



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

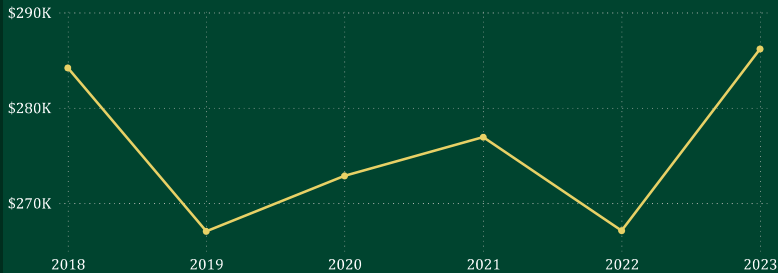
\$3,40,313.23



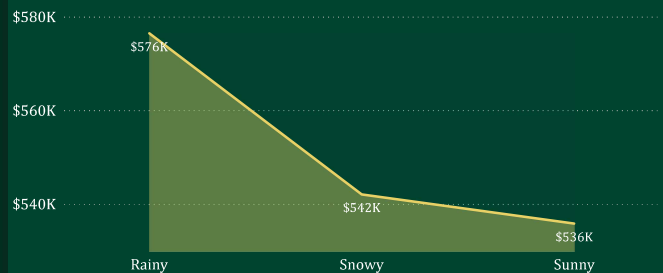
Clothing

\$16,54,260.15

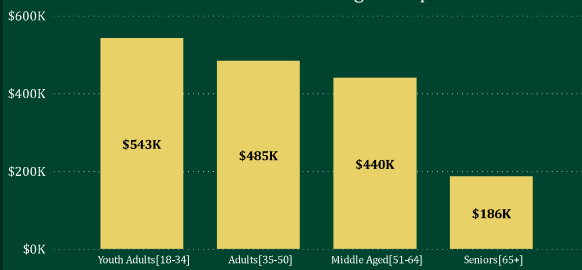
Yearly Sales Trend



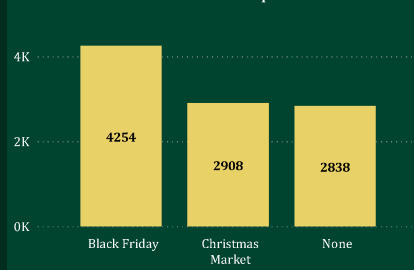
Weather Sales Trends



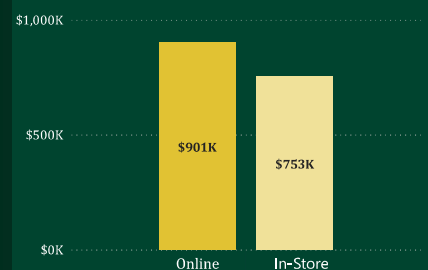
Sales Across Different Age Groups



Event Sales Impact

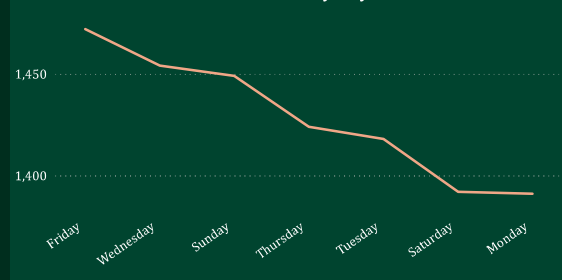


Online vs. In-Store Sales

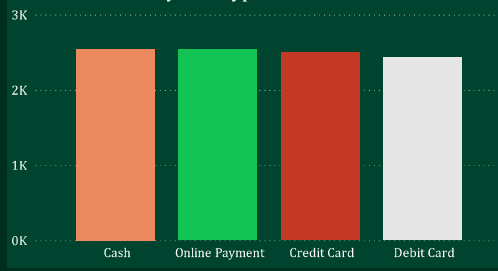


Order Analysis

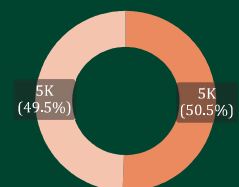
Transaction by Day



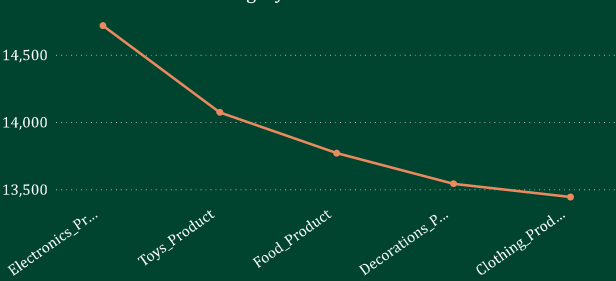
Payment type Distribution



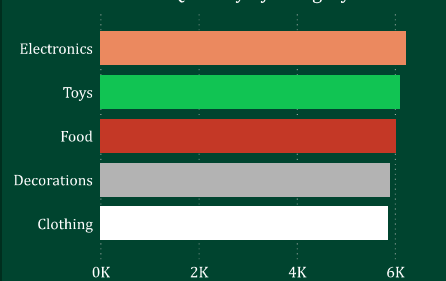
Returns by Product Category



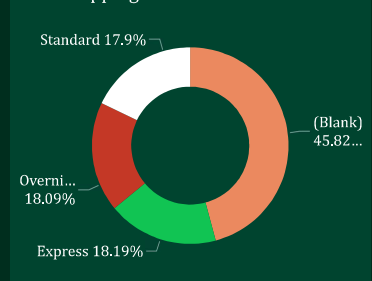
Product Category wise Discount Amount



Sum of Quantity by Category



Shipping Method Distribution



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 Mondays and Wednesdays.

