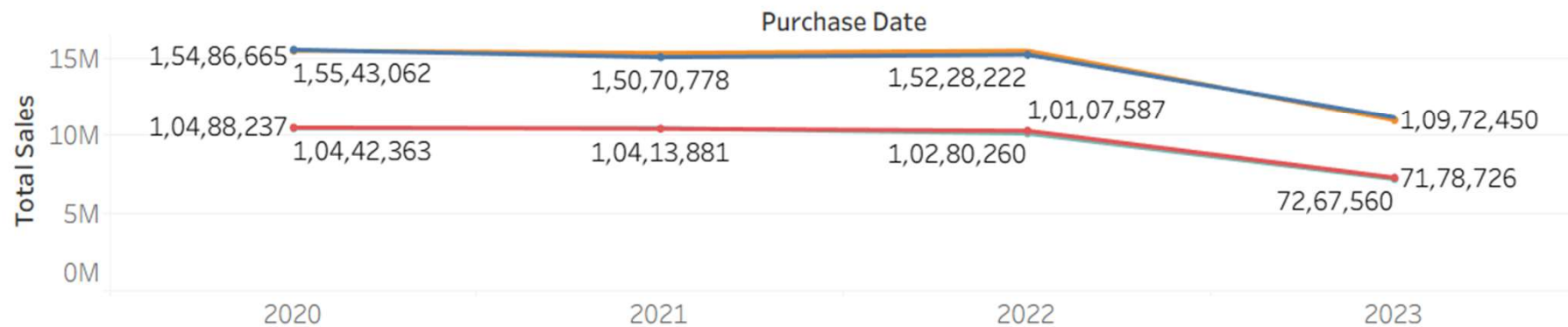


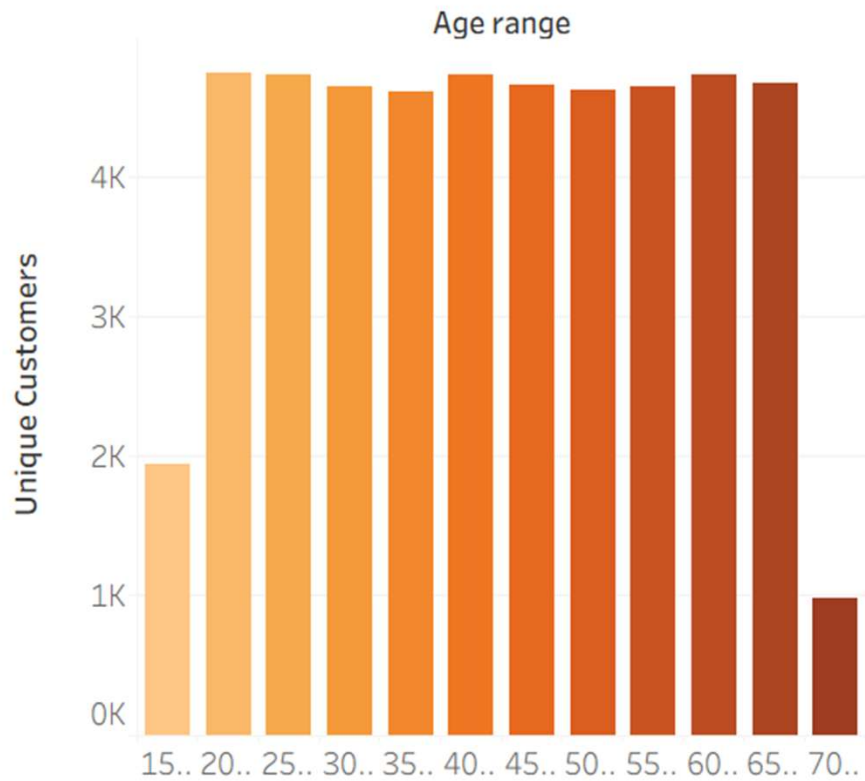
## Monthly Sales Trend



