

# CAP Case Study Retail Analysis

2011 2012 2013 2014

e-Shop | Flagship store | MBR | TeleShop



Transactions

20.88K



Total Sales

54.46M



Customers

5.65K



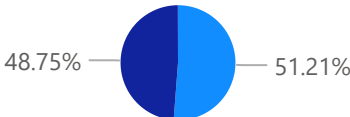
Products

23

Quantity Sold 63K

Customers by gender

Male Female Unknown



January

February

March

April

May

June

July

August

Septem...

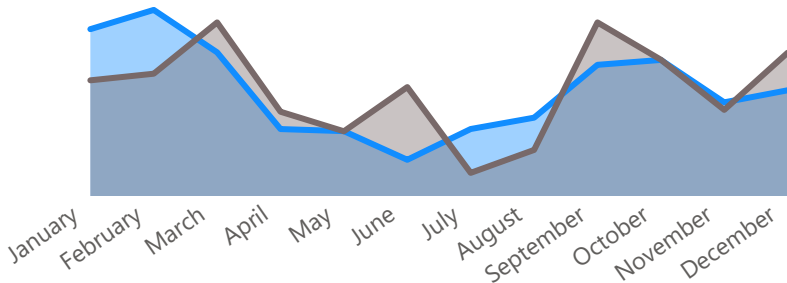
October

November

December

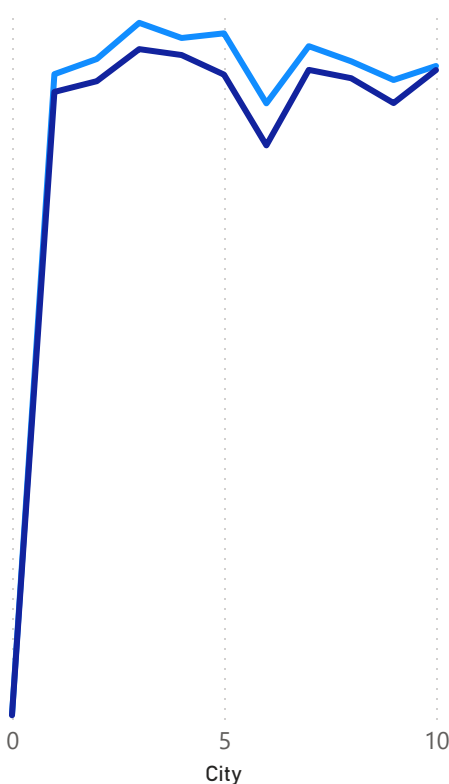
Sales by Month

Total Sales Avg Sales

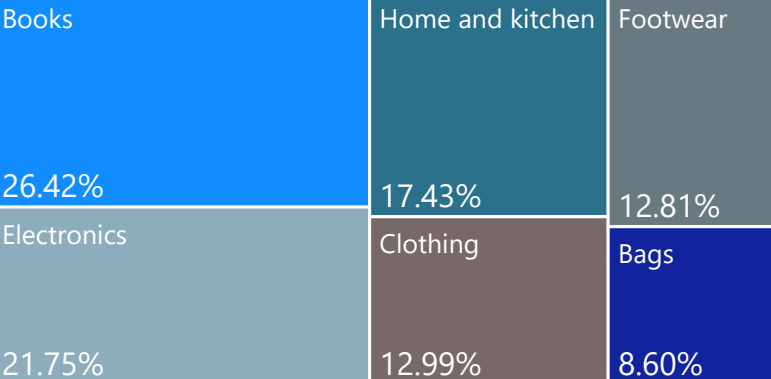


Customers and Sales by City

Customers Sales

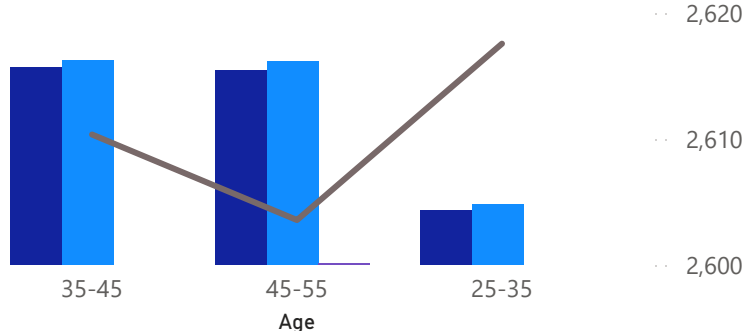


Sales by Product Category



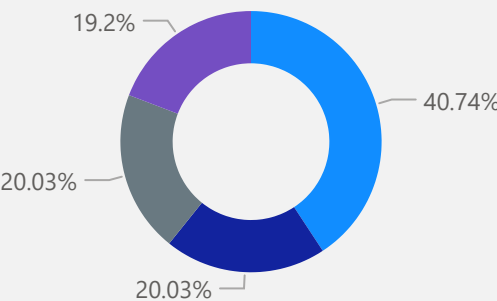
Sales by AgeGroup and Gender

Female Male Unknown Avg Sales



Sales by Store

e-Shop MBR Flagship store TeleShop





## Top 5 Subcategory

Subcategory ▼	%Sales	Avg Sales
Women	29.58%	2,571.46
Mens	29.10%	2,629.81
Kids	20.25%	2,645.40
Mobiles	10.57%	2,649.05
Fiction	10.50%	2,652.02