

# SALES ANALYSIS



# Content

- ▶ Introduction
- ▶ Effects of age and gender on purchasing behavior
- ▶ Effects of product category preference on purchasing behavior by age and gender
- ▶ Seasonality analysis
- ▶ Purchasing behavior analysis by product category and gender
- ▶ Effects of product category preference on purchasing behavior by age
- ▶ Distinct shopping behavior based on the number of items bought per transaction
- ▶ Product prices analysis within each category
- ▶ Suggestions



# Introduction

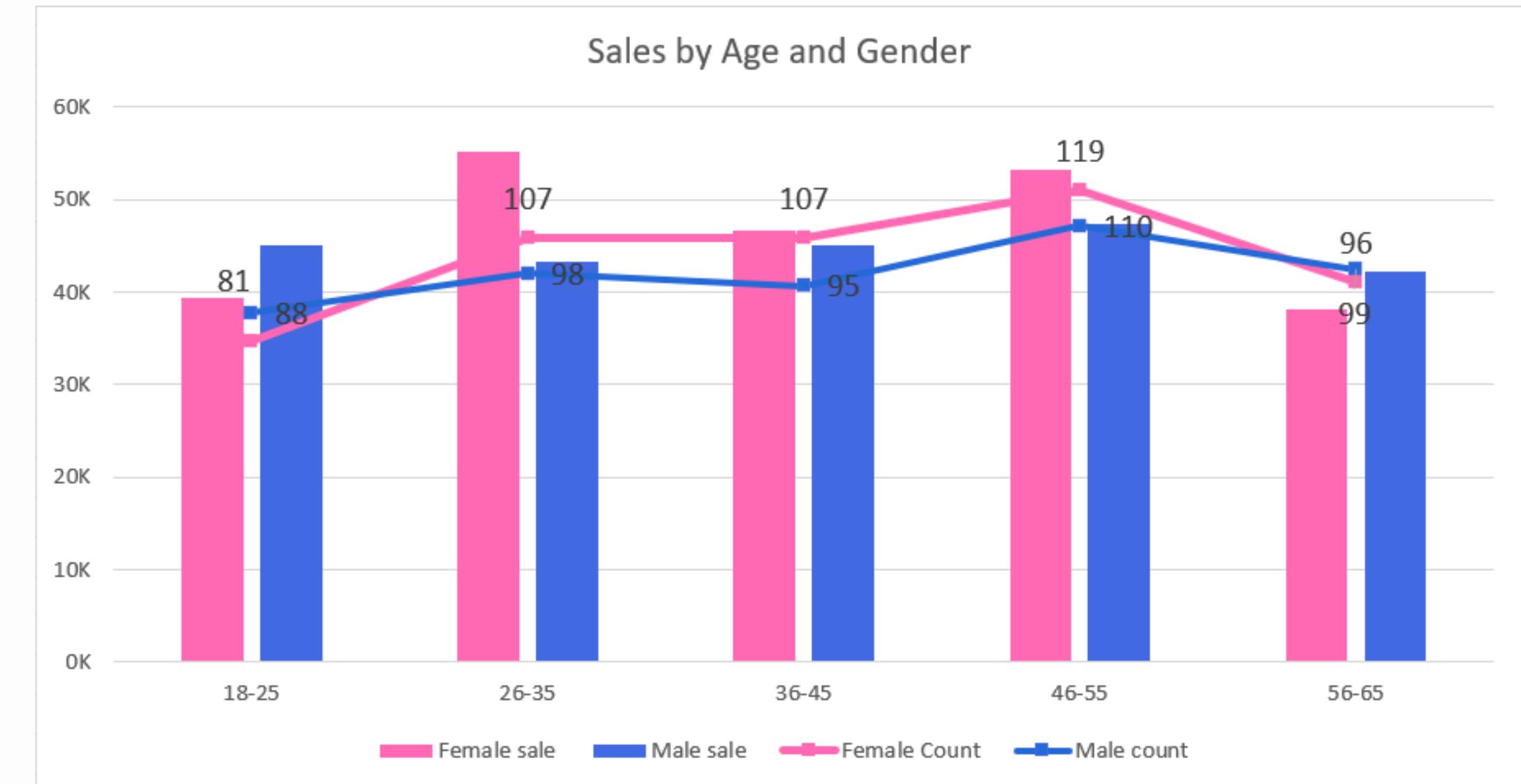
For the analysis, 1000 retail transactions from 2023, made by different customers, were categorized into the following 3 categories:

- Clothes
- Electronics
- Beauty accessories.