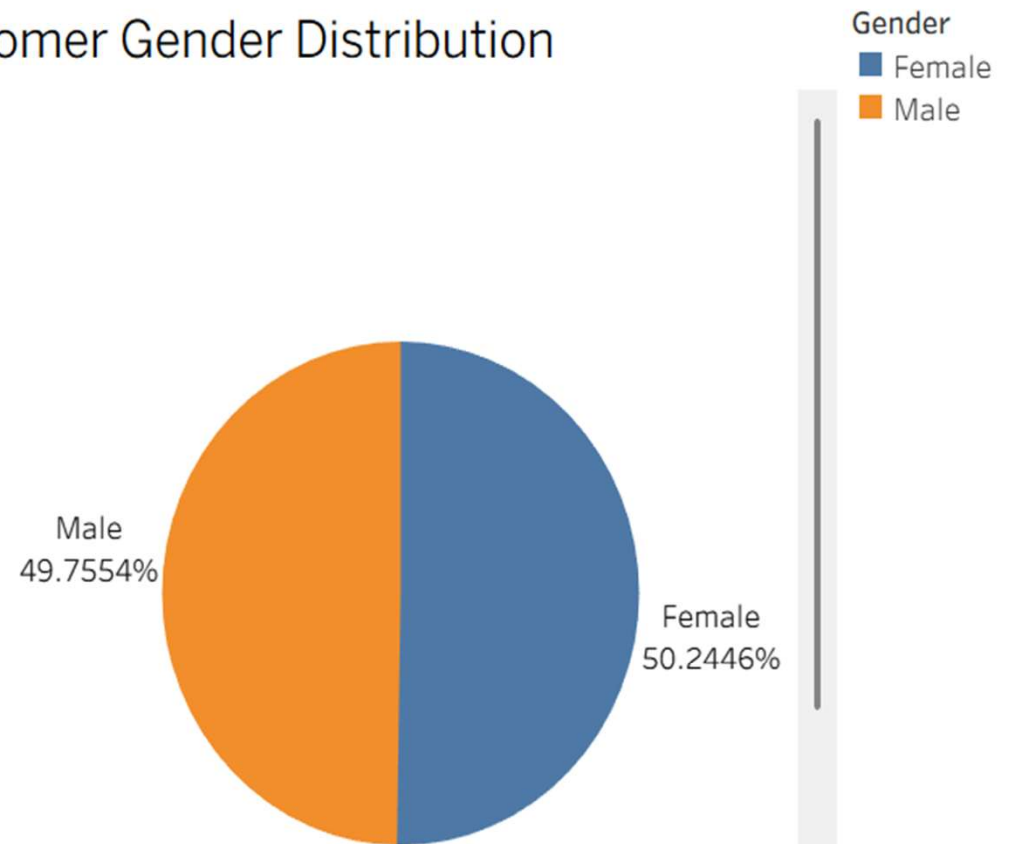
## Sales Trend



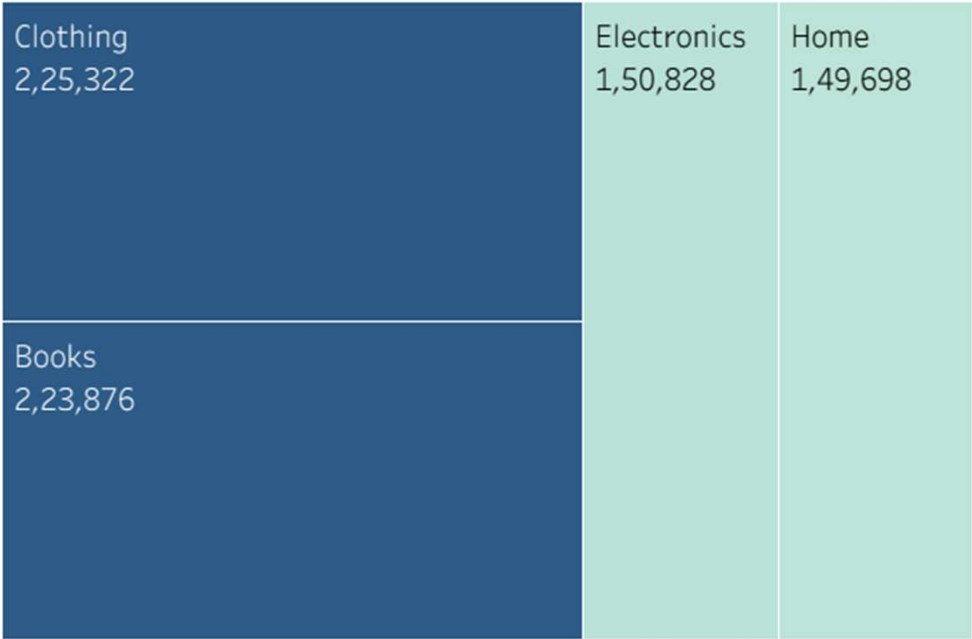
### Customer Age Distribution (Histogram)



