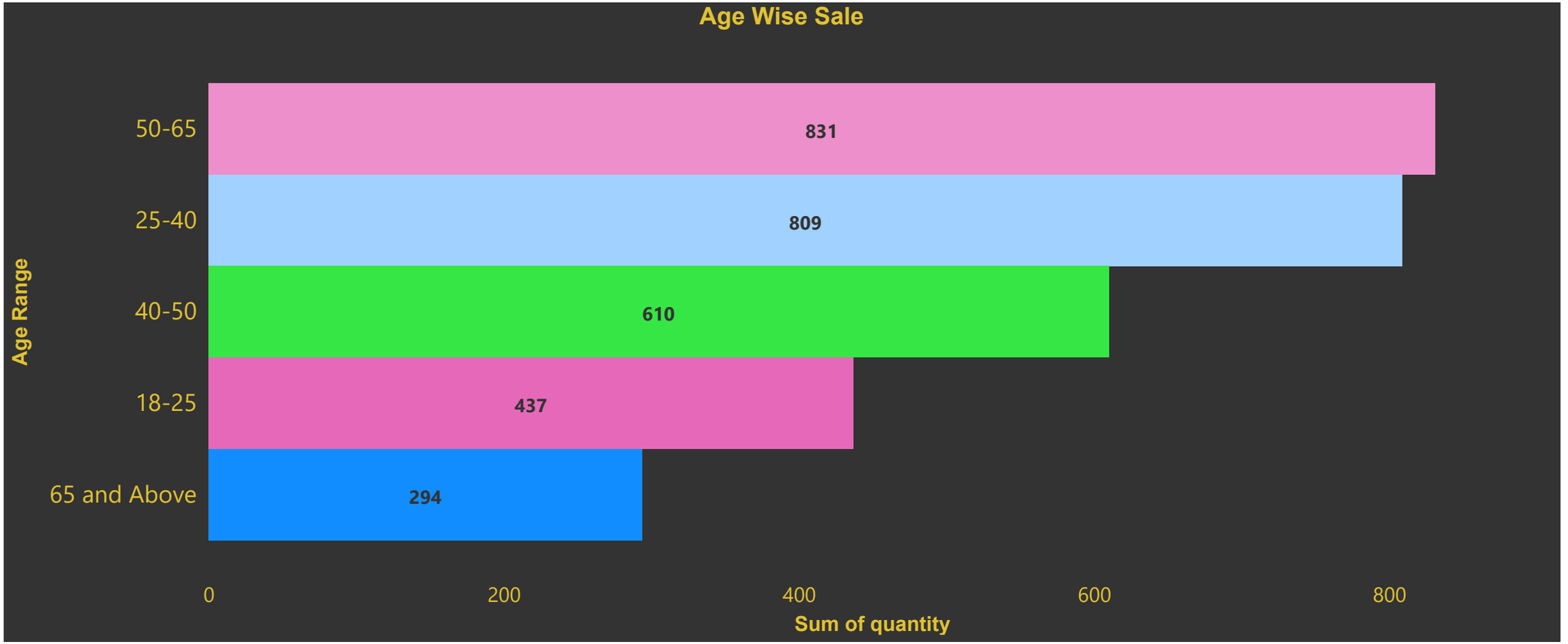


Shopping Distribution Age wise

All age category people have done maximum shopping in Clothing Category.