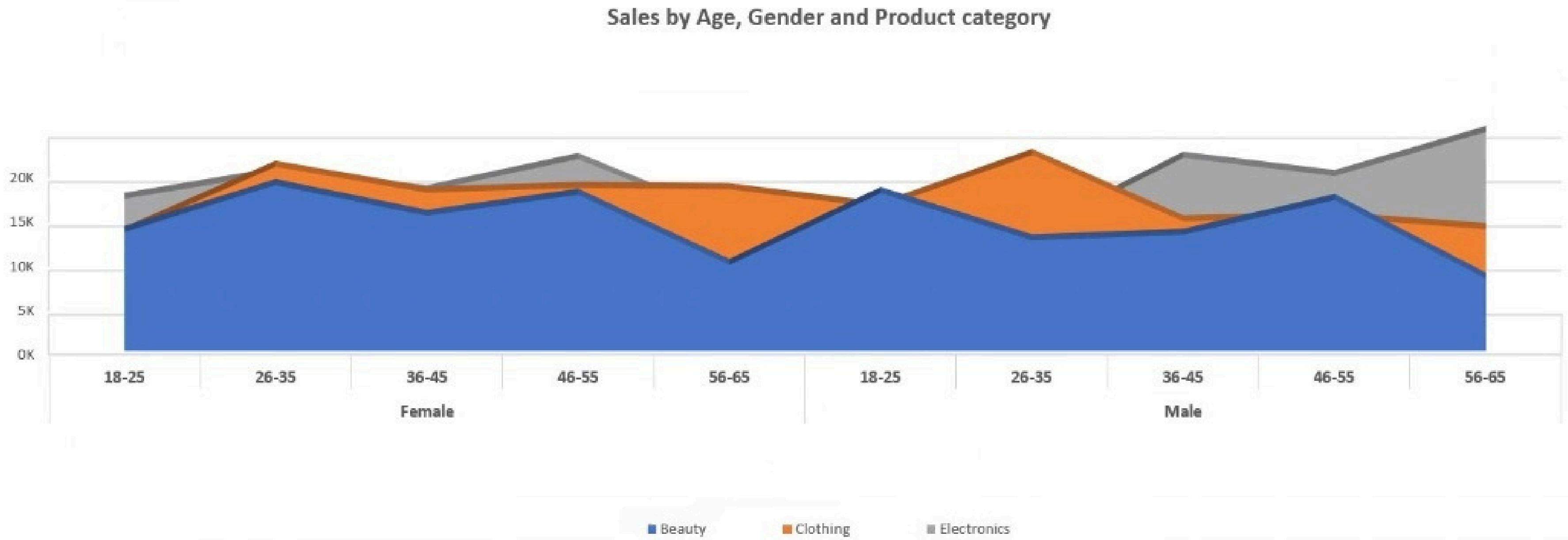
In the analysis scope, customers were categorized by gender, product category, purchase period, and quantity of purchased product. Additionally, customers were grouped into age categories: 18-25, 26-35, 36-45, 46-55, 56-65.

# Effects of age and gender on purchasing behavior

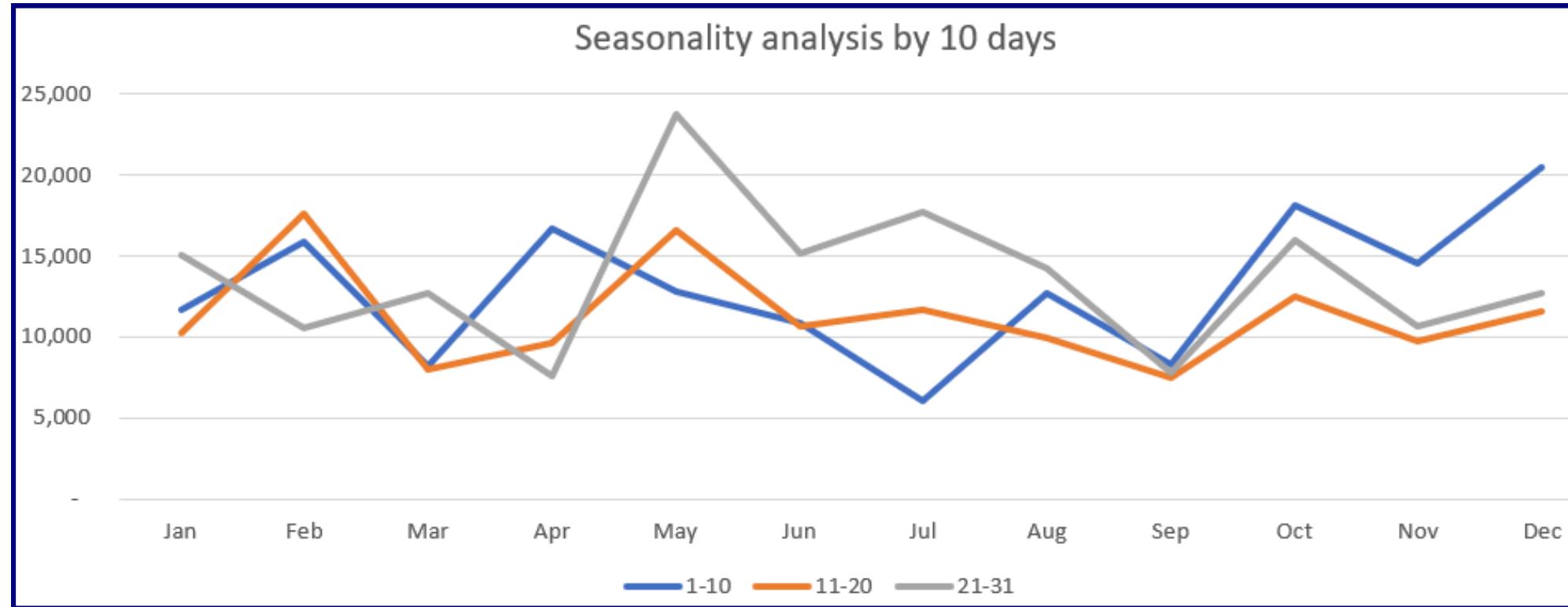
- **Maximum Purchases:**  
Women in the 25-35 and 45-55 age groups
- **Minimum Purchase:**  
Both women and men of 55-65 age groups
- Non-significant difference in shopping behavior by gender and age



# Effects of product category preference on purchasing behavior by age and gender



# Seasonality analysis



- May is the most active month.
- The summer months show significant variations compared to May.
- An increase in activity is observed in December.

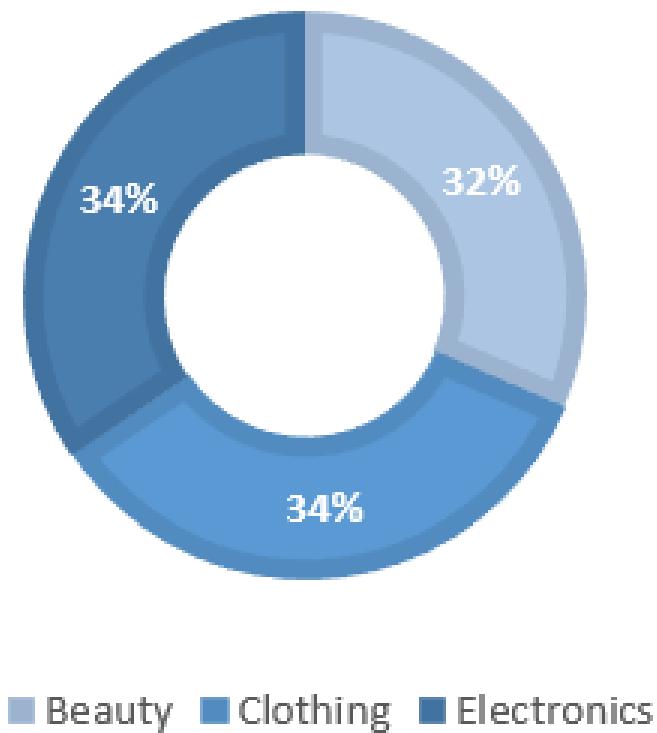
5

The maximum sales are mainly on Saturdays, the minimum sales are on Thursdays.

