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CHRISTMAS SALES AND TRENDS



The Christmas Sales and Trends Dashboard from [2018-2023] delivers vital insights to enhance business performance during the holiday season. The Christmas sales dashboards reveal a positive trend for 2023, with a total of 1.65 million & 30k products are sold-out in sales, exceeding previous years. Online sales continue to dominate, accounting for a significant portion of transactions. Gender analysis indicates that males accounted for 33.35% of total sales, while females contributed 33.18%. The breakdown by age range shows that the 41-55 age group contributed the most to sales, while the 55-70 age group had the highest average transaction value. Electronics, Toys remained the top-selling category, followed by food and decorations. Promotions played a significant role, with a higher average transaction value for items with promotions applied.

The data suggests that focusing on online sales channels and offering targeted promotions for high-demand categories will be key for future success. Additionally, leveraging data analytics to understand customer preferences and optimize inventory management will be crucial for maximizing sales during the holiday season.