



# Christmas Sales & Trends

Year  
All

Gender  
All

10K  
Total Transactions

\$1.65M  
Total Sales

30K  
Quantity Sold

5  
Categories

500  
Total Customers

3  
Avg. Customer Rating

3  
Avg. Delivery Time

## Sales Analysis



Electronics

\$3,36,650.28



Decorations

\$3,23,813.08



Food

\$3,32,606.93



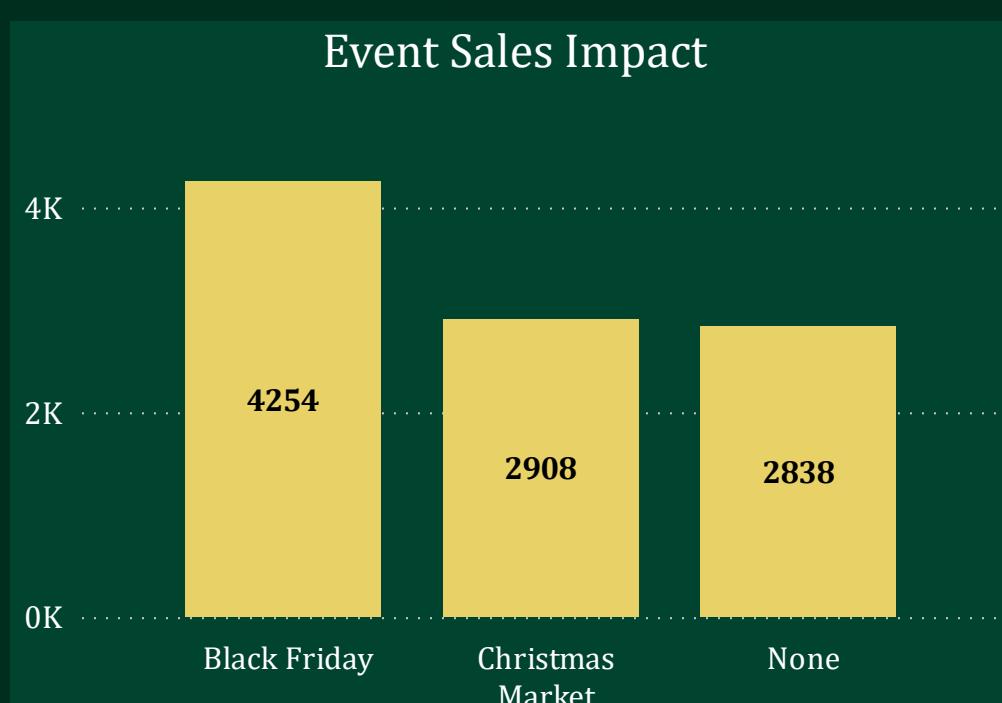
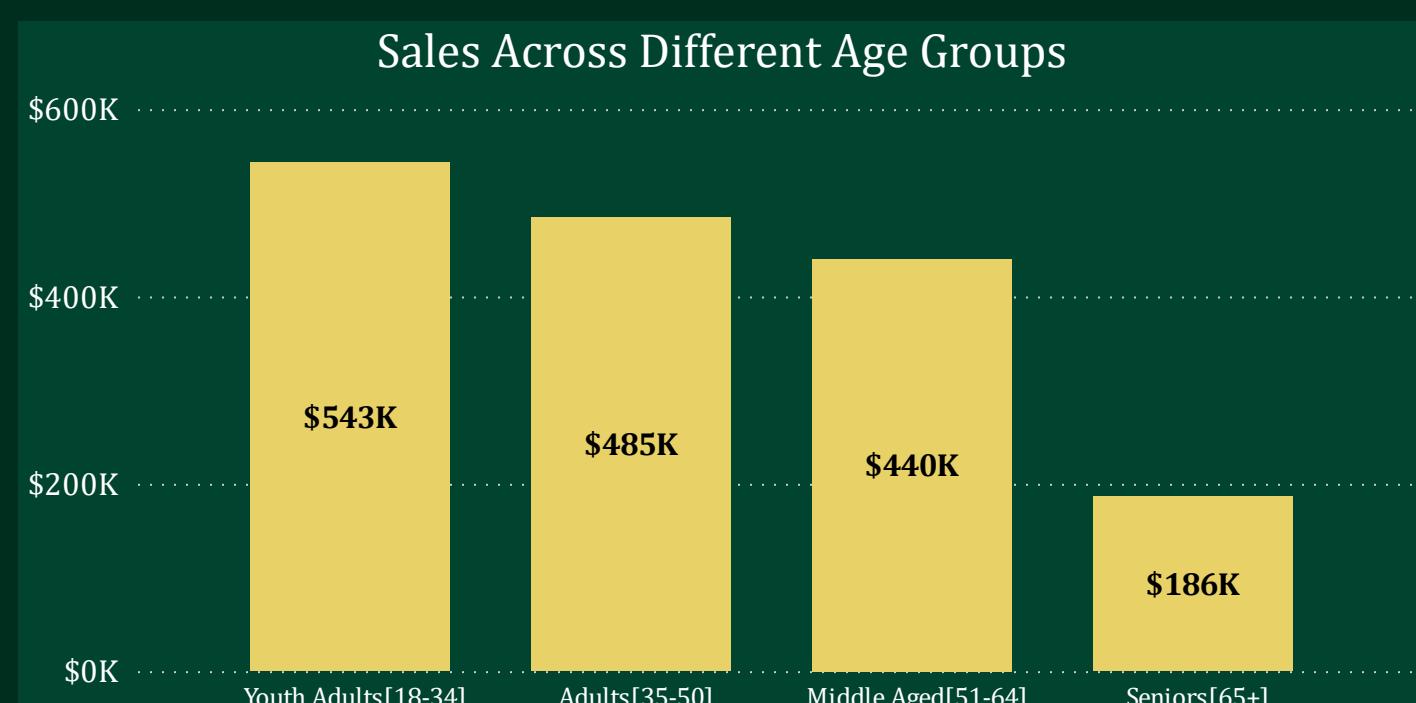
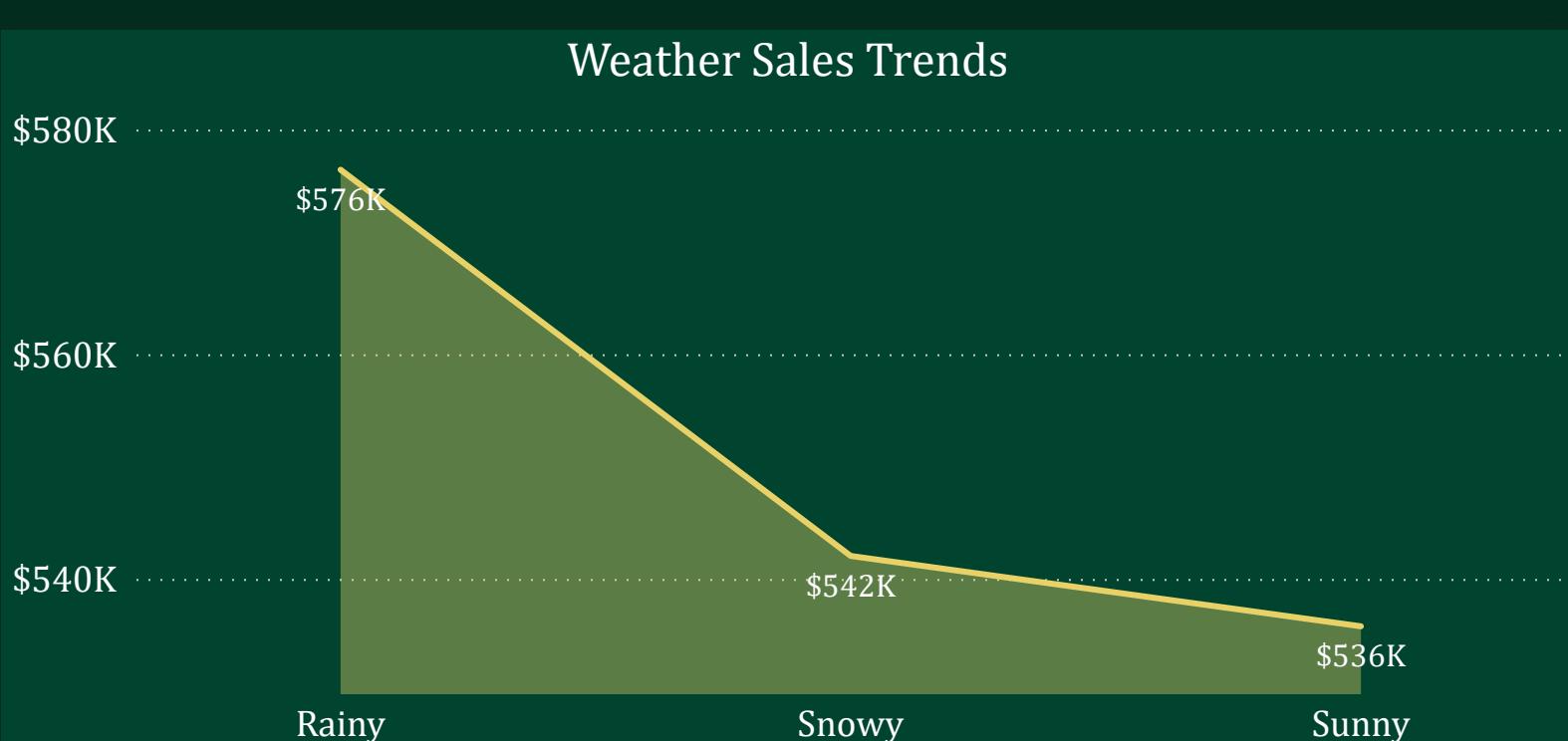
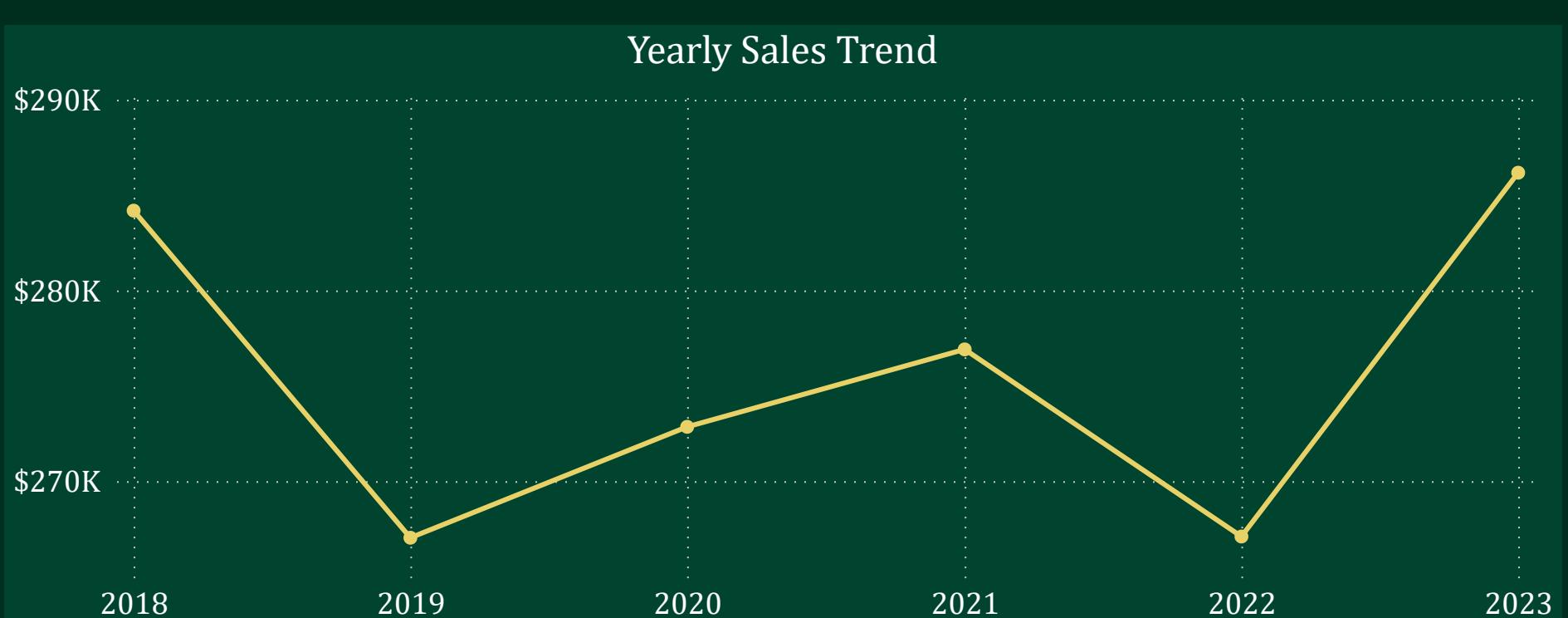
Toys