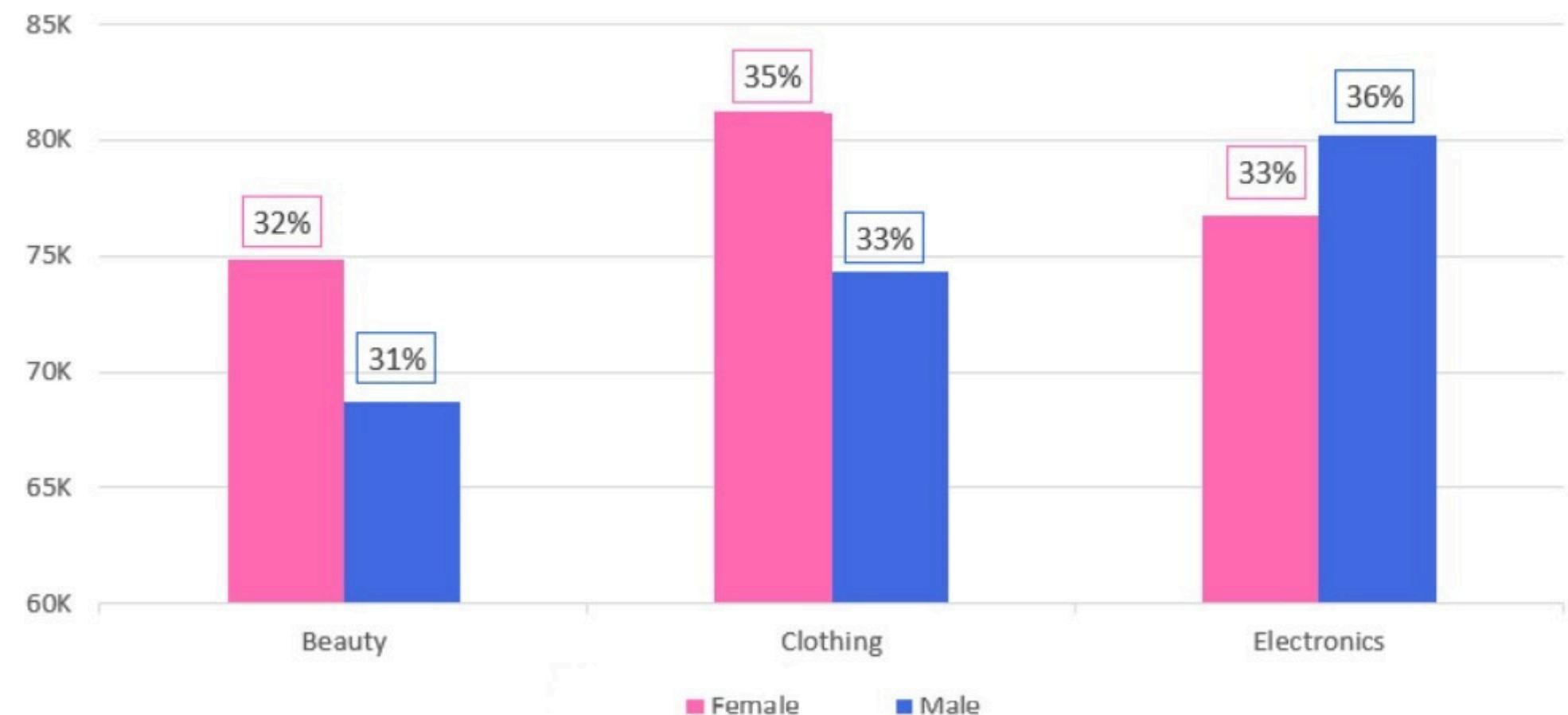


# Purchasing behavior analysis by product category and gender

SALES BY PRODUCTS

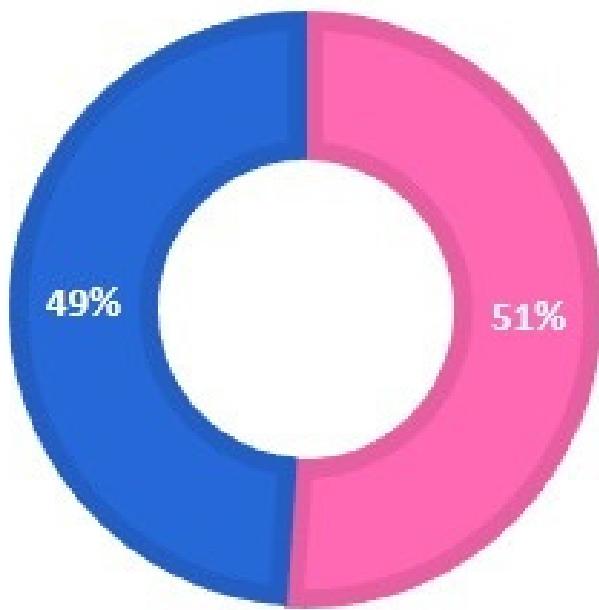


