



# Data description

This dataset is a snapshot of a retail landscape, capturing essential attributes that drive retail operations and customer interactions.

# Middle Age Adults Lead in Purchase Frequency, While Adults Outspend Them: An Analytical Insight

Count of Transactions

Age Category ▼

Gender ▼

Male  
Female

Middle Age Adult(40-59)

Adult(20-39)

Senior Adult(60+)

Teen(16-19)

0 50 100 150 200 250

Total Amount

Age Category ▼

Gender ▼

Male  
Female

Adult(20-39)

Middle Age Adult(40-59)

Senior Adult(60+)

Teen(16-19)

0 20000 40000 60000 80000 100000 120000

Quantity

Age Category ▼

Gender ▼

Male  
Female

Middle Age Adult(40-59)

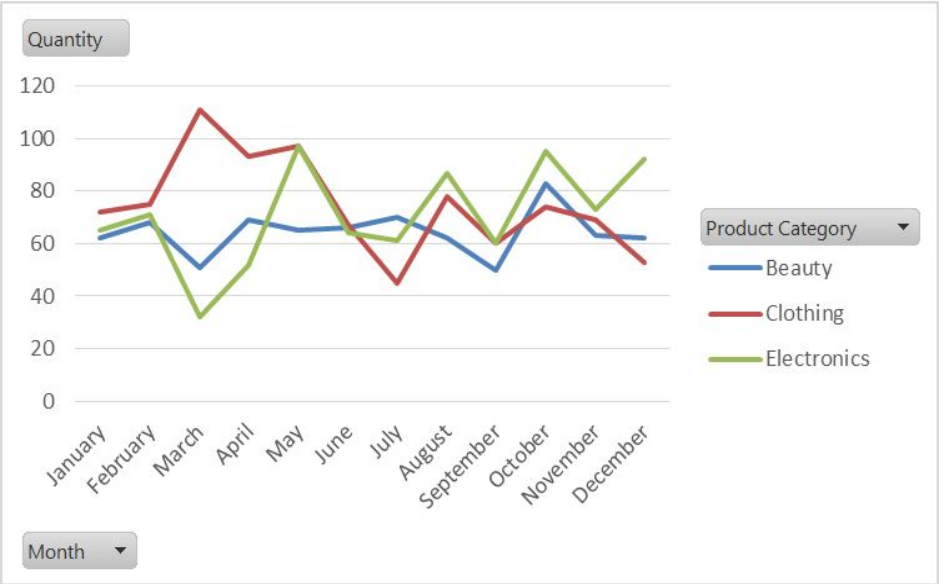
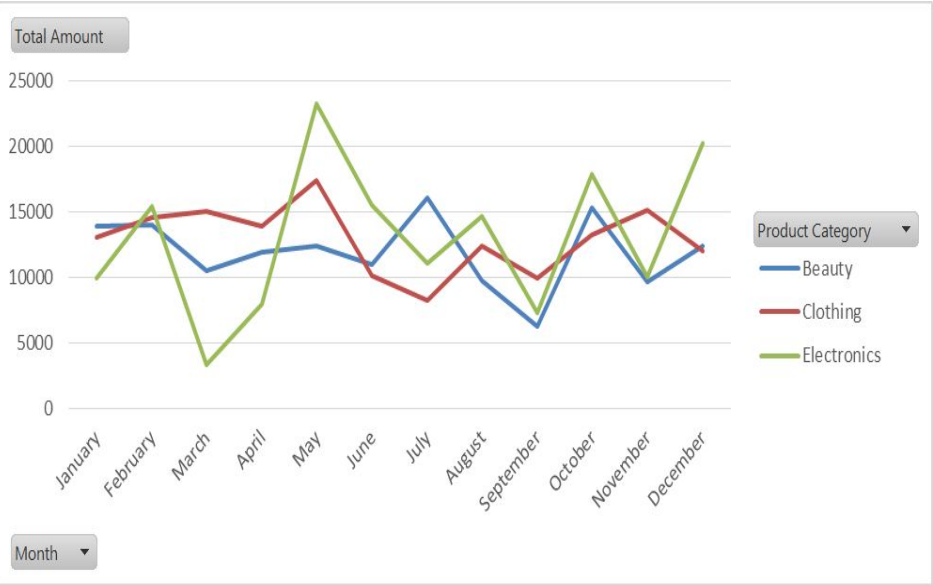
Adult(20-39)