\$3,40,313.23

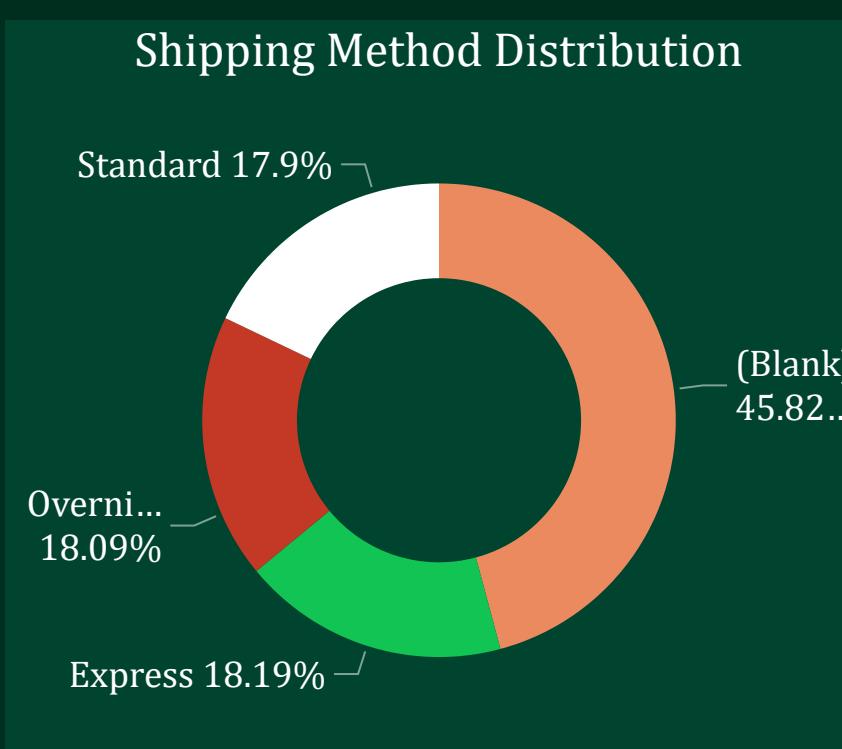
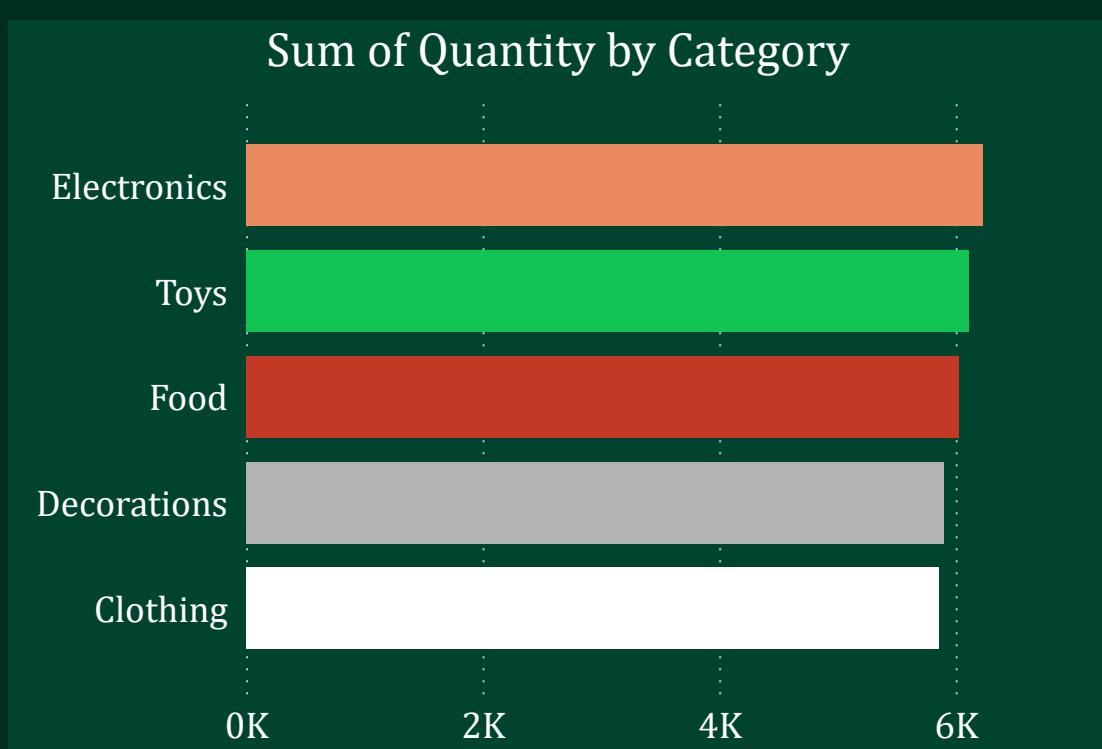
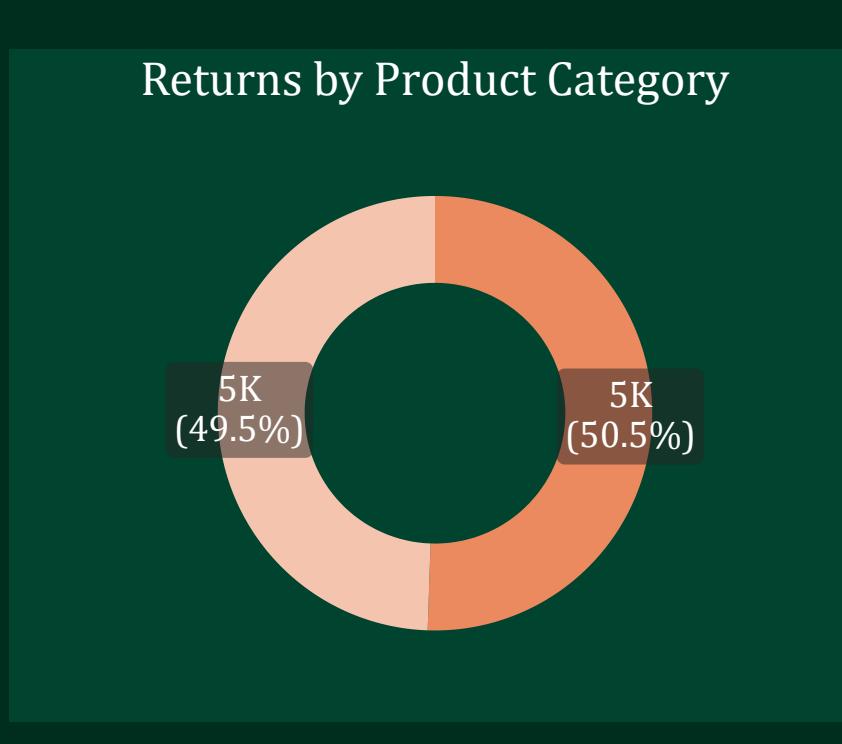
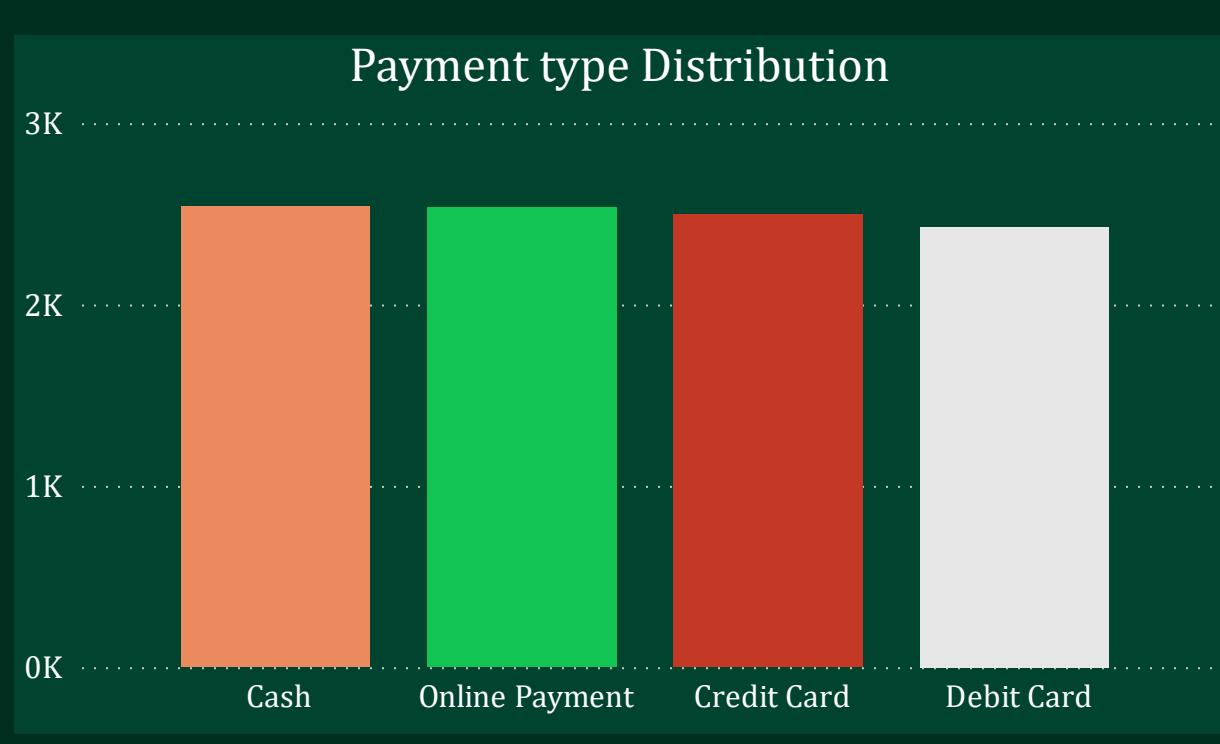
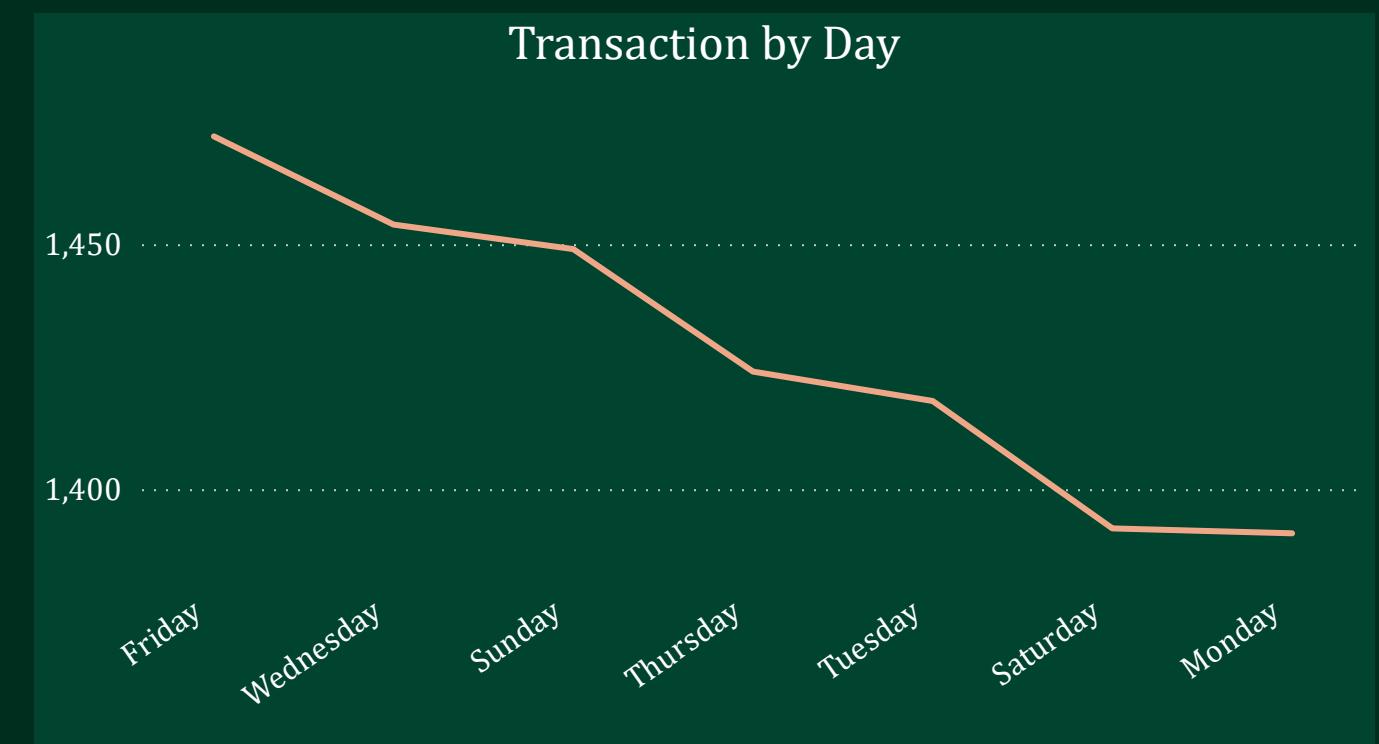


Clothing

\$16,54,260.15



## Order Analysis



## Insights :

- 2023 showed much higher sales growth trend compared to previous years.
- Payment wise we can analyze on Black Friday event payments are higher in Credit card mode with customers buying more due to better offers.
- Total sales was 1.66M with over 30,000 quantity of products sold through 500 customers in 10,000 different transactions.
- People preferred to purchase online as they get discounts and promotions and also they get delivery in approximately 3 days.
- Electronics is the most preferred category followed by toys
- The majority of transactions took place on Friday and wednesday.

