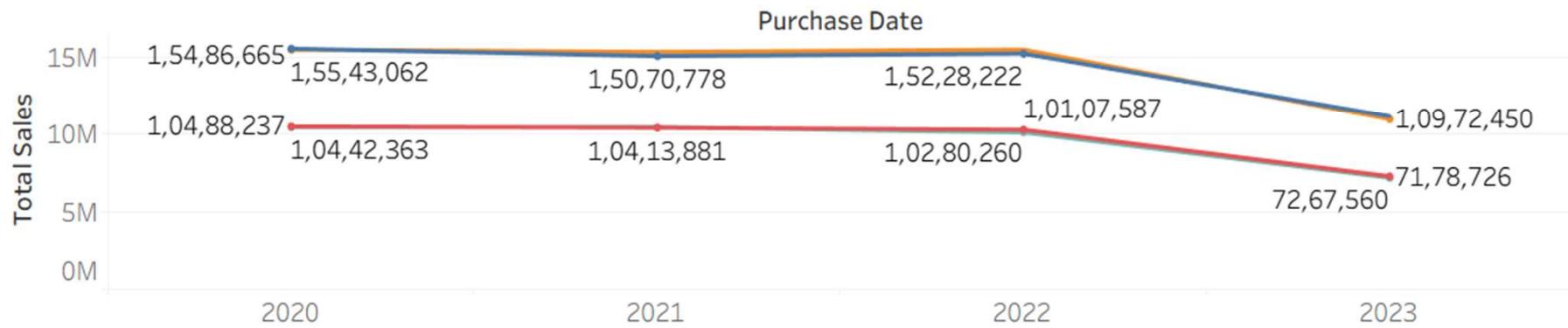


Monthly Sales Trend



Sales Trend

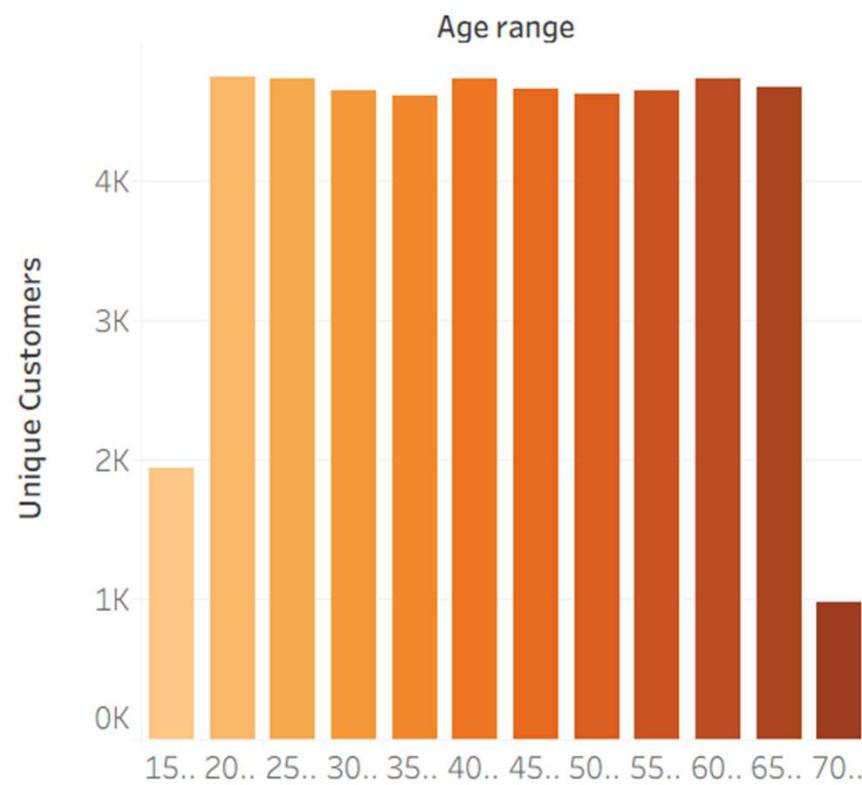


