CUSTOMER DATA ANALYSIS

category All ▾ | **gender** All ▾ | **payment_method** All ▾ | **shopping_mall** All ▾ | **Age Group** All ▾ | **Year** All ▾

INSIGHTS

Female customers contribute the majority of sales.

The **age group 46–60** is the highest revenue contributor.

Clothing Is the Most Purchased and Highest-Revenue Category.

Mall of Istanbul is the top-performing mall in both orders and revenue.

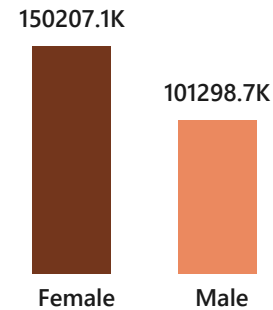| 2,51,505.79K	99457	298712	2,529
Total Revenue	Total Orders	Total Quantity	Average Order Value

Revenue by gender
- Female: 150207.1K
- Male: 101298.7K

Revenue by Age Group
- 46-60: 71.8M
- 36-45: 50.18M
- 26-35: 47.88M
- 60+: 43.52M
- 18-25: 38.12M

Revenue by category
- Clothing: 114M
- Shoes: 66.55M
- Technology: 57.86M
- Cosmetics: 6.79M
- Toys: 3.98M
- Food & Beverage: 0.85M
- Books: 0.83M
- Souvenir: 0.64M
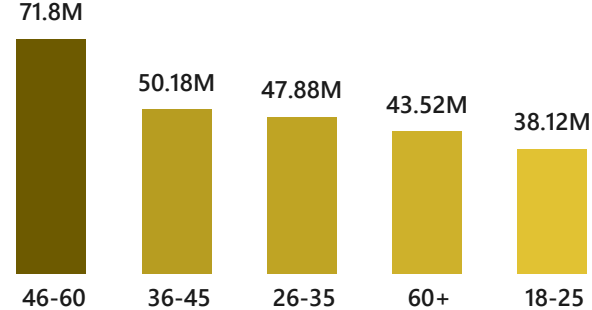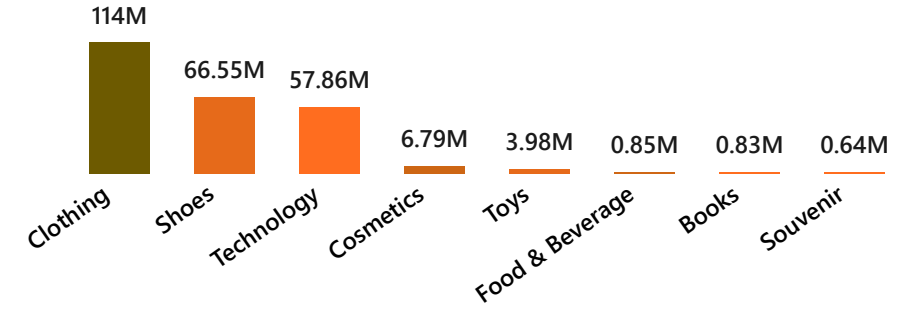
Quantity by age category and gender
● Female ● Male

Age	Female	Male
46-60	50808	34591
36-45	35345	23138
26-35	34269	22996
60+	30794	20743
18-25	27443	18585
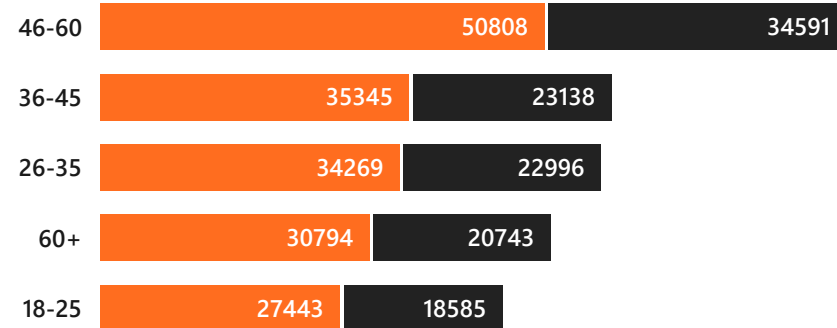
Revenue by payment_method
- Cash: 112832.24K (44.86%)
- Credit Card: 88077.12K (35.02%)
- Debit Card: 50596.43K (20.12%)