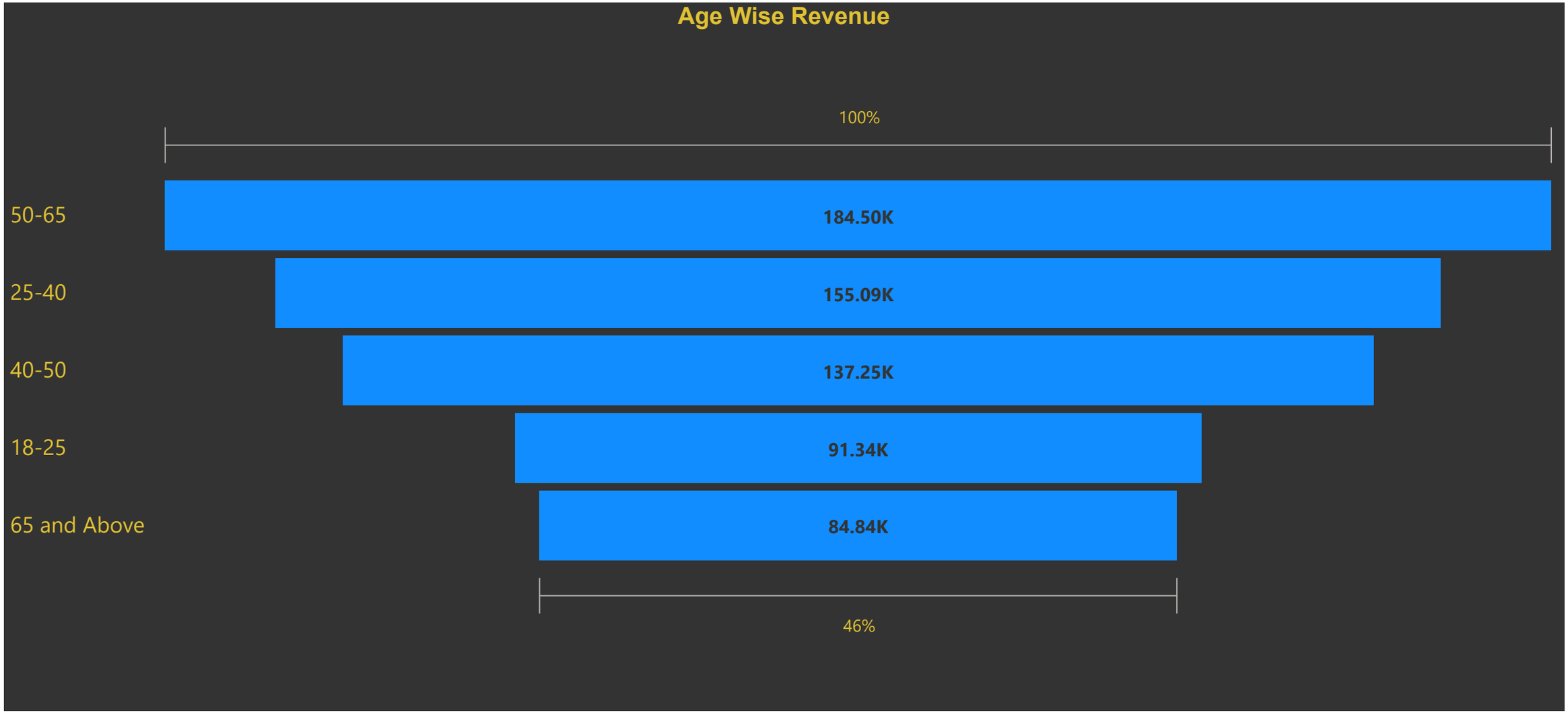
Age Wise Mall Distribution

Highest Shopping contribution was done by 50-65 age in Kanyon Mall.