Monthly and Yearly Sales Trend

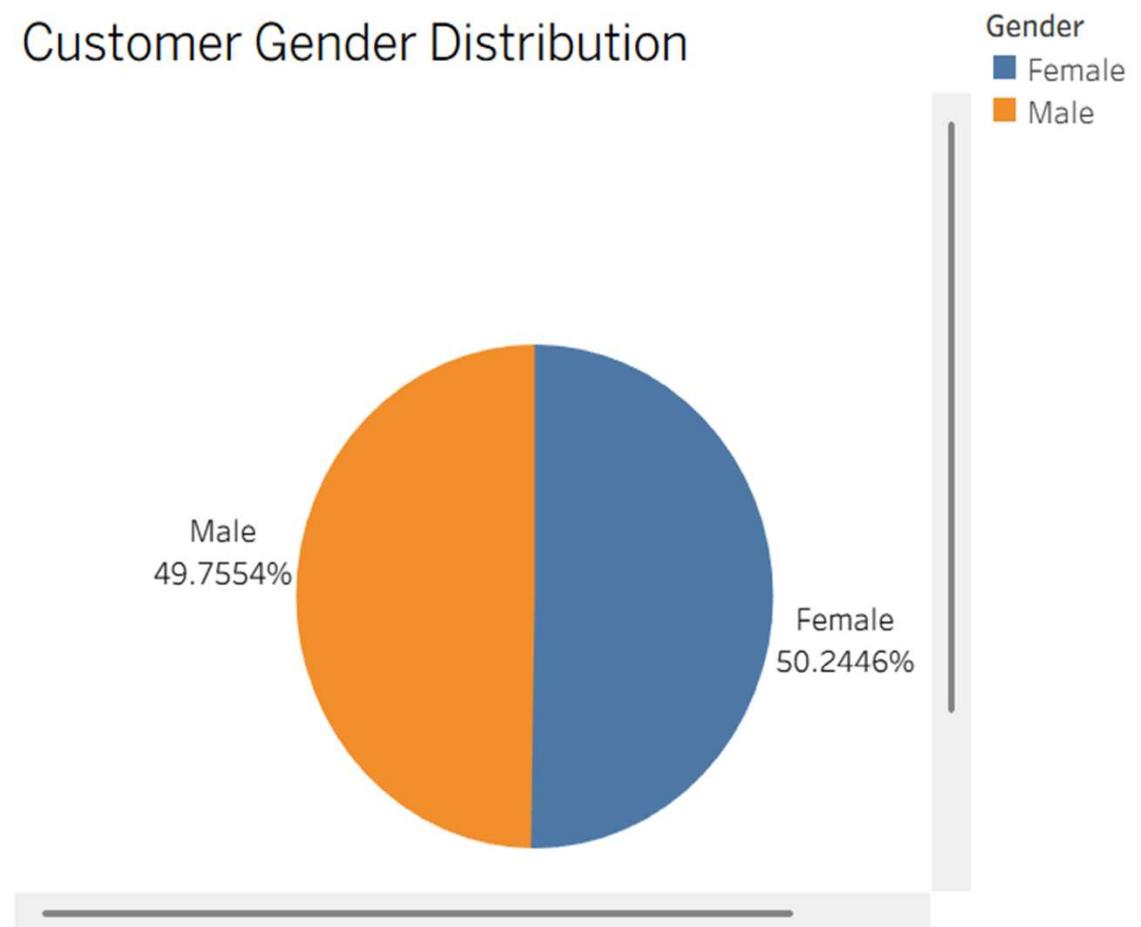
Gender and Age Distribution

Sales

Customer Age Distribution
(Histogram)