payment_meth... ● Cash ● Credit Card ● Debit Card
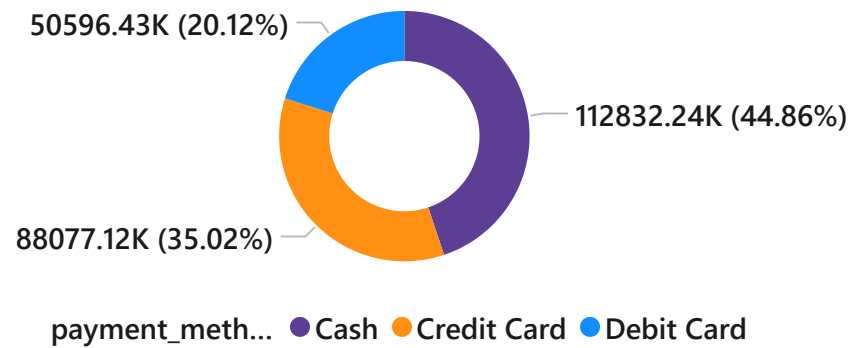
Total Orders by payment_method and gender
● Female ● Male

Payment method	Female	Male
Cash	27K	18K
Credit Card	21K	14K
Debit Card	12K	8K

Total Revenue by Year
- 2021: 114560.57K
- 2022: 115436.81K
- 2023: 21508.41K
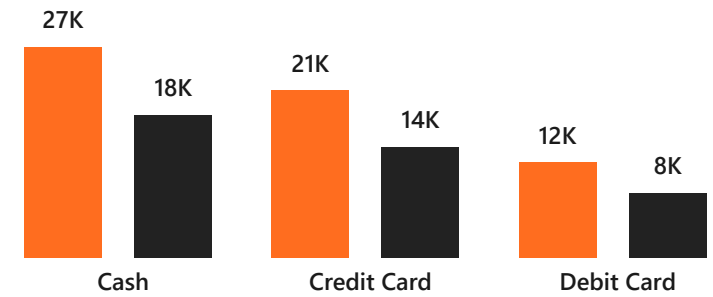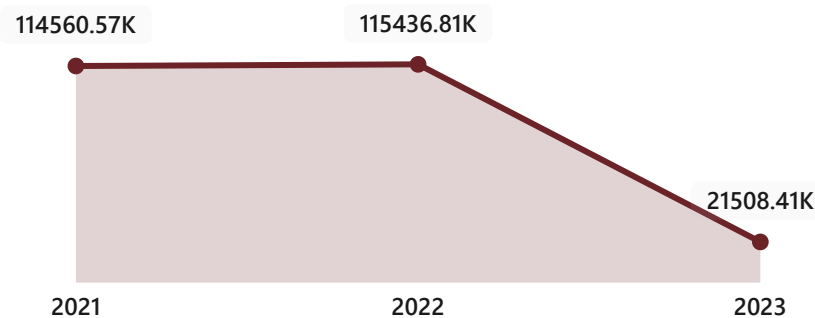
Revenue by shopping_mall
- Mall of Ist...: 50.87M
- Kanyon: 50.55M
- Metrocity: 37.3M
- Metropol AVM: 25.38M
- Istinye Park: 24.62M
- Zorlu Center: 12.9M
- Cevahir AVM: 12.65M
- Viaport Outlet: 12.52M
- Emaar Square Mall: 12.41M
- Forum Istanbul: 12.3M

Orders by shopping_mall
- Mall of Istanbul: 20K
- Kanyon: 20K
- Metrocity: 15K
- Metropol AVM: 10K
- Istinye Park: 10K
- Zorlu Center: 5K
- Cevahir AVM: 5K
- Forum Istanbul: 5K
- Viaport Outlet: 5K
- Emaar Square Mall: 5K