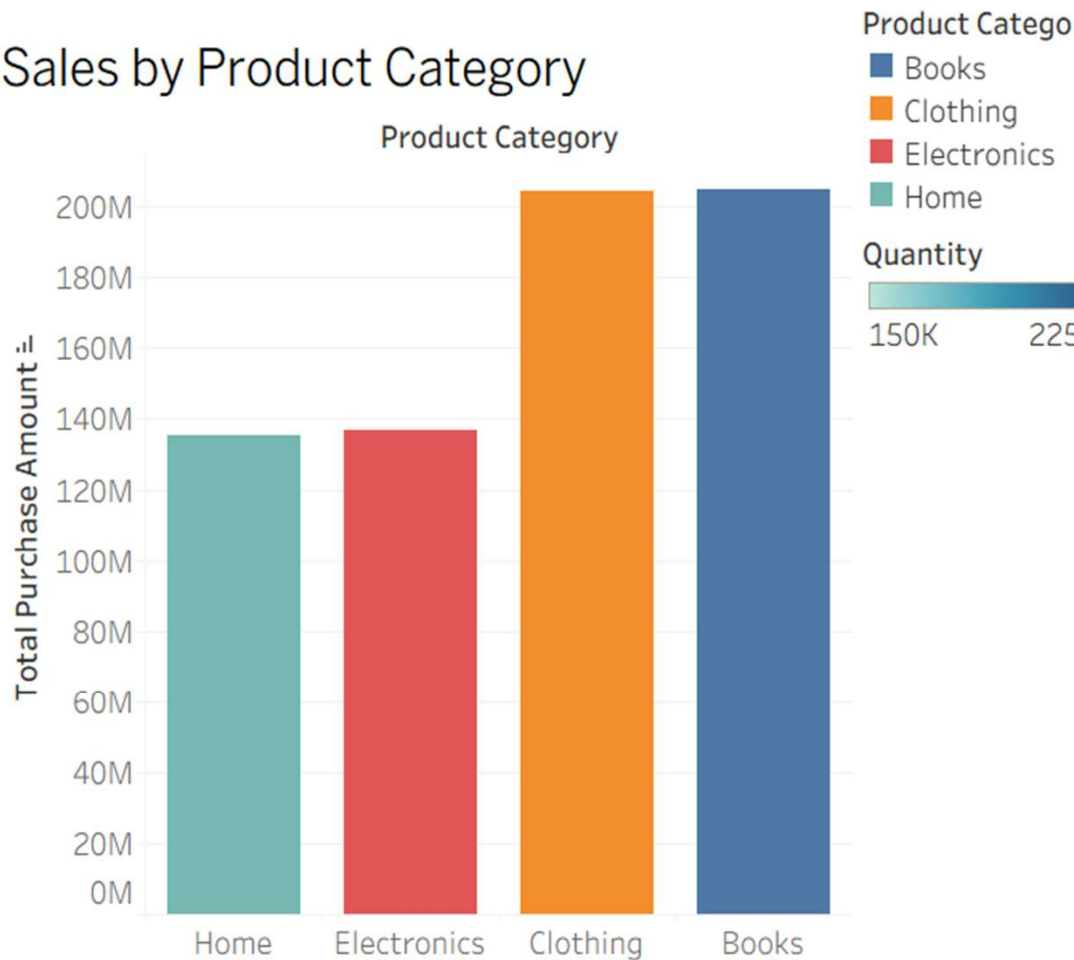
### Customer Gender Distribution



Quantity Sold per Category



Sales by Product Category