Customer Gender Distribution



nd

Gender and Age Distribution

Sales per Category

Pay

Quantity Sold per Category

Clothing
2,25,322

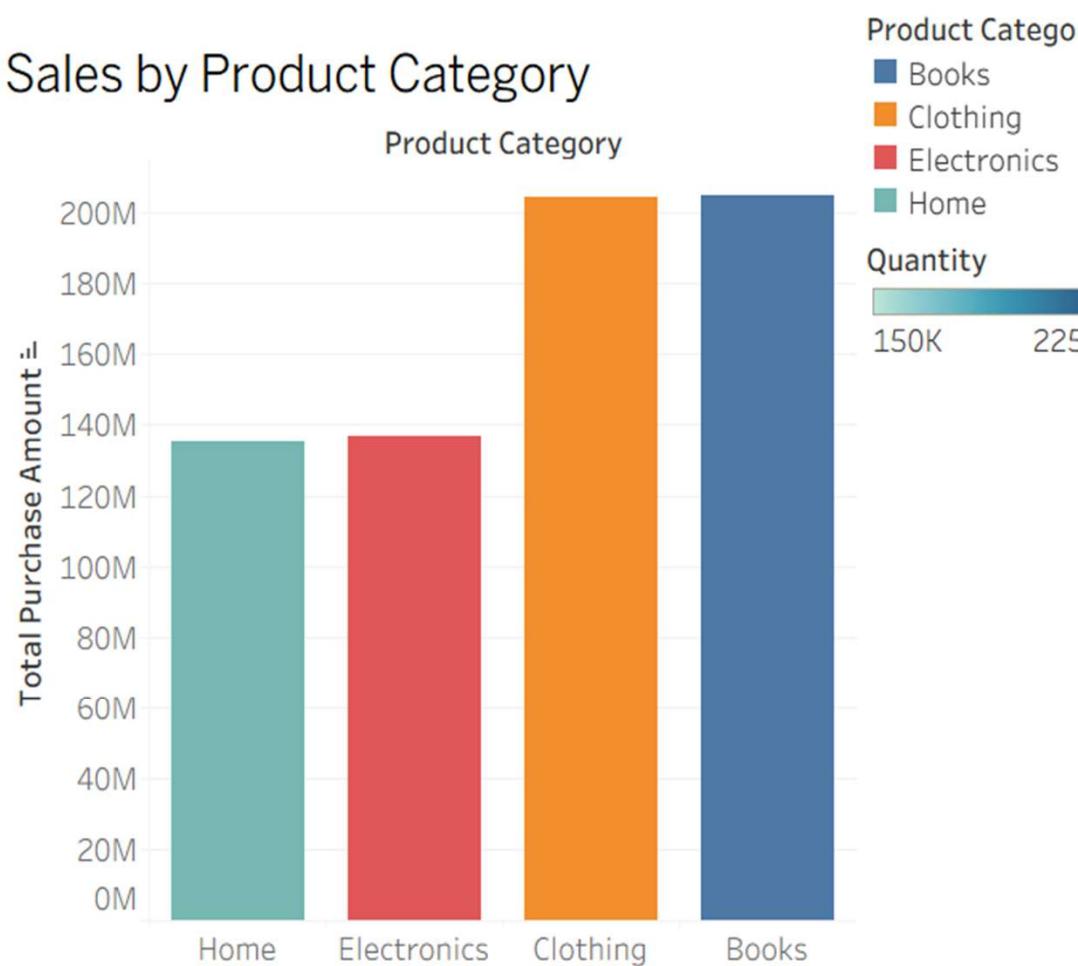
Books
2,23,876

Electronics
1,50,828

Home
1,49,698

Sales by Product Category

Product Category

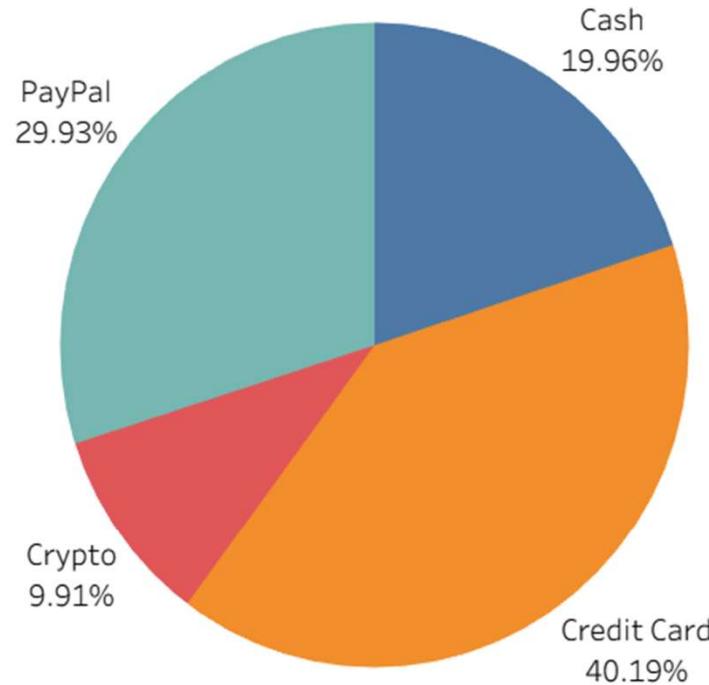