Senior Adult(60+)

Teen(16-19)

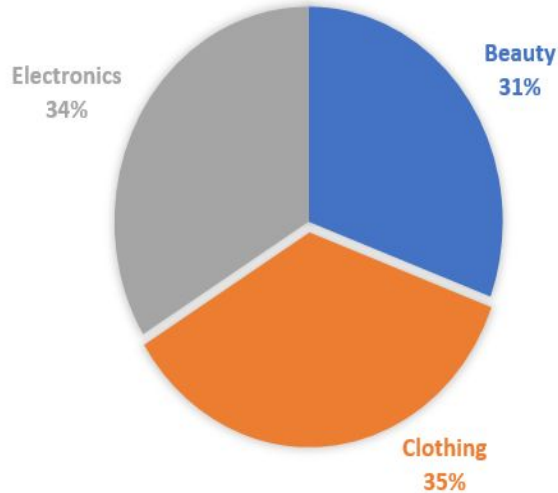
0 100 200 300 400 500 600 700

# Electronics: The Most Dynamic Product Category in Annual Sales

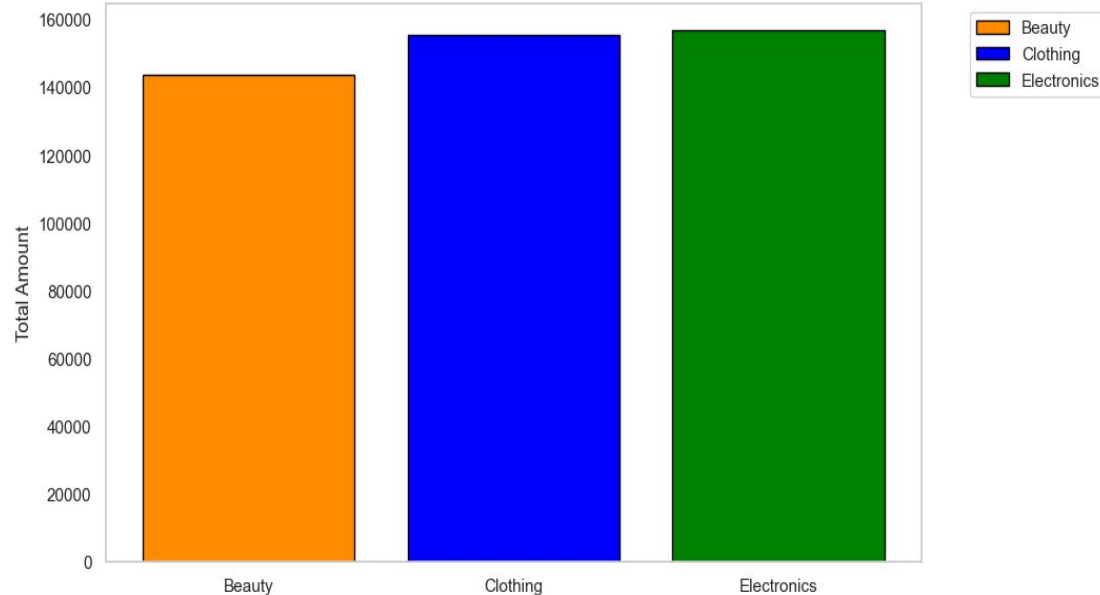


# Product category distribution by Quantity and Total Amount

**CLOTHING** CATEGORY PRODUCTS ARE THE MOST