

RESET

CUSTOMER SHOPPING DATA BASE

GENDER

Female

Male



299K

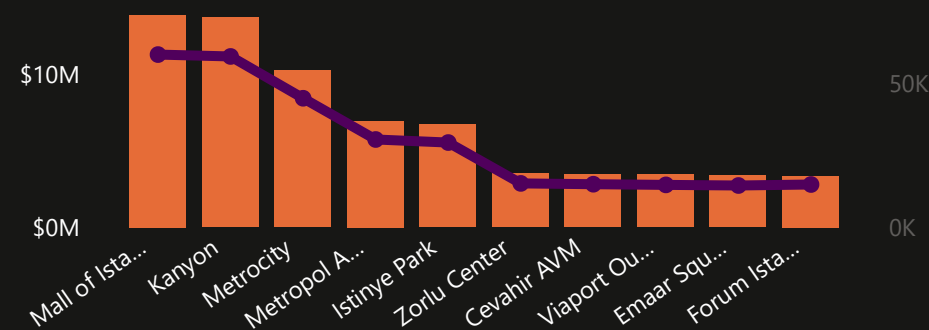
Total quantity

20T

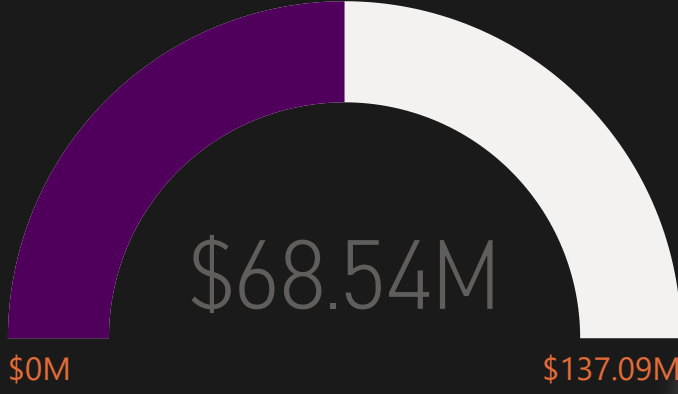
Total sales

Sum of price and Sum of quantity by shopping_mall

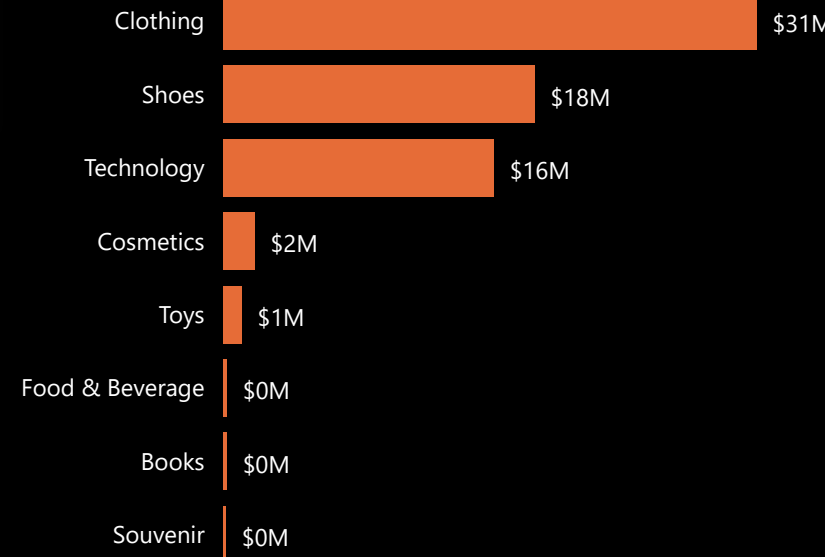
Sum of price Sum of quantity



Sum of price



Sum of price by category



INSIGHT

At \$13,850,174, Mall of Istanbul had the highest Sum of price and was 315.21% higher than Forum Istanbul, which had the lowest Sum of price at \$3,335,685.

At \$31,067,400(Female), Clothing had the highest Sum of price and was 17,706.01% higher than Souvenir, which had the lowest Sum of price at \$174,477.

