

I will analyze sales by demographic Analysis of customers city, age, gender and other factors. The goal of this process is to give more information about our data so that the marketing team prepares to intensify the efficiency based on the data and information we will provide !

About this Dataset

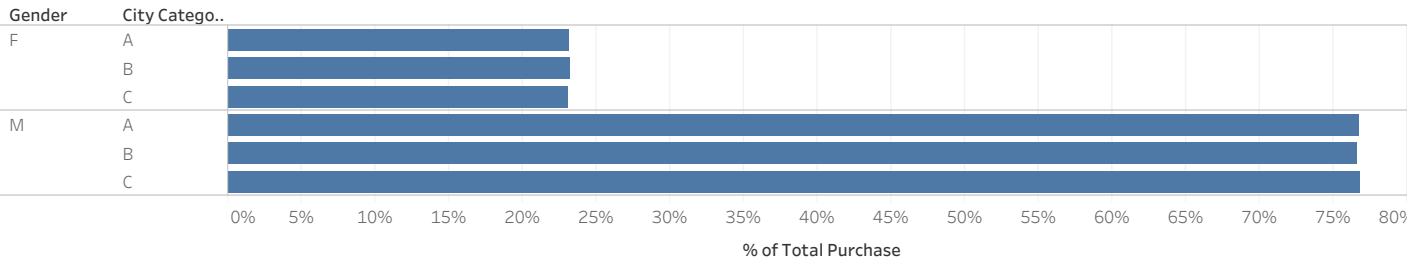
The dataset here is a sample of the transactions made in a retail store. The store wants to know better the customer purchase behaviour against different products.

EXPLORATORY DATA ANALYSIS

To start with the analysis, we will do survey about the sales of different cities to see how many number of people from each city are purchasing item from this retail store.

From the graph above, we can clearly see that city B has more number of purchased as compared to others. We can also say that unmarried people from each and every cities are spending much more than married couples.

