Summary of key insights from each dashboard - **Shopping_Trends_Dashboards**

1. Sales Summary Dashboard

This dashboard reveals that **total revenue reached R233.1K** across **3.9K customers**, with notable variation by location and month. States like **Montana, Illinois, and California** consistently generated higher revenue, especially during **January to June**, suggesting seasonal or regional purchasing spikes. The **Revenue by Month and Location** graph highlights geographic and temporal trends that could inform targeted promotions.

The **Payment Method by Revenue** chart shows a fairly even distribution across methods, with **Credit Card, PayPal, Debit Card, and Bank Transfer** each contributing around 16–17% of total revenue. This suggests a diverse customer base with varied payment preferences. Meanwhile, the **Shipping Type vs Spend Bucket** graph indicates that **Free Shipping and Express options** are popular among high-spending customers, implying that premium delivery options may correlate with higher transaction values.

2. Demographic Analysis Dashboard

The **Age Group by Revenue** graph shows that **Youth (24.6%) and Adults (38%)** are the most lucrative segments, while **Seniors and Elders** contribute less. This insight can guide product targeting and marketing tone. The **Revenue by Age Group and Frequency of Purchases** chart reveals that **Weekly and Monthly shoppers**—especially in the Adult and Youth categories—drive the bulk of revenue, suggesting that frequent buyers are key revenue generators.

Gender distribution is skewed, with **Male customers making up 68%** of the base, indicating a strong female-driven market. The **Revenue Over Time by Age Group** graph shows consistent performance from Adults and Youth across months, while Elders and Seniors show more sporadic engagement. These trends can inform age-specific campaigns and loyalty programs.

3. Promotional Analysis Dashboard

The **Promo Code Usage by Month** graph shows a steady increase in promo engagement, with **May and June** seeing the highest number of customers using codes. This suggests that promotions are most effective during mid-year periods. The **Discount Applied by Number of Customers** pie chart shows that **57% of customers did not use discounts**, indicating strong price sensitivity.

The **Revenue by Item Purchased and Discount Applied** graph reveals that items like **Dresses, Blouses, and Jewelry** generate substantial revenue even when discounted, suggesting these categories are both popular and responsive to price incentives. This insight can guide future discount strategies and inventory planning.

4. Product Analysis Dashboard

The **Purchase Amount by Item and Color** graph shows that **Black, Silver, and Gray items**—especially **Backpacks, Dresses, and Coats**—are top performers in terms of revenue. This suggests a preference for neutral tones in high-value purchases. The **Size by Purchase Amount** chart indicates that **Large (L) and Extra Large (XL)** sizes dominate spending, which may reflect inventory demand trends.

The **Purchase Amount Over Time by Category** graph shows that **Clothing and Accessories** consistently outperform **Footwear and Outerwear**, especially in the first half of the year. This seasonal trend can inform stock rotation and promotional timing. Overall, the product dashboard offers actionable insights into color, size, and category preferences that can enhance merchandising decisions.