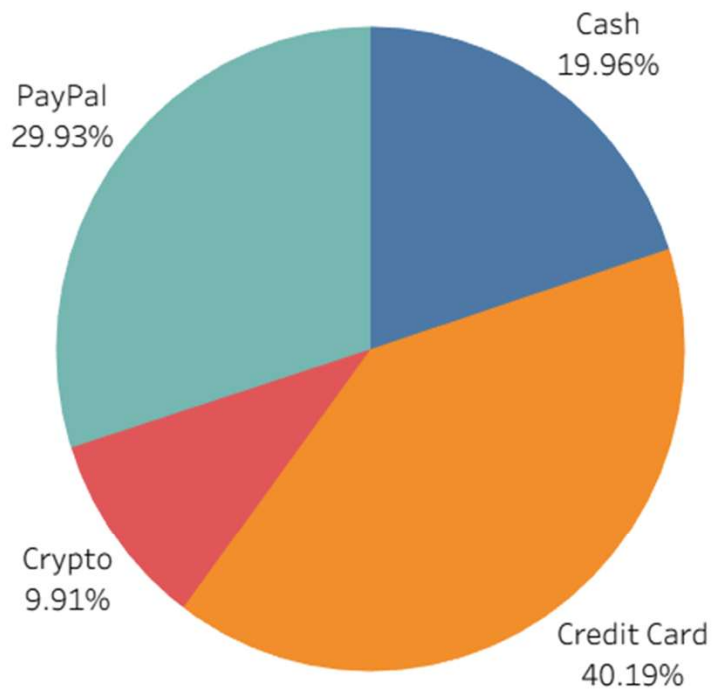


Sales per Category

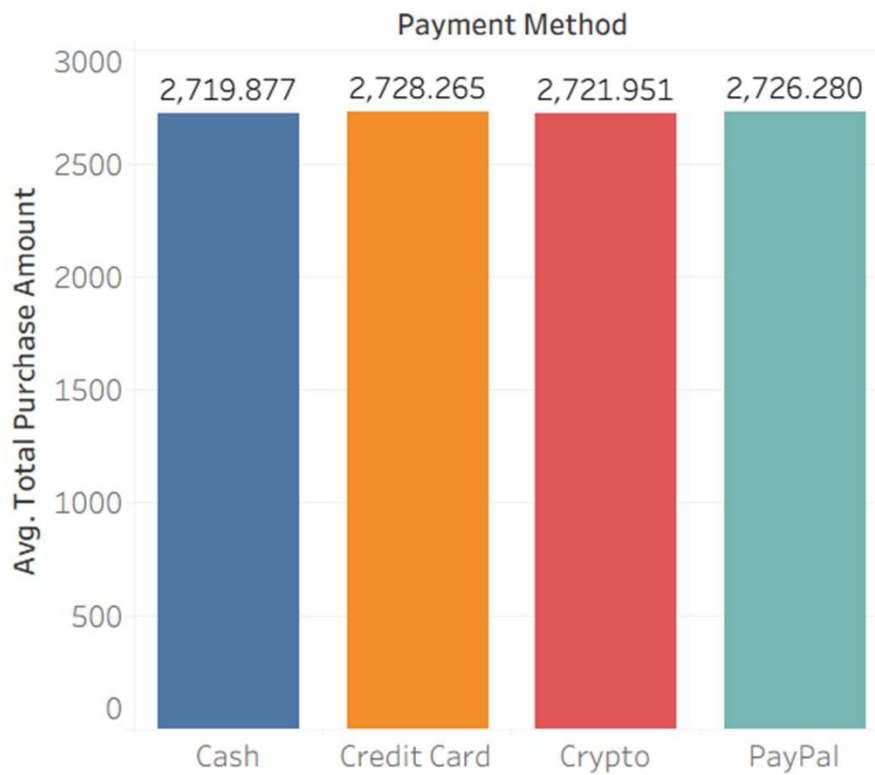
Payment Method