Sales per Category

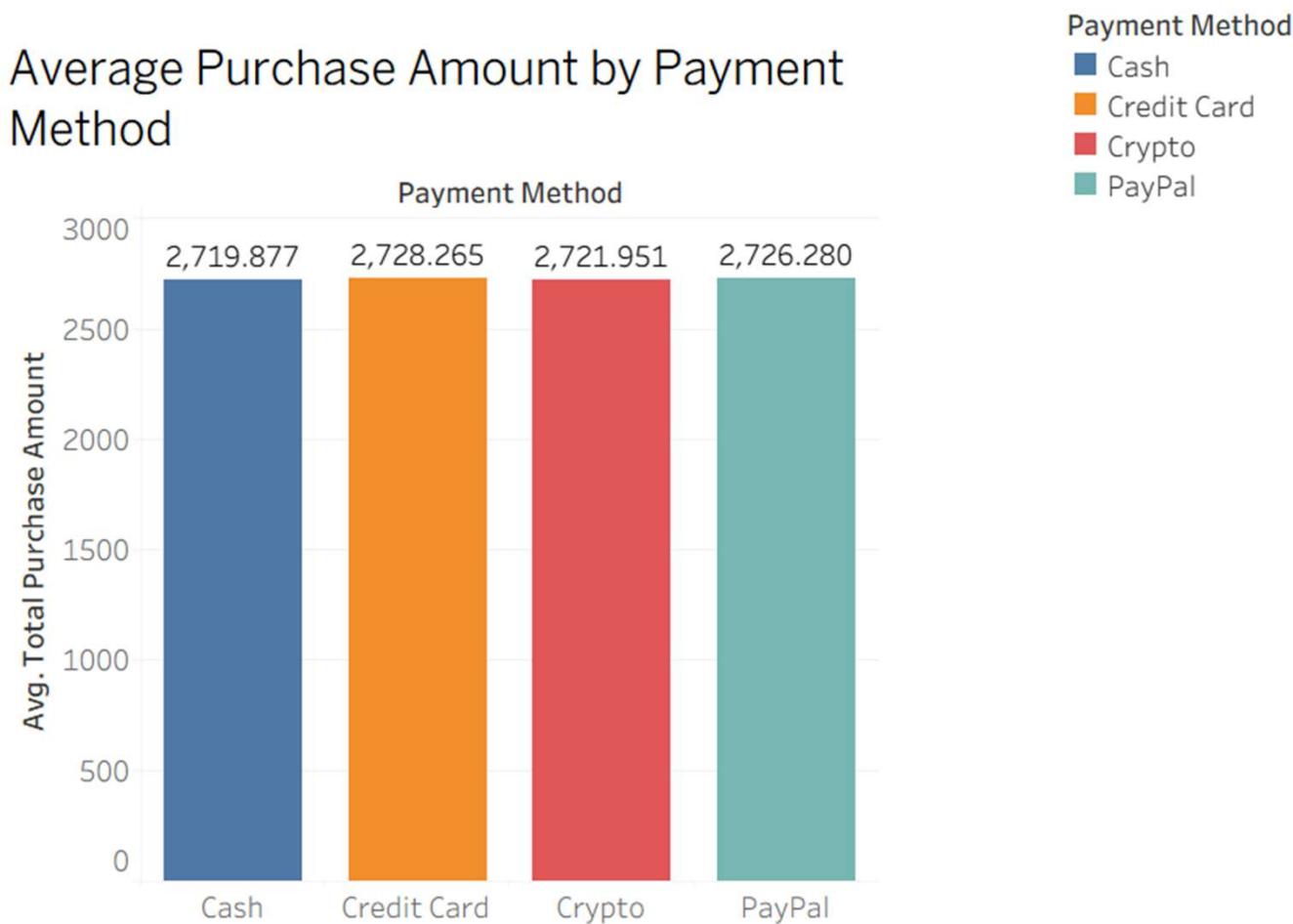
Payment Method

Chur

Payment Method Distribution



Average Purchase Amount by Payment Method

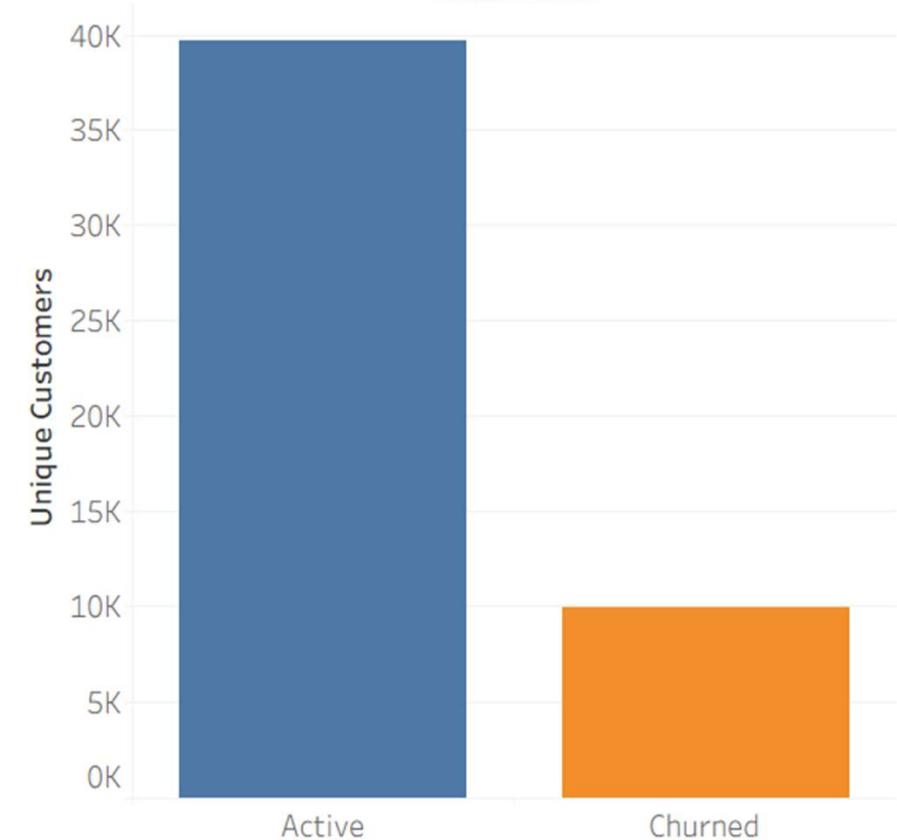


	Payment Method	Churn Rate	Return
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Churned vs Active Customer Count