POPULAR AMONG CUSTOMERS (35.6%)

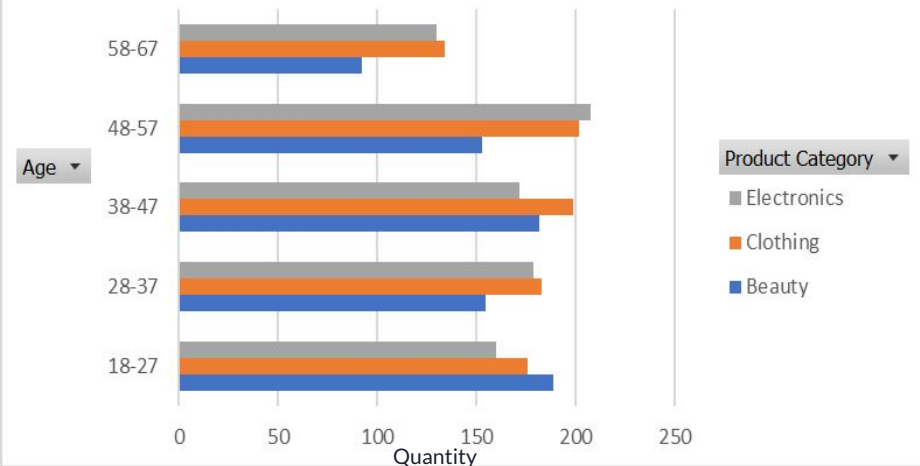


**Customers spend more on Electronics and Clothing**

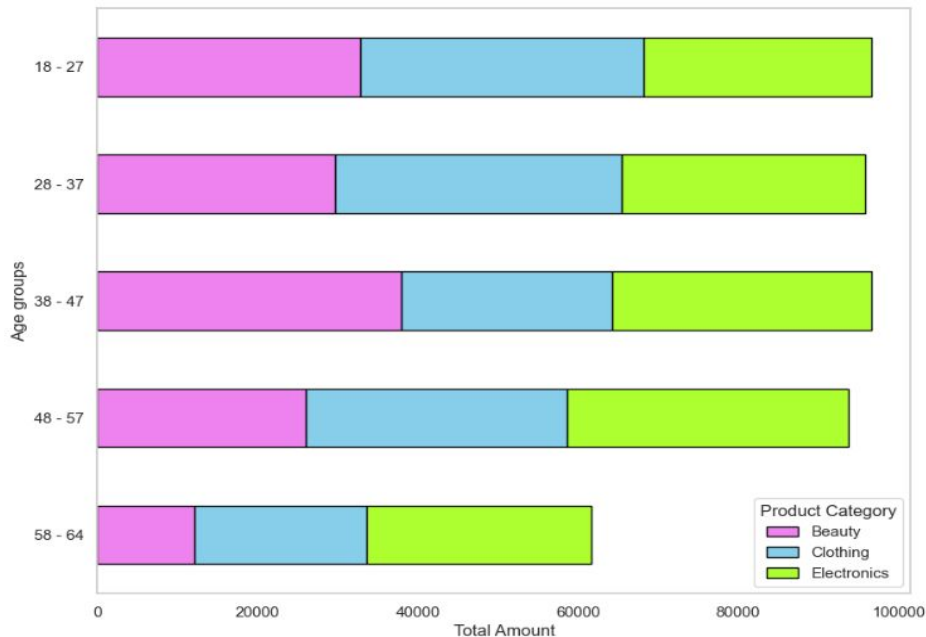


# The relationships between age, spending, and product preferences

Among the most purchasing age group (48-57)  
Electronics and Clothing are popular