Chur

## Payment Method Distribution



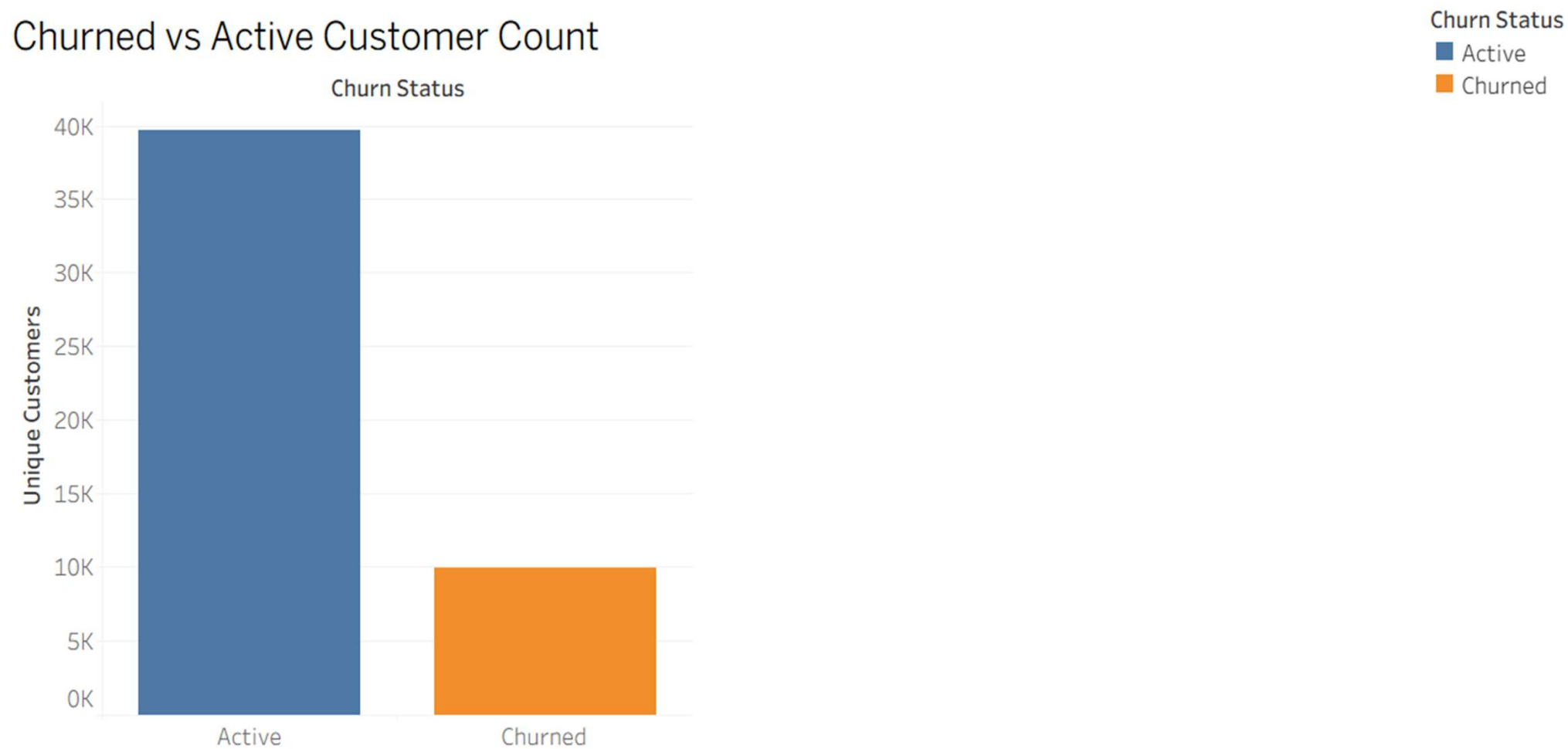
## Average Purchase Amount by Payment Method