Churn Status

Churn Status
■ Active
■ Churned

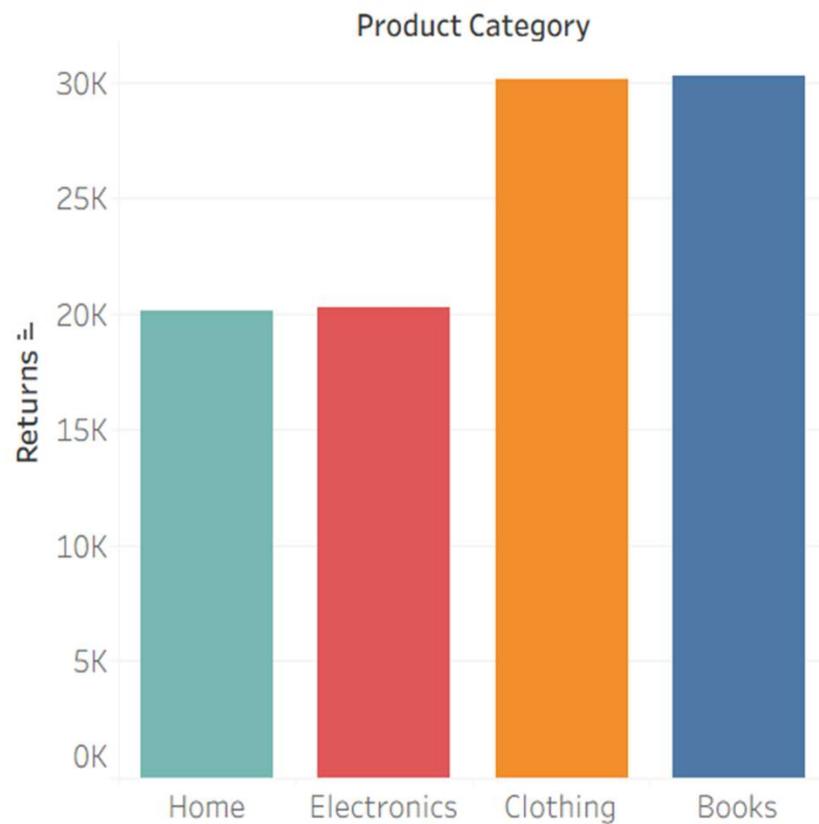


Churn Rate

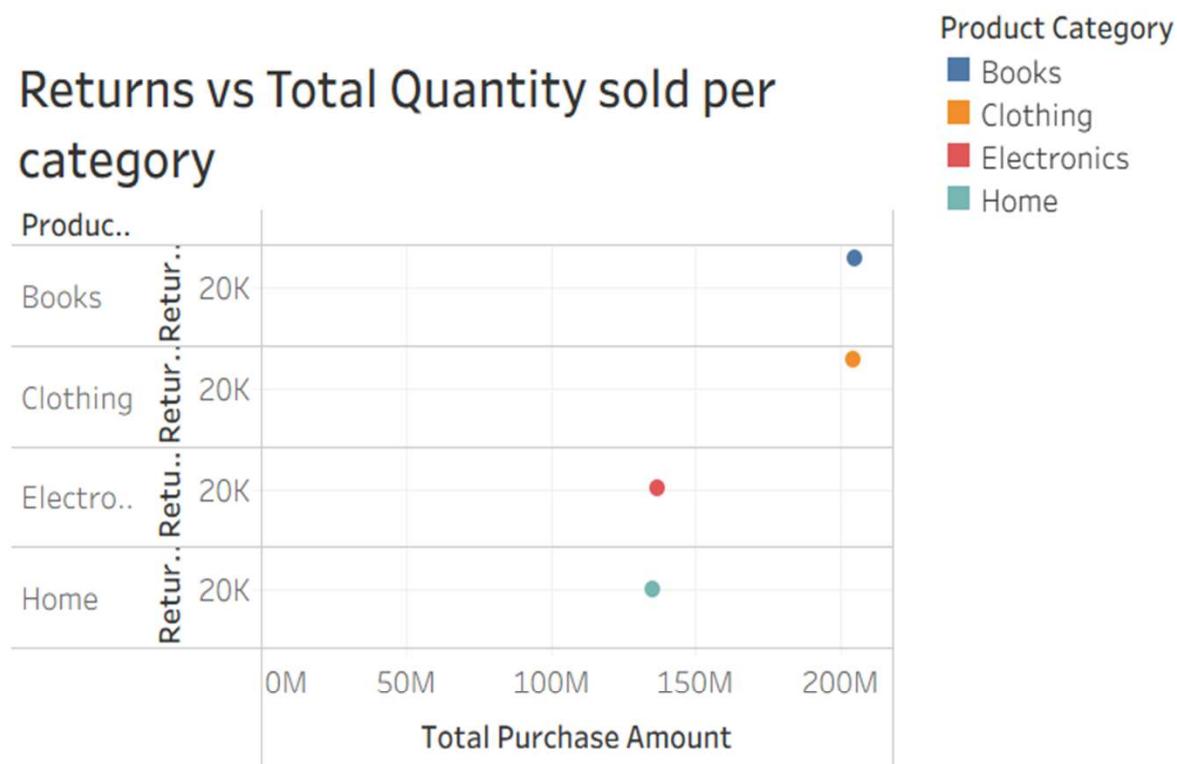
Returns

Top >