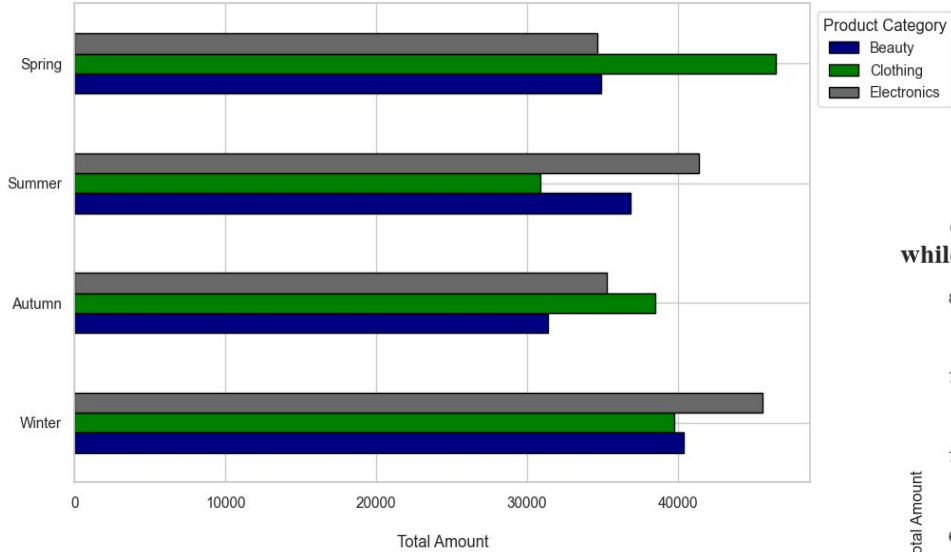


**The 58-64 age group has the lowest Total Amount spent compared to the other age groups.**

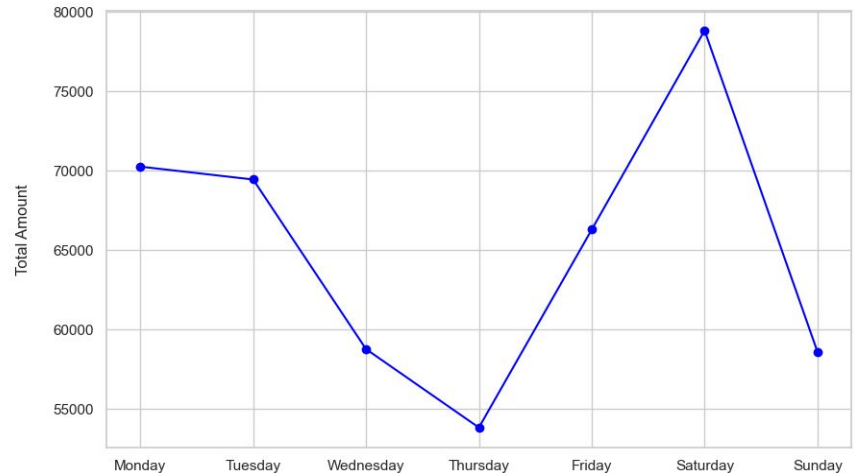


# Seasonal Spending Trends

**In SPRING and AUTUMN, people spend more money on "Clothing", while in SUMMER and WINTER, they spend more money on "Electronics".**

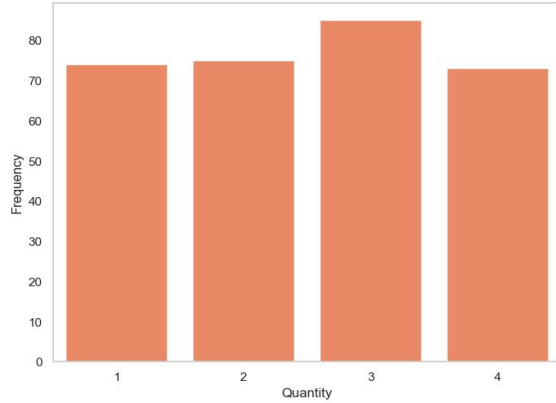


**On SATURDAY, the Total Amount is 21% higher than the weekly average, while on THURSDAY it is 17% lower than the weekly average throughout the year.**