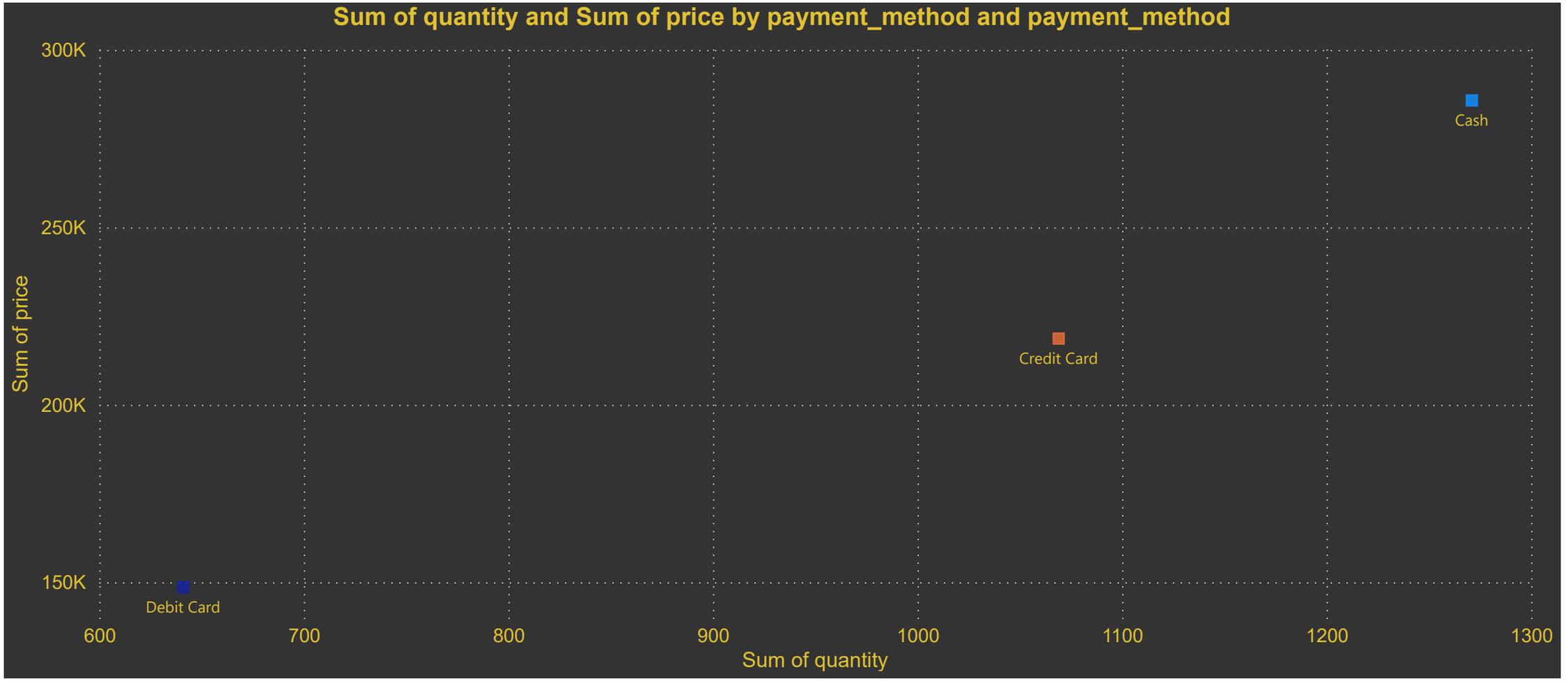
Product Sale by Age Category

Maximum product is sold to 50-65 age range.