Total Returns By Product Category



Returns vs Total Quantity sold per category

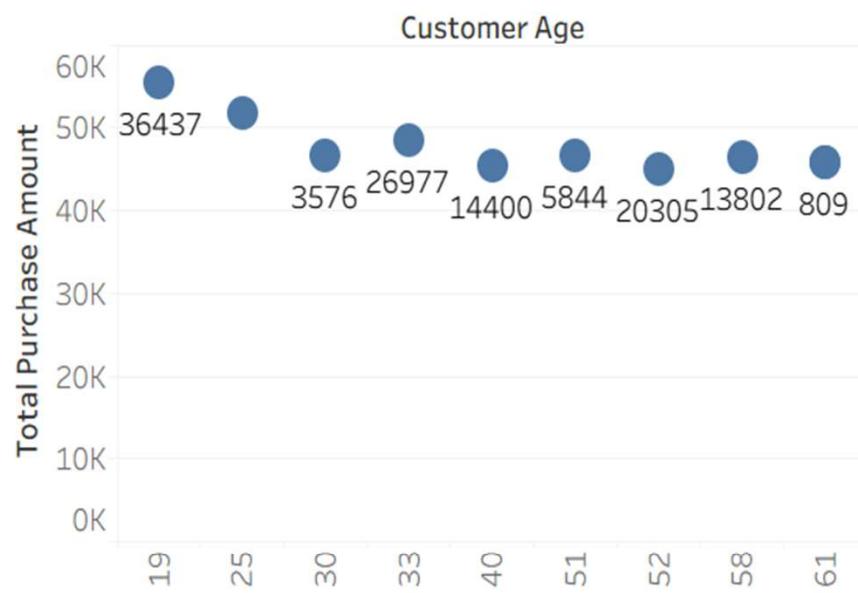


Returns

