**1. Top-Selling Product Categories**

| **Product Category** | **Total Sales** | **Units Sold** | **Transactions** | **Avg Sale Value** |
| --- | --- | --- | --- | --- |
| **Electronics** | $156,905 | 849 | 342 | $459 |
| **Clothing** | $155,580 | 894 | 351 | $443 |
| **Beauty** | $143,515 | 771 | 307 | $467 |

* **Electronics** is the highest-grossing category by sales ($156.9k) but **Clothing** leads in units sold (894).
* **Beauty** has the highest average sale value per transaction ($467).
* Electronics and Clothing have a very similar total sales volume and transaction count, indicating both are core to the business.

**2. Customer Demographics**

**A. Gender Breakdown**

| **Gender** | **Total Sales** | **Transactions** | **Avg Sale Value** |
| --- | --- | --- | --- |
| Female | $232,840 | 510 | $457 |
| Male | $223,160 | 490 | $455 |

* **Females contribute slightly more** to sales and transaction counts than males.
* The average sale value is very similar for both genders.

**B. Age Group Breakdown**

| **Age Group** | **Total Sales** | **Transactions** | **Avg Sale Value** |
| --- | --- | --- | --- |
| <20 | $34,730 | 63 | $551 |
| 21-30 | $98,215 | 210 | $468 |
| 31-40 | $95,950 | 193 | $497 |
| 41-50 | $93,795 | 221 | $424 |
| 51+ | $133,310 | 313 | $426 |

* **Customers aged 51+** are the most valuable by total sales ($133.3k, 313 transactions), despite a lower average spend per sale ($426).
* **Younger customers (<20)** have the highest average spend per transaction ($551), though they make far fewer purchases.
* **The 21-40 age groups** are strong performers, each contributing nearly $100k in sales.

**3. Purchasing Trends Over Time**

| **Month** | **Total Sales** | **Transactions** |
| --- | --- | --- |
| Jan 2023 | $35,450 | 76 |
| Feb 2023 | $44,060 | 85 |
| Mar 2023 | $28,990 | 73 |
| Apr 2023 | $33,870 | 86 |
| May 2023 | **$53,150** | **105** |
| Jun 2023 | $36,715 | 77 |
| Jul 2023 | $35,465 | 72 |
| Aug 2023 | $36,960 | 94 |
| Sep 2023 | $23,620 | 65 |
| Oct 2023 | $46,580 | 96 |
| Nov 2023 | $34,920 | 78 |
| Dec 2023 | $44,690 | 91 |
| Jan 2024 | $1,530 | 2 |

* **Peak Month:** **May 2023** saw the highest sales and transaction count ($53,150, 105 transactions).
* **October and February** also show strong performance ($46,580 and $44,060 sales).
* **Sales dip** notably in September ($23,620, lowest outside of incomplete Jan 2024 data).
* **Seasonal pattern:** Sales increase in spring (May), decline after summer, and rise again towards the year-end (October–December).

**Key Insights & Trends**

* **Electronics and Clothing** drive the highest sales and transactions, but Beauty leads on average value per transaction.
* **Females slightly outspend males** and are responsible for more transactions.
* **Customers aged 51+** are the most active group by sales and number of purchases, but the youngest group (<20) spends more per transaction.
* **May is the top month** for both sales and transaction count, with strong months also seen in February, October, and December.
* **There are visible seasonal peaks** (spring and year-end), with slower sales in late summer/early autumn.

**1. Top-Selling Product Categories**

| **Product Category** | **Total Sales** | **Units Sold** | **Transactions** | **Avg Sale Value** |
| --- | --- | --- | --- | --- |
| **Electronics** | $156,905 | 849 | 342 | $459 |
| **Clothing** | $155,580 | 894 | 351 | $443 |
| **Beauty** | $143,515 | 771 | 307 | $467 |

* **Electronics** is the highest-grossing category by sales ($156.9k) but **Clothing** leads in units sold (894).
* **Beauty** has the highest average sale value per transaction ($467).
* Electronics and Clothing have a very similar total sales volume and transaction count, indicating both are core to the business.

**2. Customer Demographics**

**A. Gender Breakdown**

| **Gender** | **Total Sales** | **Transactions** | **Avg Sale Value** |
| --- | --- | --- | --- |
| Female | $232,840 | 510 | $457 |
| Male | $223,160 | 490 | $455 |

* **Females contribute slightly more** to sales and transaction counts than males.
* The average sale value is very similar for both genders.

**B. Age Group Breakdown**

| **Age Group** | **Total Sales** | **Transactions** | **Avg Sale Value** |
| --- | --- | --- | --- |
| <20 | $34,730 | 63 | $551 |
| 21-30 | $98,215 | 210 | $468 |
| 31-40 | $95,950 | 193 | $497 |
| 41-50 | $93,795 | 221 | $424 |
| 51+ | $133,310 | 313 | $426 |

* **Customers aged 51+** are the most valuable by total sales ($133.3k, 313 transactions), despite a lower average spend per sale ($426).
* **Younger customers (<20)** have the highest average spend per transaction ($551), though they make far fewer purchases.
* **The 21-40 age groups** are strong performers, each contributing nearly $100k in sales.

**3. Purchasing Trends Over Time**

| **Month** | **Total Sales** | **Transactions** |
| --- | --- | --- |
| Jan 2023 | $35,450 | 76 |
| Feb 2023 | $44,060 | 85 |
| Mar 2023 | $28,990 | 73 |
| Apr 2023 | $33,870 | 86 |
| May 2023 | **$53,150** | **105** |
| Jun 2023 | $36,715 | 77 |
| Jul 2023 | $35,465 | 72 |
| Aug 2023 | $36,960 | 94 |
| Sep 2023 | $23,620 | 65 |
| Oct 2023 | $46,580 | 96 |
| Nov 2023 | $34,920 | 78 |
| Dec 2023 | $44,690 | 91 |
| Jan 2024 | $1,530 | 2 |

* **Peak Month:** **May 2023** saw the highest sales and transaction count ($53,150, 105 transactions).
* **October and February** also show strong performance ($46,580 and $44,060 sales).
* **Sales dip** notably in September ($23,620, lowest outside of incomplete Jan 2024 data).
* **Seasonal pattern:** Sales increase in spring (May), decline after summer, and rise again towards the year-end (October–December).

**Key Insights & Trends**

* **Electronics and Clothing** drive the highest sales and transactions, but Beauty leads on average value per transaction.
* **Females slightly outspend males** and are responsible for more transactions.
* **Customers aged 51+** are the most active group by sales and number of purchases, but the youngest group (<20) spends more per transaction.
* **May is the top month** for both sales and transaction count, with strong months also seen in February, October, and December.
* **There are visible seasonal peaks** (spring and year-end), with slower sales in late summer/early autumn.