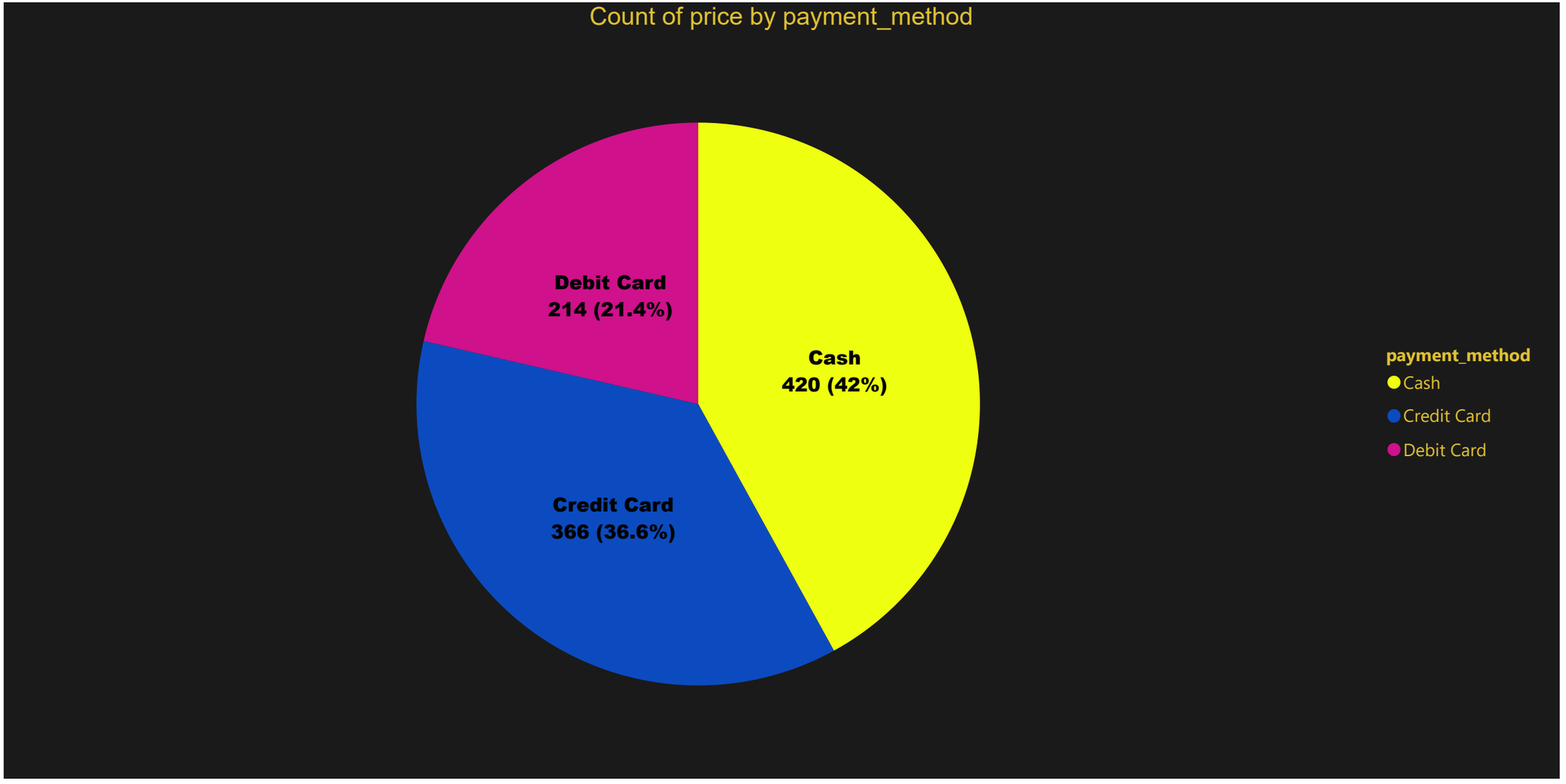
Age Wise Revenue

1. **184,502 Revenue is generated by age category of 50-65 which is the highest.**
2. **Lowest revenue is generated by Age Category 65 and above.**



Payment Method Quantity Wise

1.1271 items are purchased by Cash of 285769.
2.1069 items are purchased by Credit card of 218658.
3.641 items are purchased by Debit card of 148587.



Payment Wise Contribution

1. **Cash Payment is the highest payment mode.**
2. **Debit card payment is the just half the Cash payment.**
3. **Malls can offer more offers on plastic money to increase the mode of payment in Debit and Credit cards**

Project Insights:

1. Between the year 2021 to 2023, the percentage of Female Shopping was high. Contributing about(62%) of total sales.

2. Among 10 Shopping malls, Mall of Istanbul, Kanyan, Metrocity were the top 3 malls that has highest number of product sold.

3. The age group between 50-65 years have contributed most of the Revenue.

4. Cash Payment method is most used payment method among all other three payment method.

5. Mostly Clothing and Cosmetic category is the one which is purchased by both Gender.

Points of suggestion:

1. As most of the customer is Female, so we should attract Female customer more by Advertisement, Coupons, Offers.

2.More subcategories should be introduced in terms of clothing and cosmetic.

3. Malls should have more brands of clothing and cosmetic to attract more customers.
more brands of clothing and cosmetic to attract more customers.
4. Malls can offer more offers on plastic money to increase the mode of payment in Debit and Credit cards
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1. Credit cards