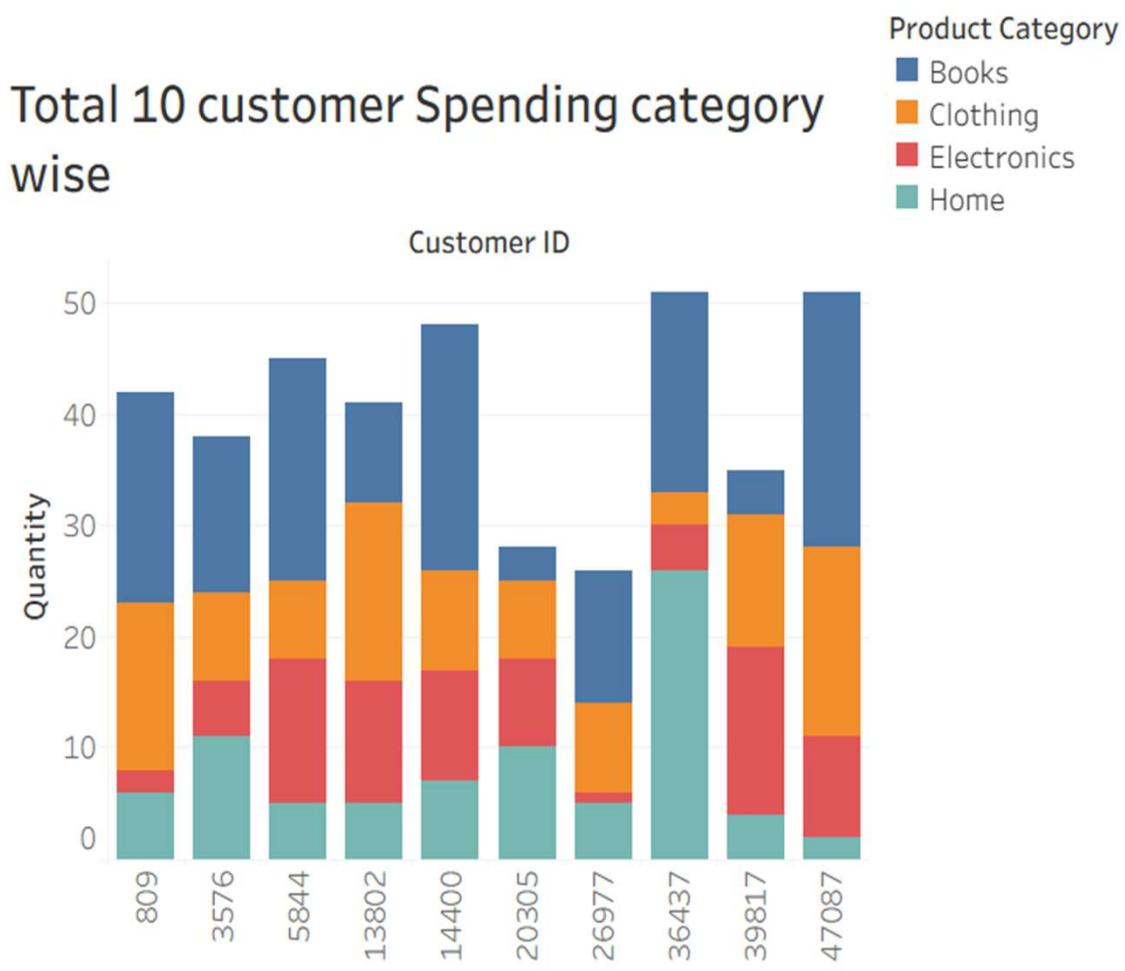
Top 10

Proc >

Age vs Total Purchase Amount



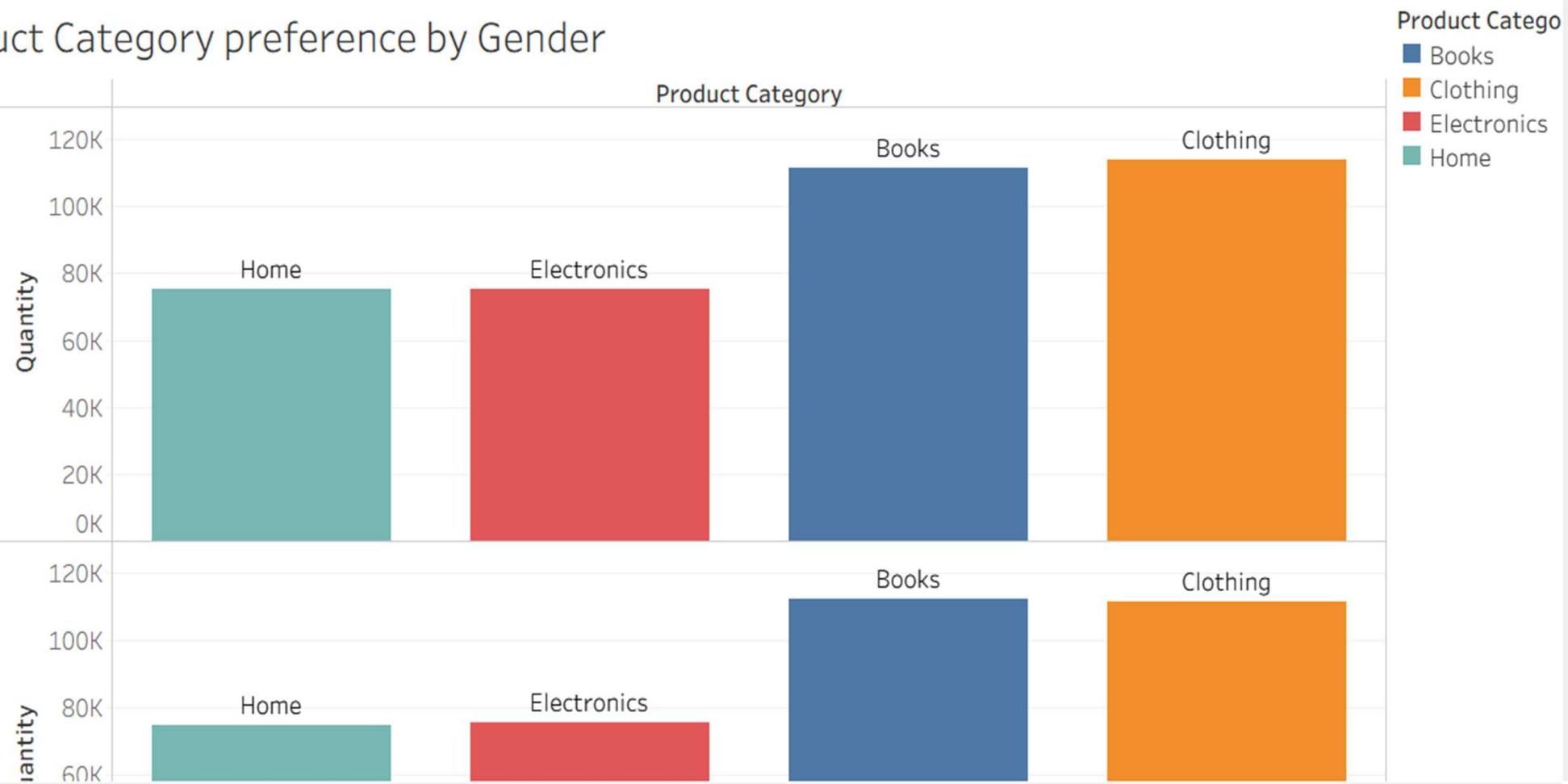
Total 10 customer Spending category wise