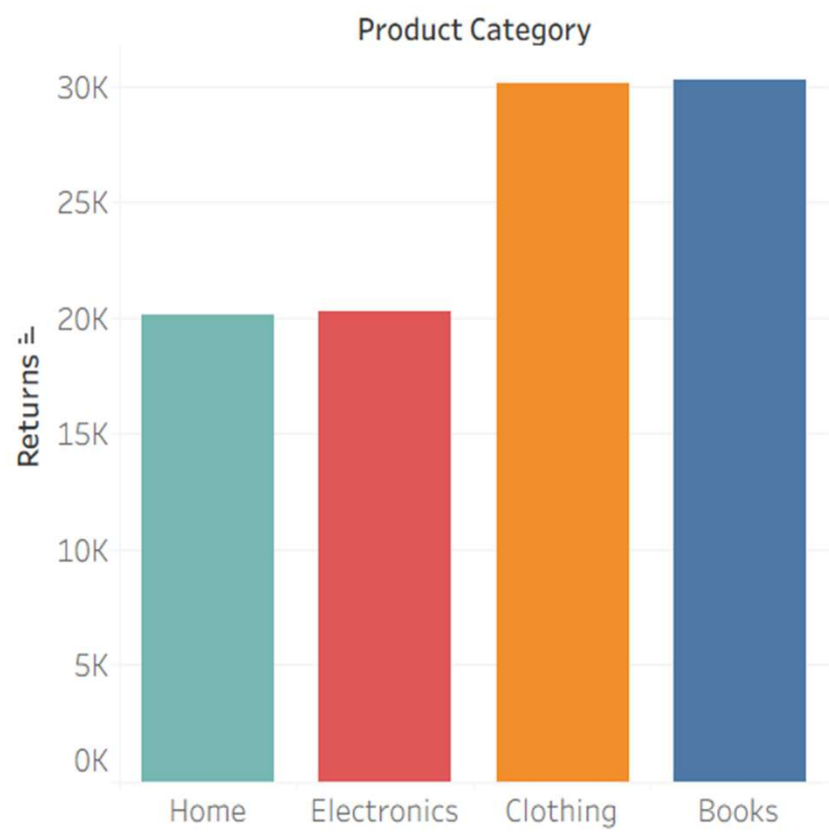
Payment Method

- Cash
- Credit Card
- Crypto
- PayPal

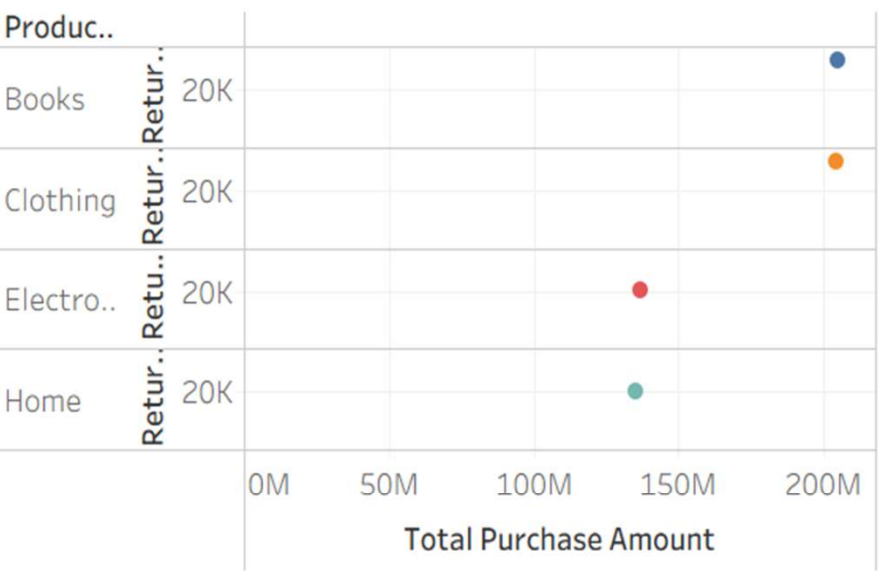
# Churned vs Active Customer Count



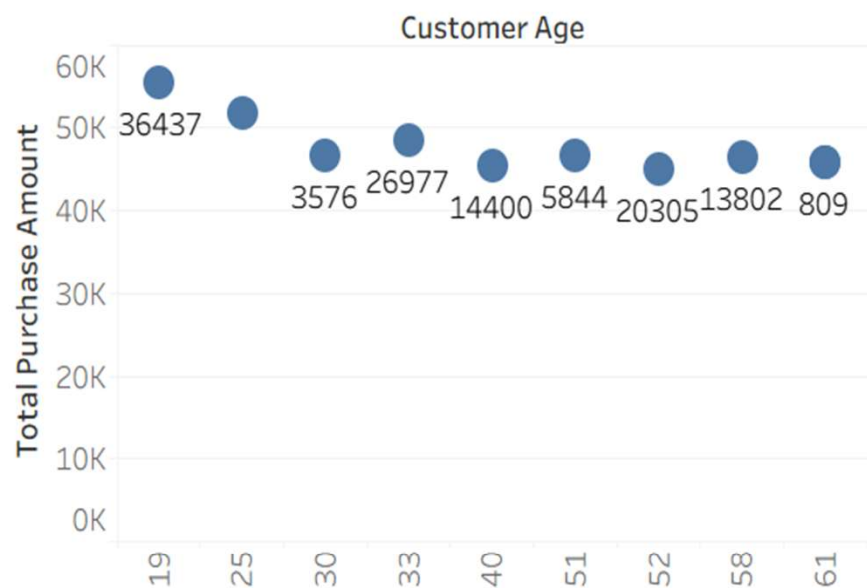
# Total Returns By Product Category



# Returns