* The total sales amount to 251.51 million, with 99,457 customers and orders recorded.
* Most people prefer to use cash or credit cards for their purchases, while debit cards are rarely used.
* Mall of Istanbul and Kanyon are the top-performing shopping malls, each generating over 40 million in sales.
* Clothing is the best-selling category, contributing over 100 million in total sales. Shoes and Technology are also strong performers, each bringing in more than 50 million.
* Women account for 60% of the sales, while men contribute 40%.
* Sales are fairly consistent throughout 2021, 2022, and 2023, with most months bringing in between 19 and 21 million. The only exceptions are January and February, where sales exceed 25 million.