Product Category
Books
Clothing
Electronics
Home

Product Category preference by Gender

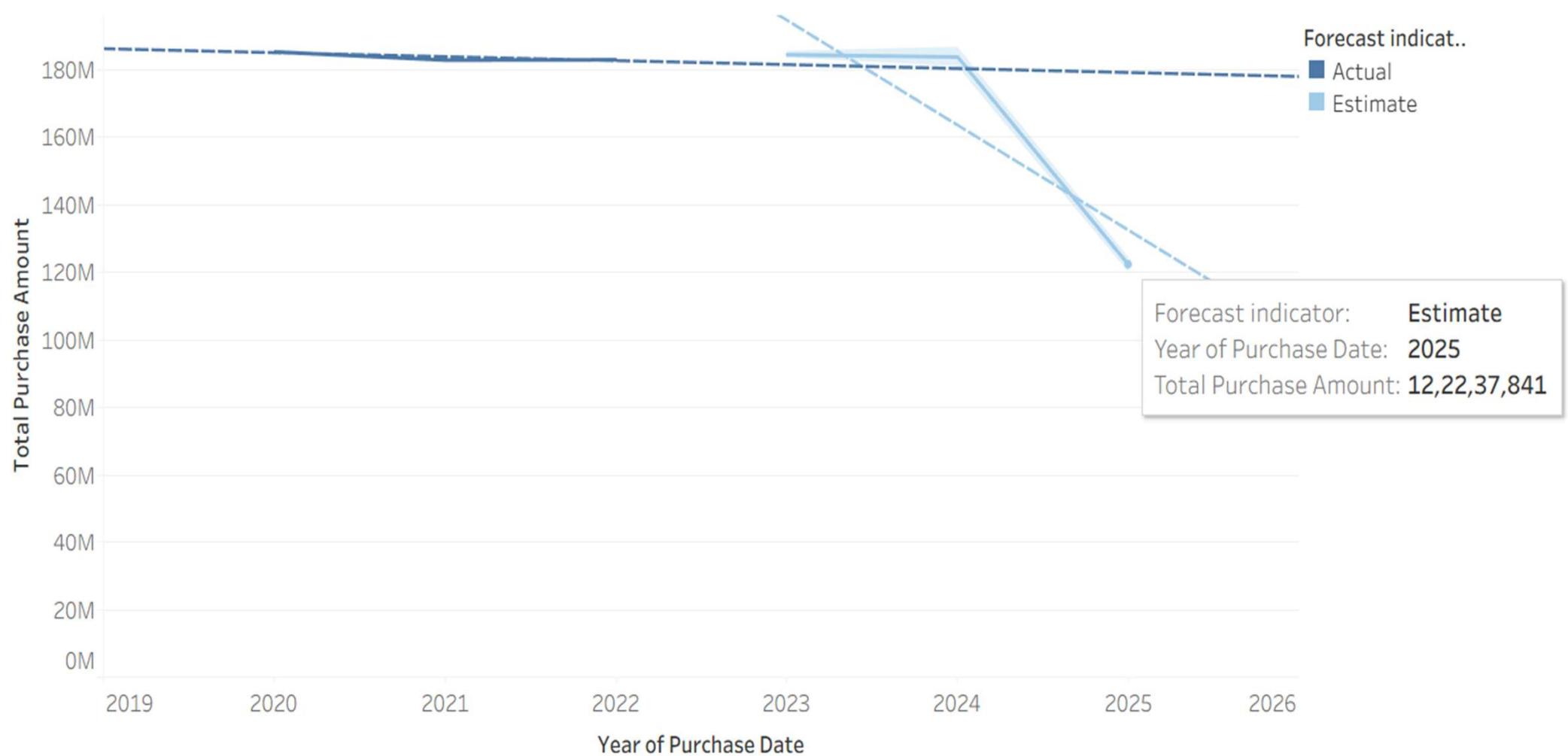
Gender



Product category by Gender

Forecasting

Conc >



Insights

- Most Active Buyers: Customers aged 25-45 show the highest purchase activity.
- Top Categories: Home and Electronics products generate the most revenue.
- Preferred Payments: Credit Card and PayPal are the most used payment methods.
- Churn Insight: Active and churned customers spend almost equally - engagement drives retention more than spend.
- Seasonal Pattern: Sales dip from August to November and rise slightly in December (festive effect).
- Forecast Insight: A slight decline in sales by 2025 indicates a need for improved customer retention and marketing efforts.
- Overall: Visual analytics helped uncover key behaviour trends to support data-driven decisions for business growth.