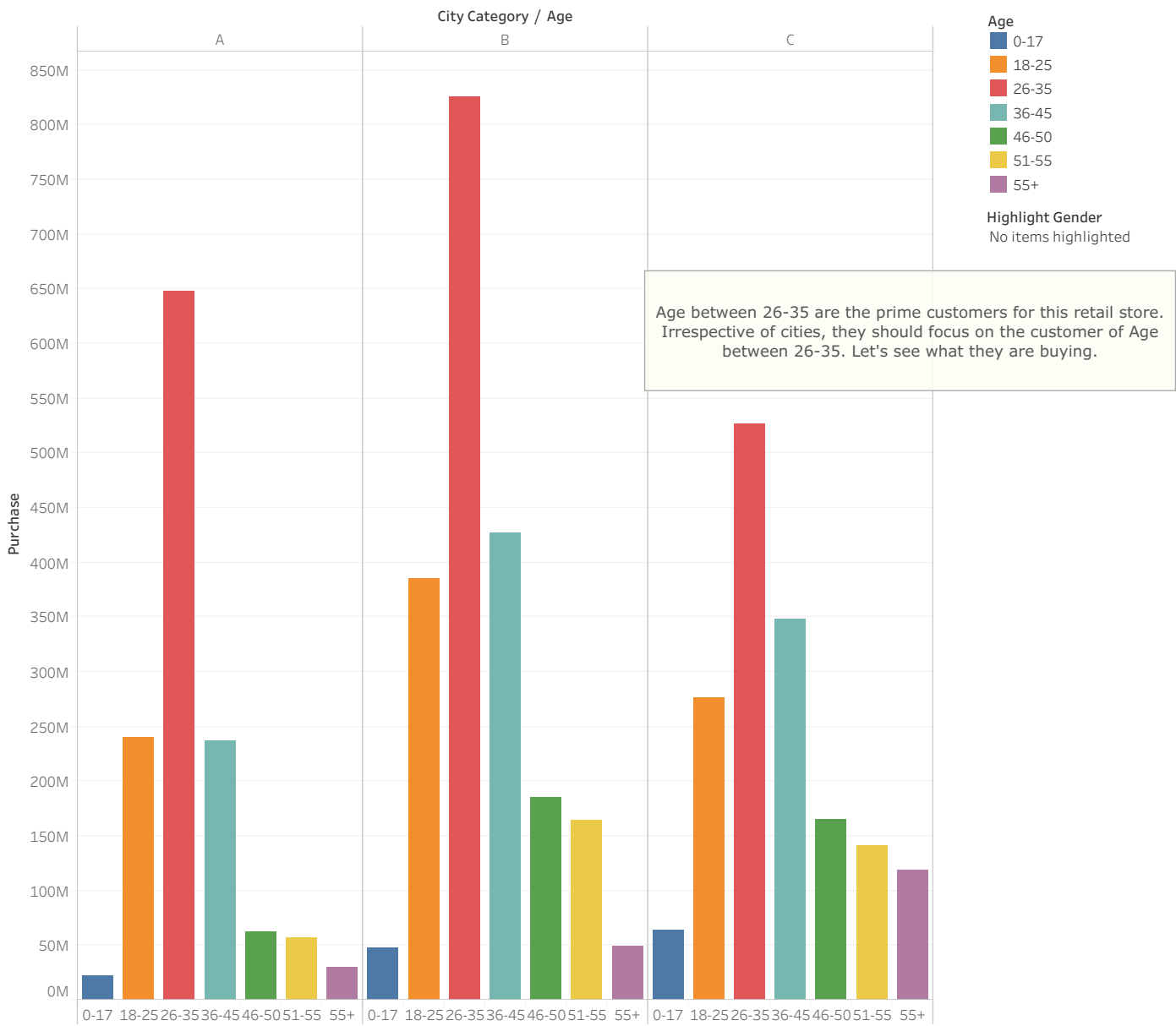
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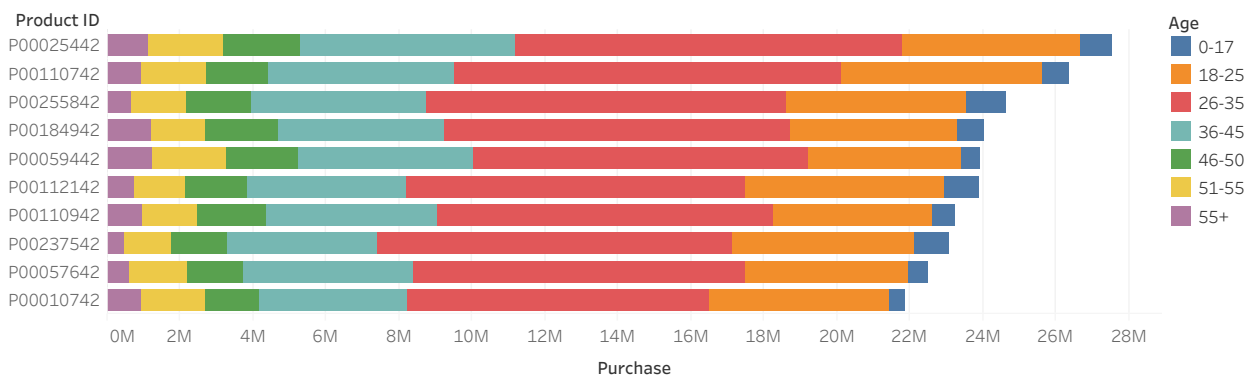
It clearly shows that, Male contribution to the sales of this retail store is huge almost around 76% as woman's are purchasing around 24% of the total sales of the store.

This distributon is almost same around all the cities which concludes irrespective of any city,Men's purchasing power is greater than women's purchasing power, even in normal circumstances.

by suming up from the two slides, we can say, unmarried men are the the customers who are purchasing alot from this retail store. Now it is interesting to see age of the customers to get an idea about the prime customers for this retail store.



Customers Demographic Analysis	Gender Contribution	Age does matter!!!	Conclusion
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These are the top 10 products with the highest amount of sales.

To sum up all,

On the **Black Friday** day, there are mostly large number of buyers (high percentage of the male) whose age around 26-36 with the large sell of the top 10 items mentioned above. With this information, marketing team of the retail store, can take further actions to improve there sales(possibilities):

1. Focus on the age group of 26-35
2. Think about the products women can buy
3. Top 10 products price can be increase or they can give sales on the product which are not popular amongst all people
4. See the popularity in every cities, can open one more branches of the store where the sales are more.(depends on advertising too)