Sales by Products and Genders



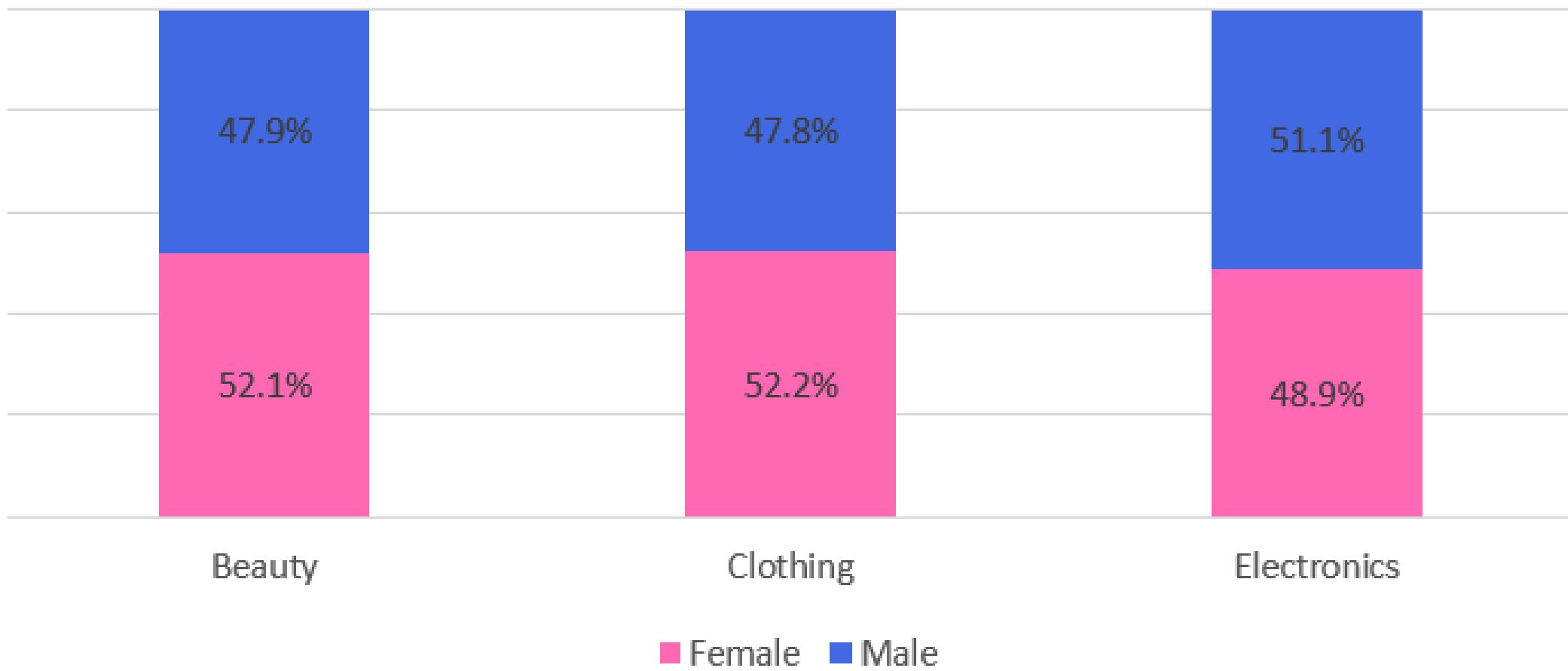
# Purchasing behavior analysis by product category and gender