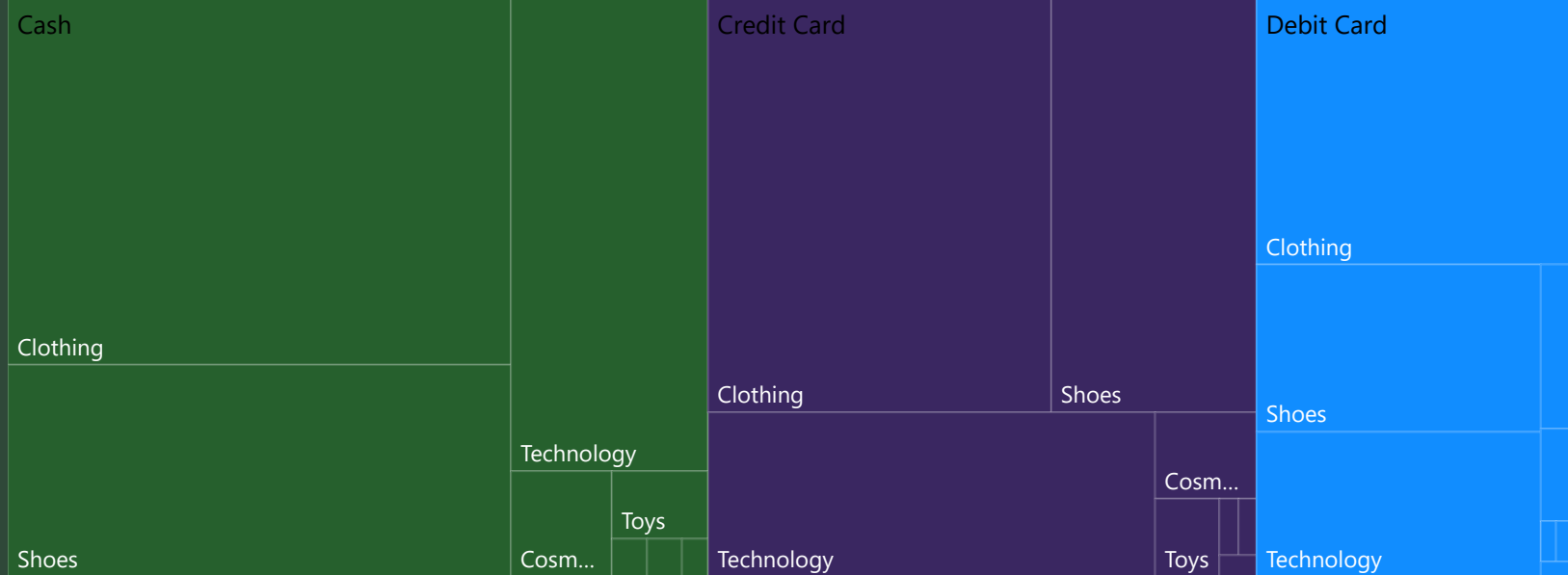
At \$18,611,700(male), Clothing had the highest Sum of price and was 17,574.76% higher than Souvenir, which had the lowest Sum of price at \$105,301.

Clothing accounted for 45.90% of Sum of price. while male has 45.52% in clothing

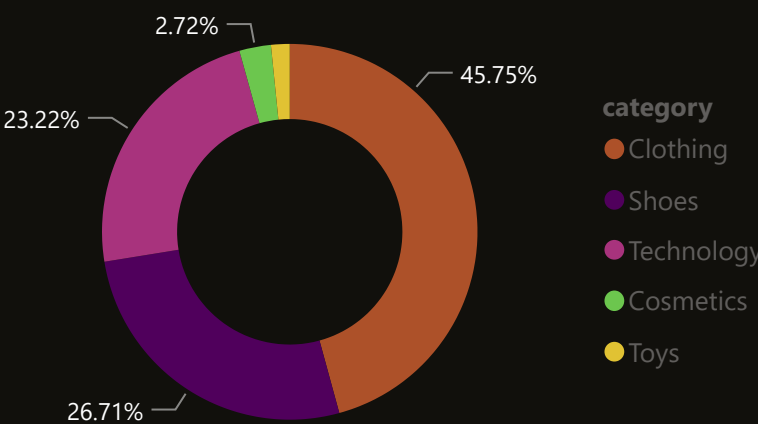
Across the gender female price is higher than the male price
Sum of price for Qtr 4 started trending down on 2021, falling by 93.62% (\$7,382,045) in 2 years

Sum of price by payment_method and category

payment_method Cash Credit Card Debit Card



Sum of price by category



Sum of price by Year and Quarter

Quarter Qtr 1 Qtr 2 Qtr 3 Qtr 4