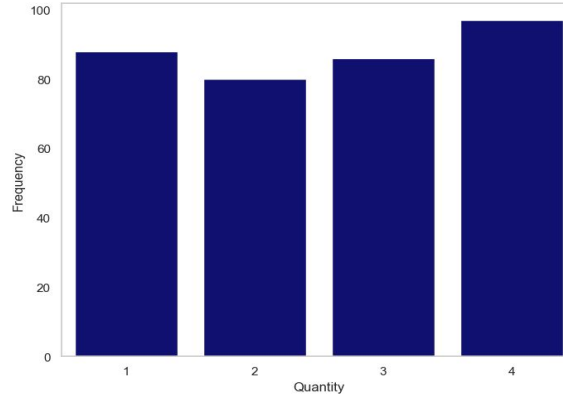


# Analyzing Purchase Patterns: Quantity Trends Across Categories.

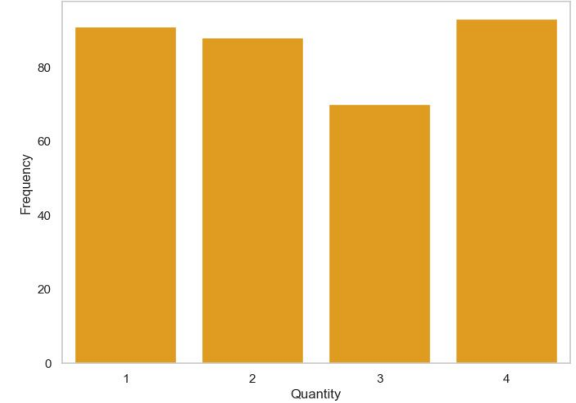
**The "BEAUTY" Category is Often Purchased in Sets of 3.**



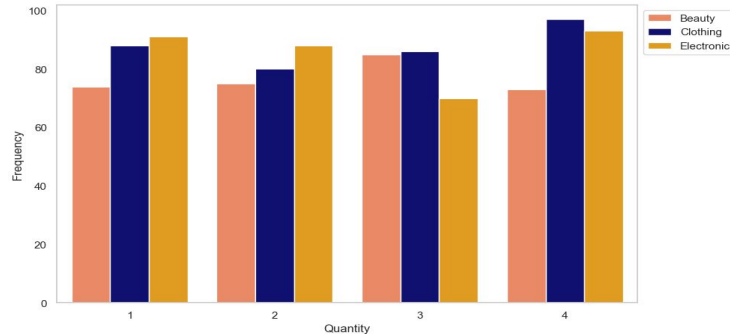
**The "CLOTHING" Category is Often Purchased in Sets of 4.**



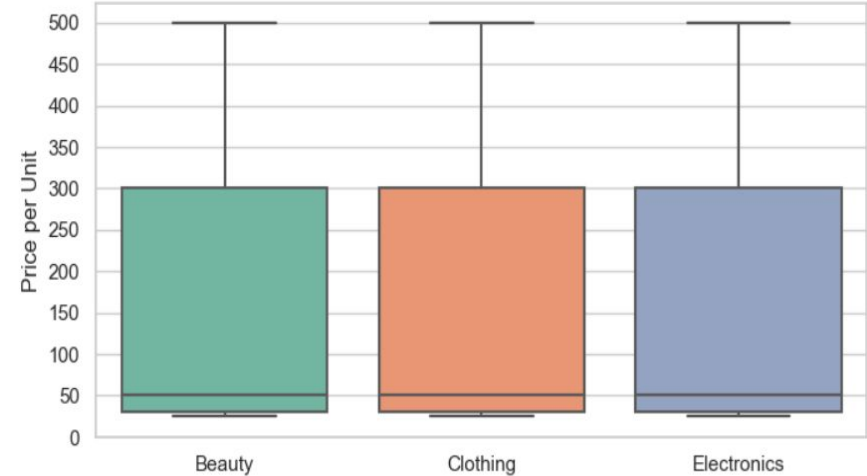
**The "ELECTRONICS" Category is Rarely Purchased in Sets of 3**