SALES BY GENDER

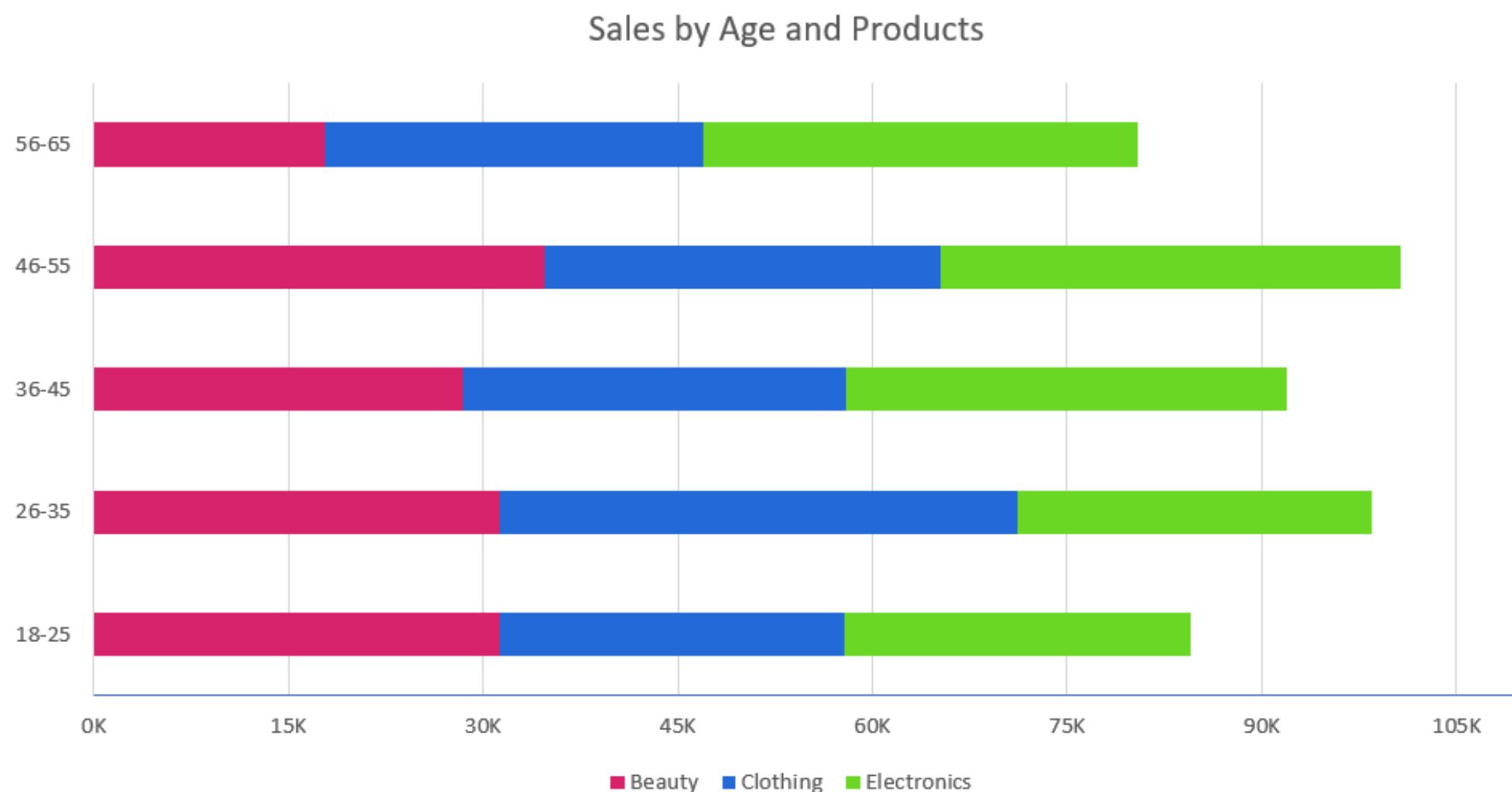


■ Male ■ Female

Sales by Gender and Product Category



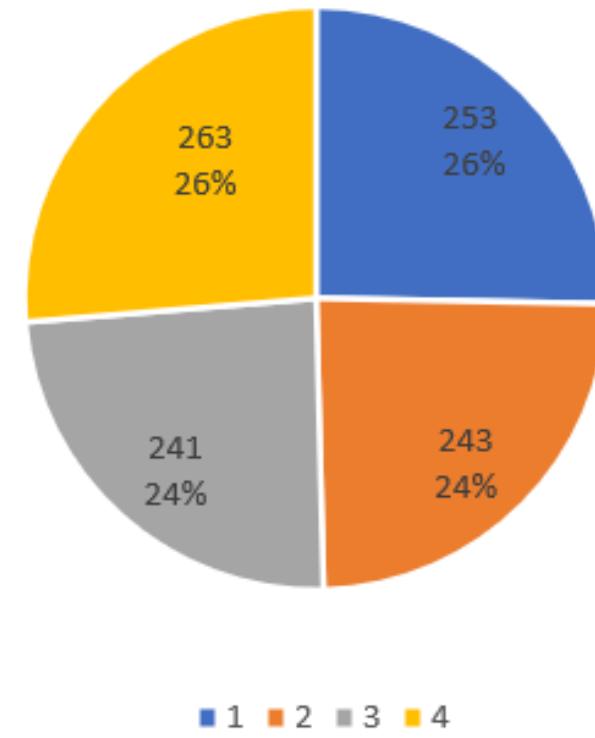
# Effects of product category preference on purchasing behavior by age



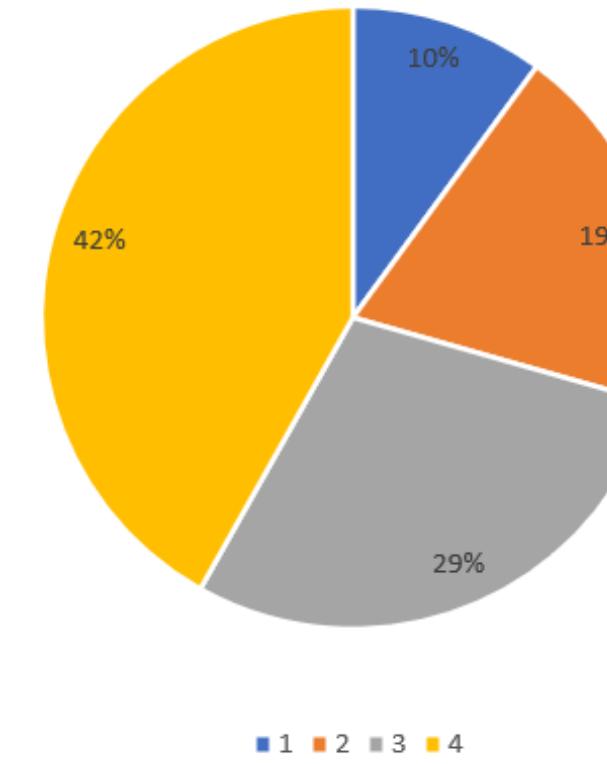
- Electronics is the most popular category across all age groups,
- Beauty sales are highest in the 46-55 age group,
- Clothing category has the lowest sales compared to other categories.