vs Total Quantity sold per category



## Age vs Total Purchase Amount



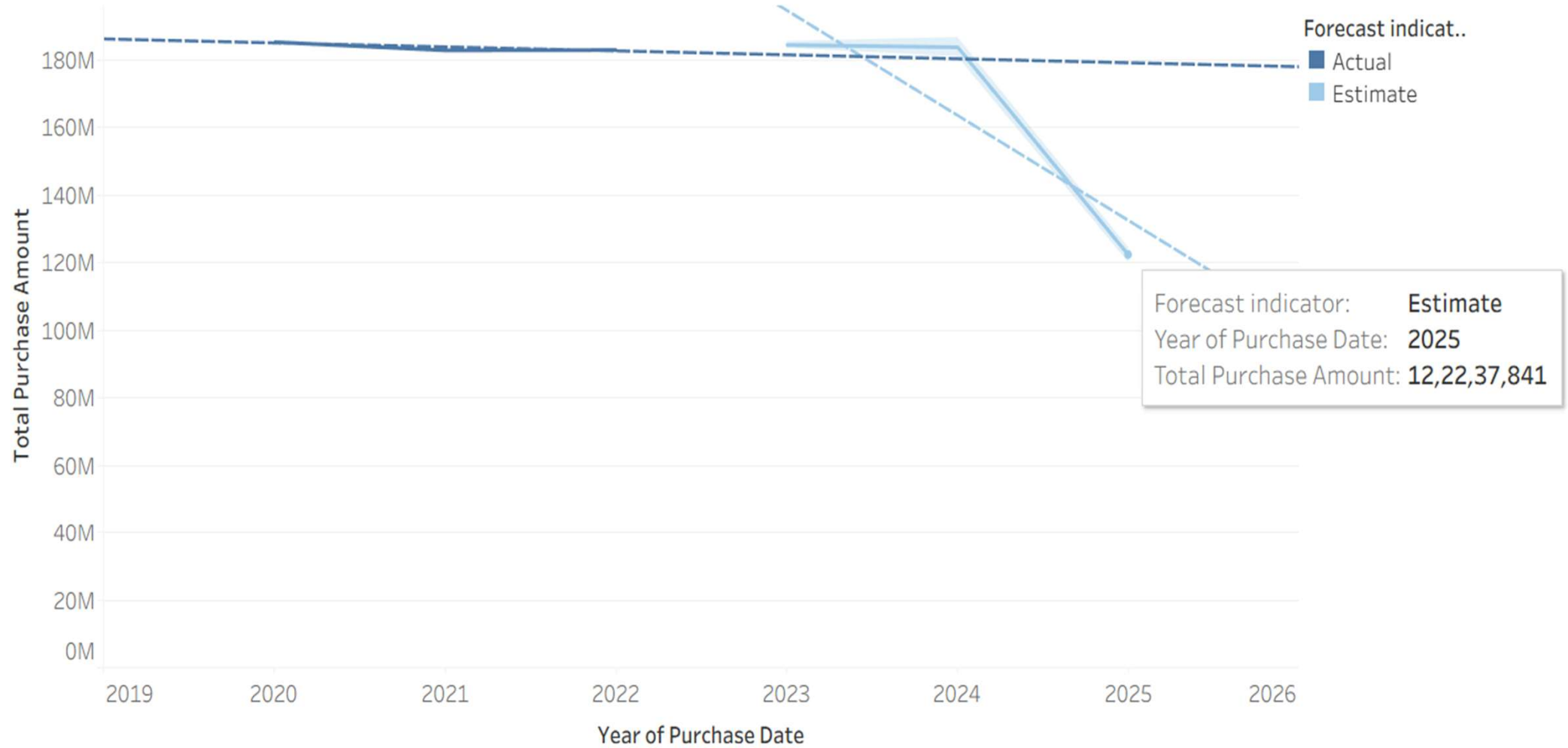
## Total 10 customer Spending category wise



## Product Category preference by Gender







# 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.