**Comparison of Purchase Frequency by Quantity for All Categories**



# Product Prices Across Categories Show Significant Variation



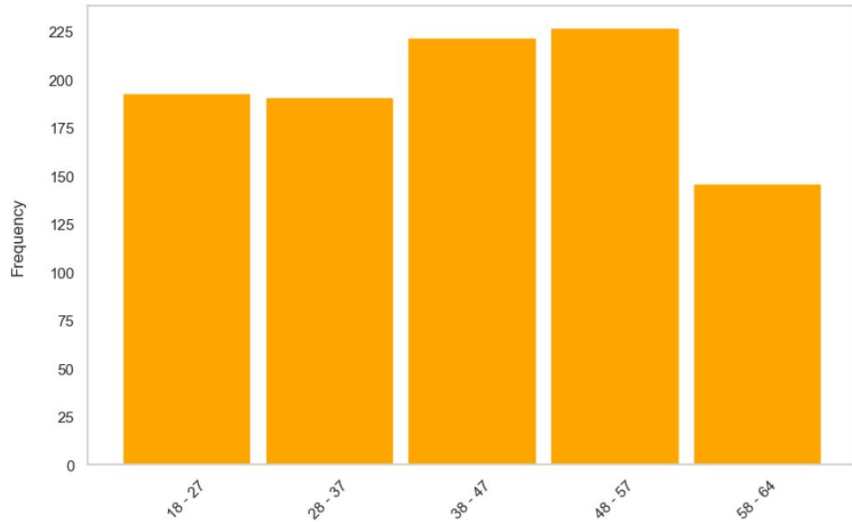
	Age	Quantity	Price per Unit	Total Amount
count	1000.00000	1000.000000	1000.000000	1000.000000
mean	41.39200	2.514000	179.890000	456.000000
std	13.68143	1.132734	189.681356	559.997632
min	18.00000	1.000000	25.000000	25.000000
25%	29.00000	1.000000	30.000000	60.000000
50%	42.00000	3.000000	50.000000	135.000000
75%	53.00000	4.000000	300.000000	900.000000
max	64.00000	4.000000	500.000000	2000.000000

Category	Price per Unit
Beauty	[25, 30, 50, 300, 500]
Clothing	[25, 30, 50, 300, 500]
Electronics	[25, 30, 50, 300, 500]