# Distinct shopping behavior based on the number of items bought per transaction

Sales based on the number of items bought per transaction

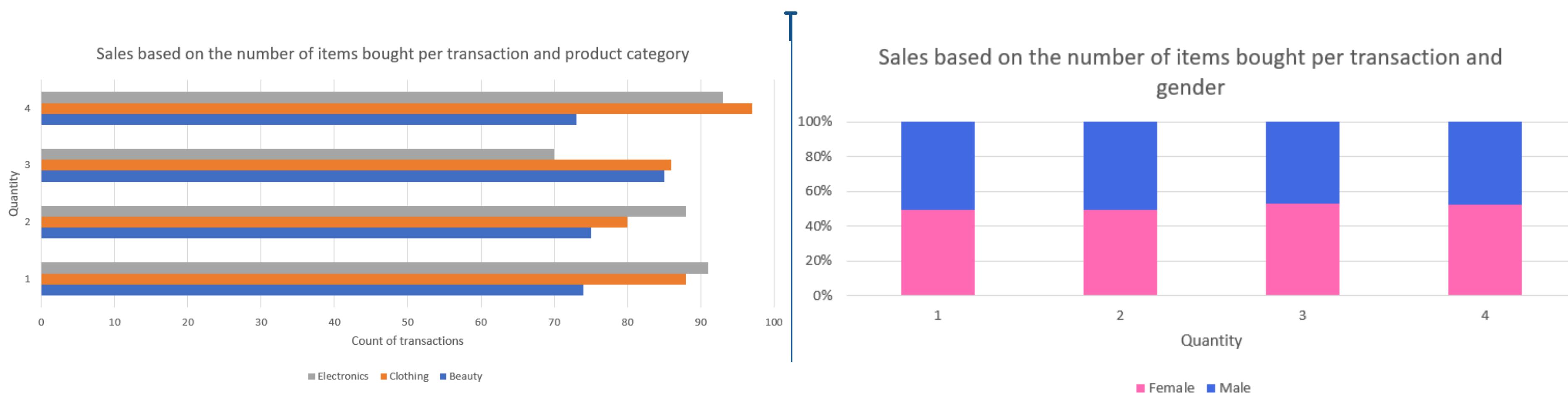


Sales based on the number of items

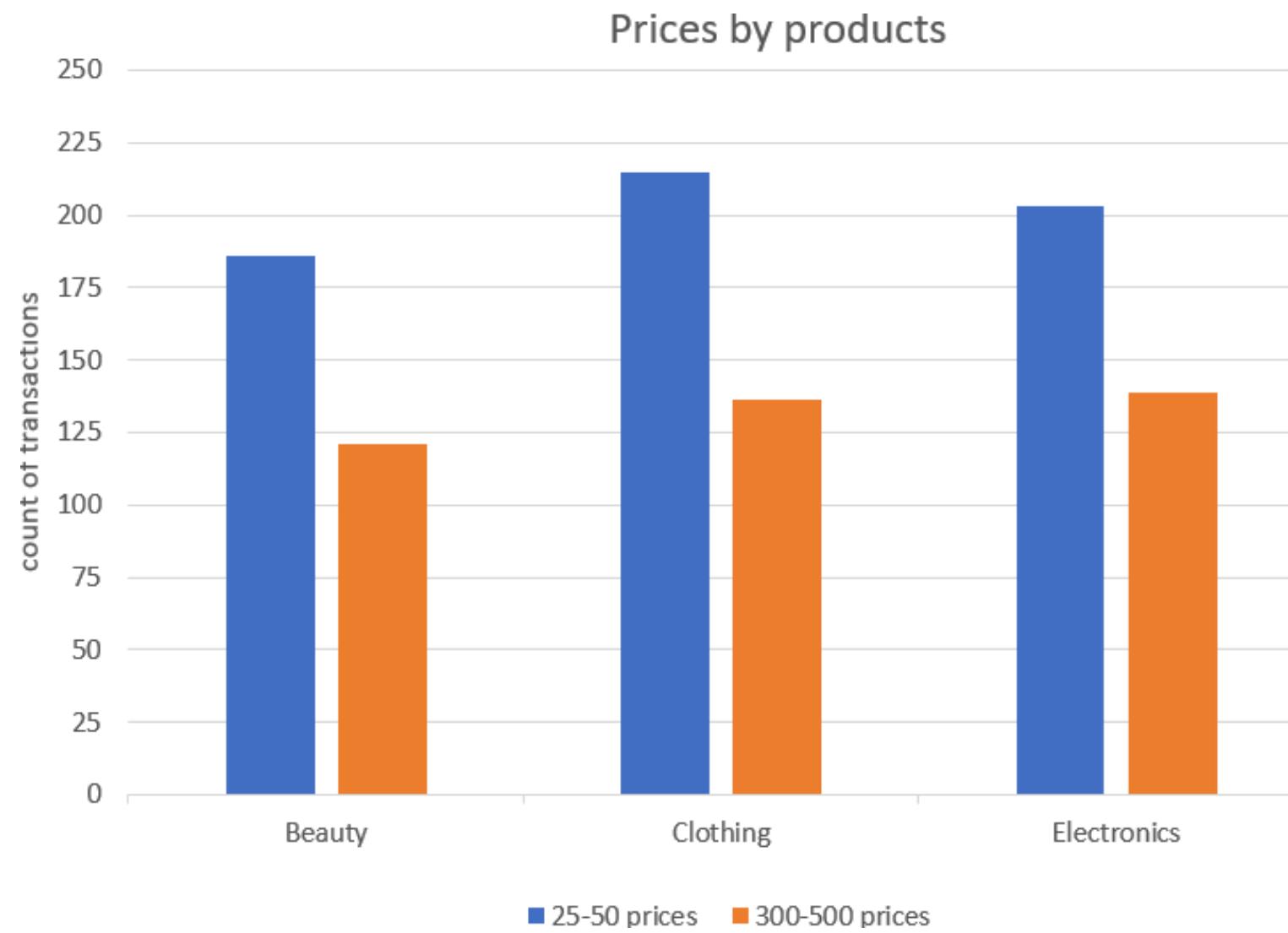


The analysis of transaction counts based on the quantity of goods purchased per transaction indicates no distinct concentration among these quantities. However, it is noteworthy that the highest proportion of purchased products is attributed to transactions involving a quantity of 4.

# Distinct shopping behavior based on the number of items bought per transaction

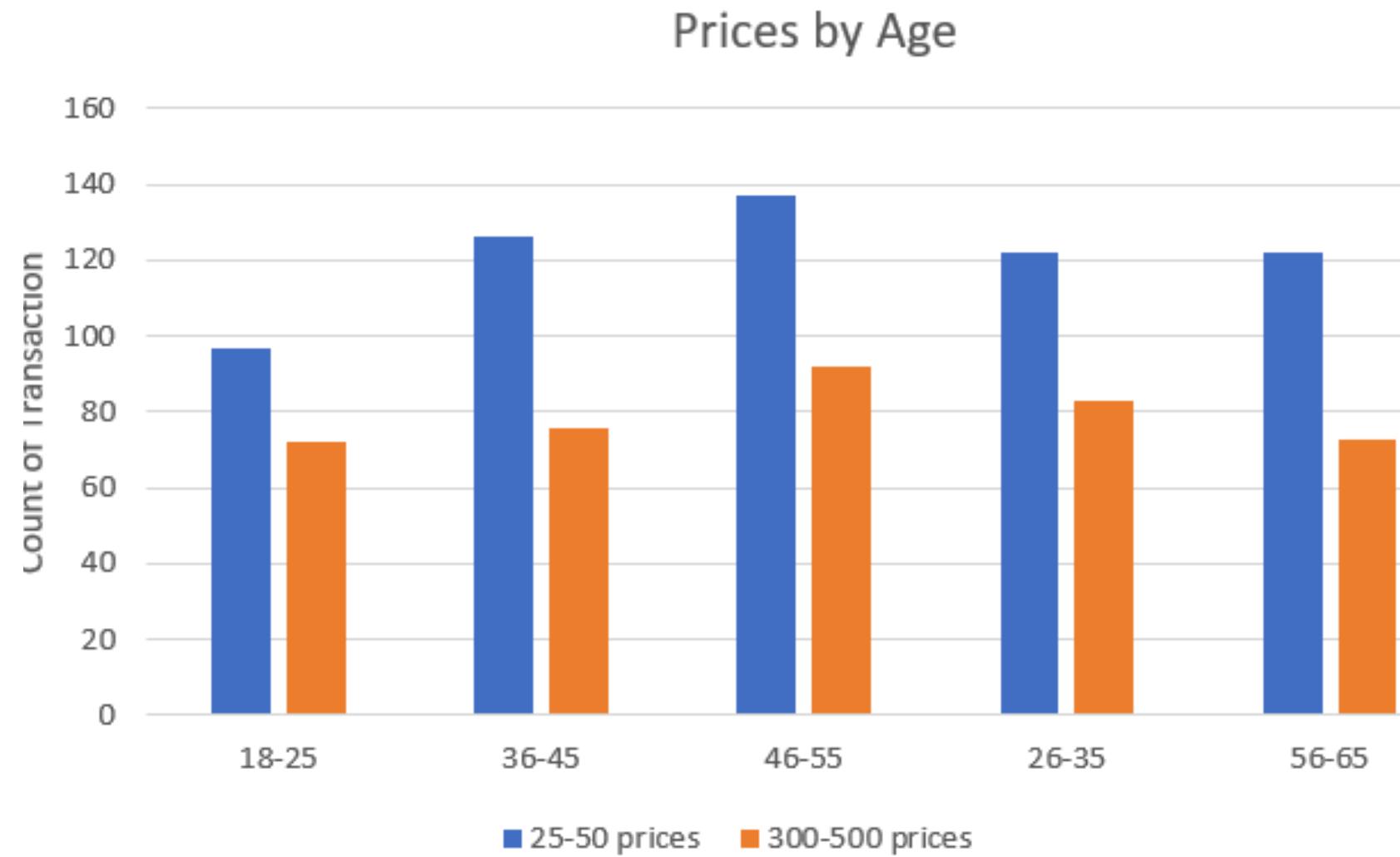


# Product prices analysis within each category



All categories are dominated by products in the price range of 25-50 (the max value result: "Clothing" category).

# Product prices analysis within each category



All categories are dominated by products in the price range of 25-50 .

# Suggestions

## Marketing Strategies

### Marketing Strategies

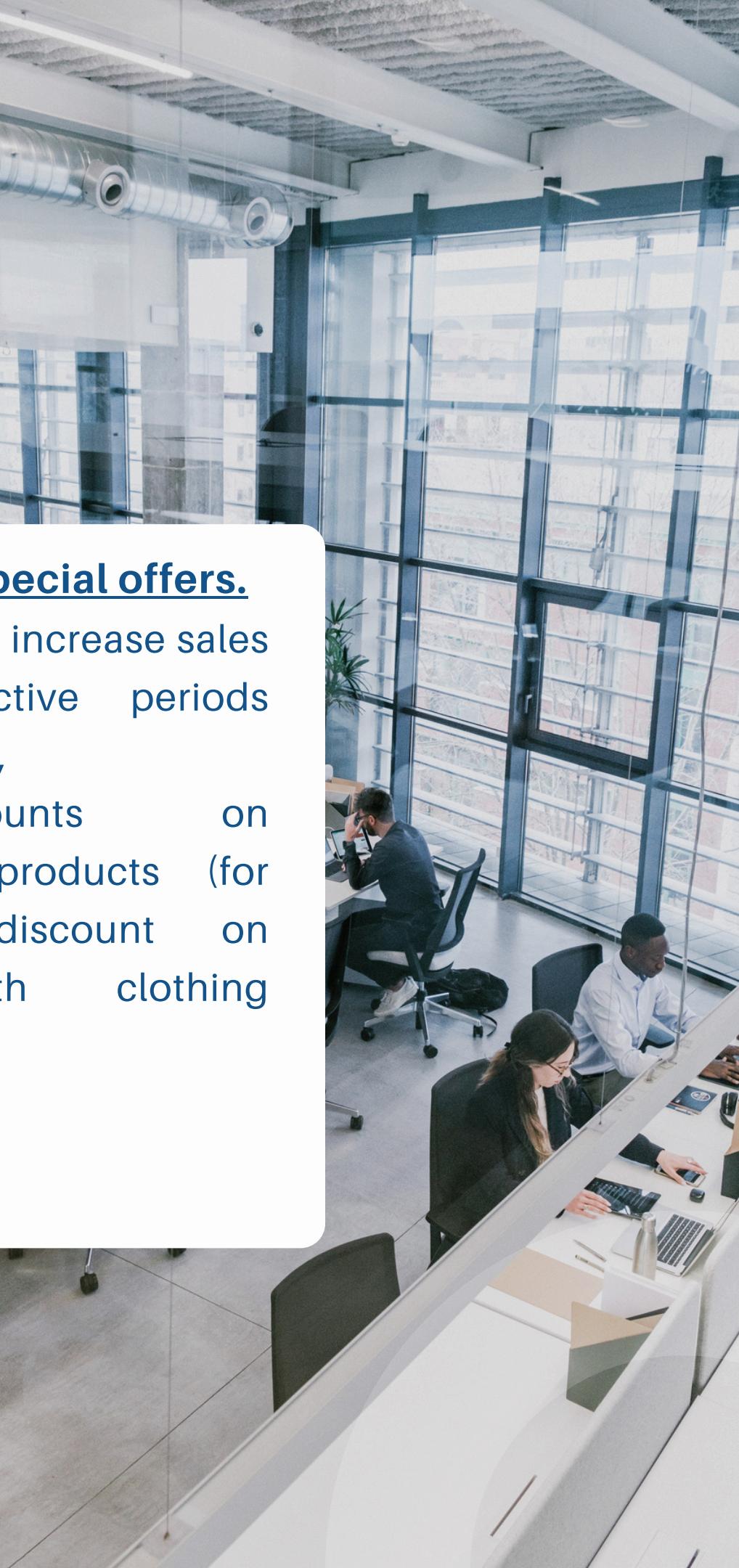
- **May.** Organize promotions for summer collections and cosmetics,
- **December:** Holiday offers and promotions on electronics and gift sets.