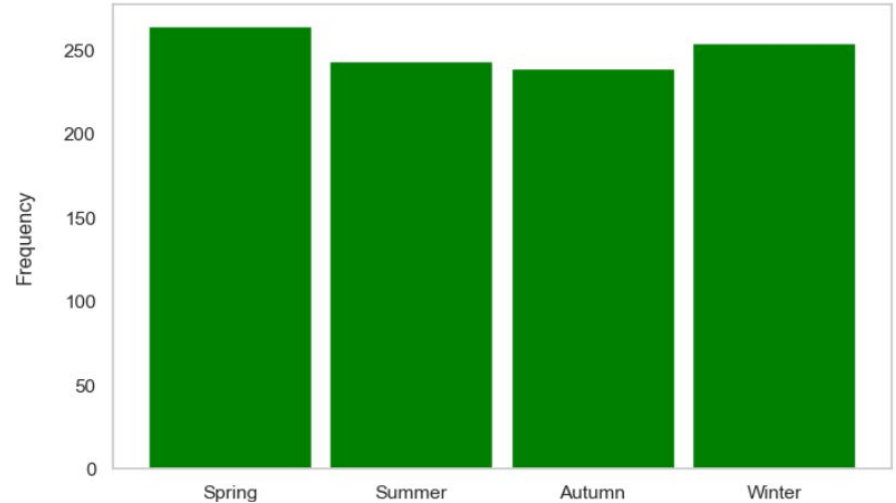


# Insights into Sales Quantities

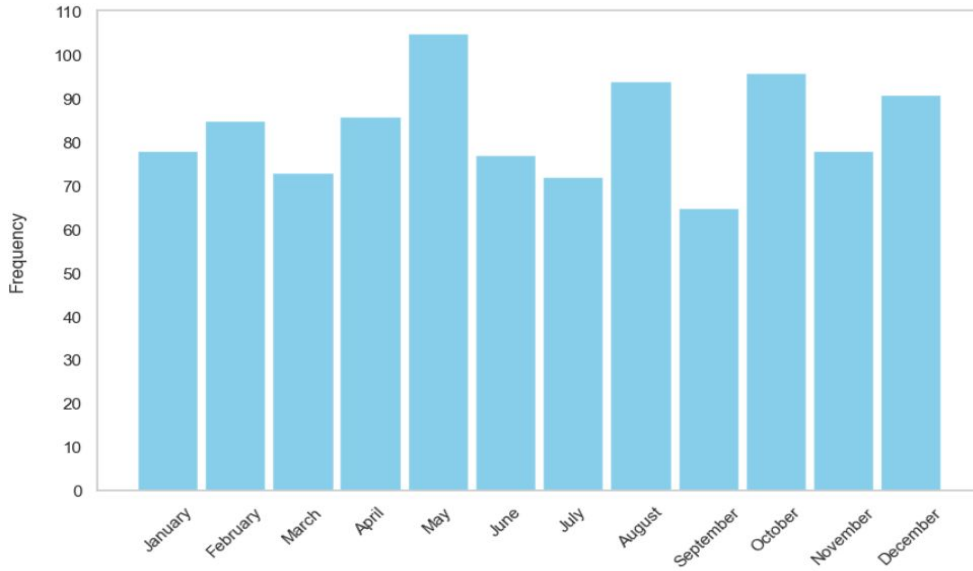
**Customers Aged 38-57 Lead in Purchase Volume**



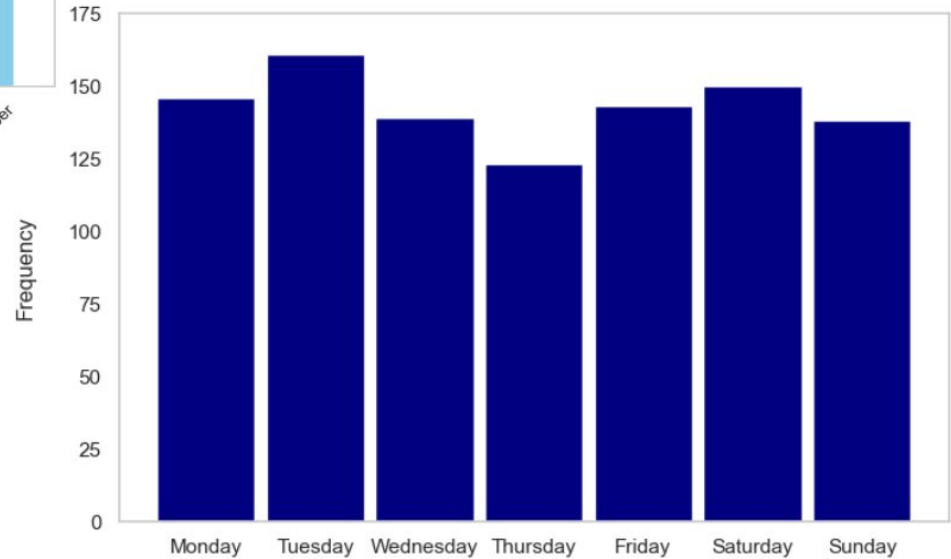
**Spring Tops Product Sales by Quantity**



**This Year's Sales Peaks:  
May, August, October, and December Lead in Quantity**



**TUESDAY Reigns Supreme: The Peak Sales Day by Year**



A blue parallelogram and a light green parallelogram are positioned in the top-left corner of the slide. The blue shape is partially behind the green one. Both shapes are oriented diagonally, with their longer sides running from the top-left towards the bottom-right.

# Thank you!

Questions?