### Personalized marketing

- Use information about the age and preferences of customers for targeted advertising,
- Offer personalized discounts and offers based on previous purchases.

### Promotions and special offers.

- Take measures to increase sales during less active periods (summer months),
- Offer discounts on accompanying products (for example, a discount on cosmetics with clothing purchases).



# Stock management

Adding stock and stock monitoring

01

Maintain sufficient stock of requested products before peak periods (May and December).

02

Investigate sales dynamics and timely replenish stock.

03

Implement a system to track stock in real time and avoid shortages.

# ADDITIONAL ANALYSIS

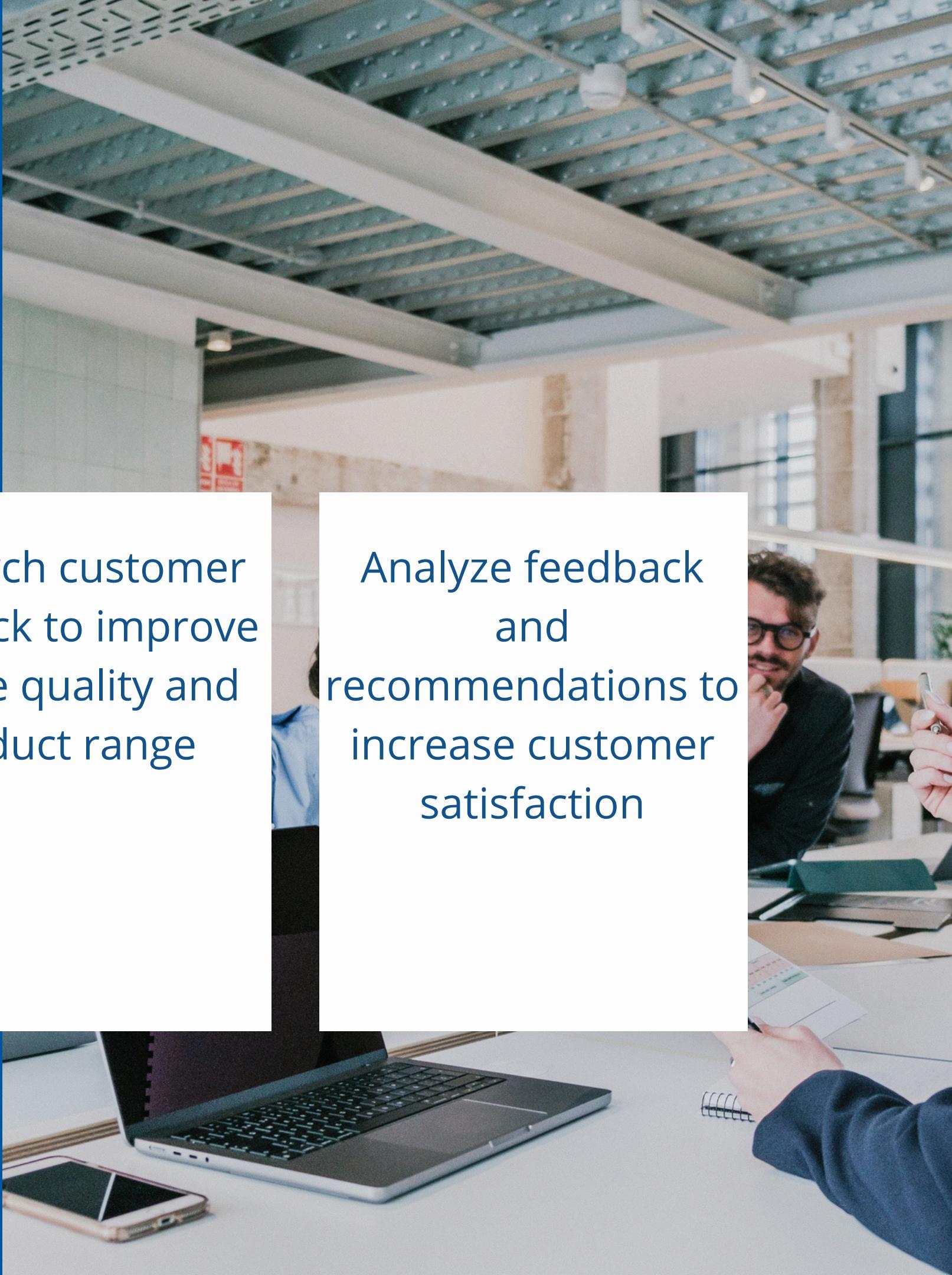
External factors and Customer feedback

Consider the impact of holidays, promotions and weather conditions on shopper behavior

Examine the impact of economic factors such as inflation and purchasing power

Research customer feedback to improve service quality and product range

Analyze feedback and recommendations to increase customer satisfaction





# THANKS FOR WATCHING

High purchasing power for all of us