Black Friday Sales Prediction

WireFrame

Black Friday Sales Dashboard

$1,186M
Revenue

0.14M
Unit Sold

Purchase by Gender and Marital_Status

Married
$502M (42....)

Marital_Status
- Single
- Married

Single
$684M (57.67%)
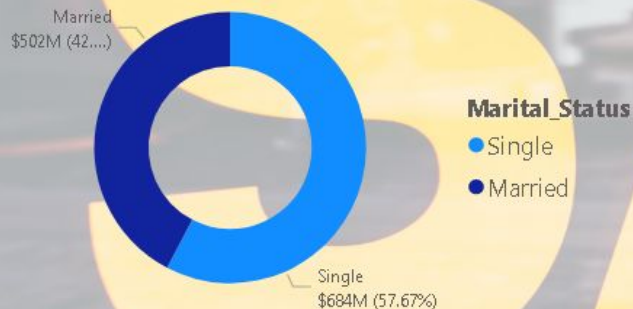
Product_Category_1	Product_Category_2	Product_Category_3
776517	916139	468179

Purchase by Age

$0.4bn

$0.2bn

$0.0bn

Purchase

| 26-35 | 36-45 | 18-25 | 46-50 | 51-55 | 55+ | 0-17 |

Age
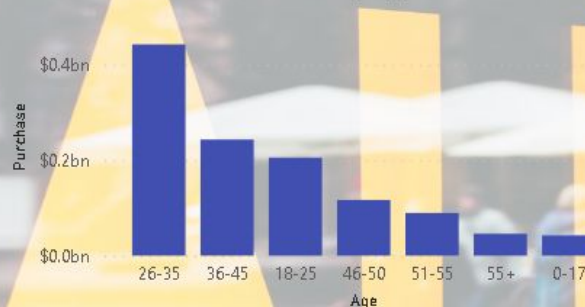
Purchase by City_Category

Town
$494M

Rural
$386M

Urban
$306M

Purchase by Occupation

100%

0
1
4
7 — $91M
6 — $74M
20 — $73M
2 — $73M
3 — $72M
14 — $58M
9 — $50M
17 — $37M
16 — $37M
10 — $33M
12 — $32M
15 — $22M
5 — $20M
19 — $17M
11 — $14M
13 — $13M
8 — $3M
18 — $2M

1.4%
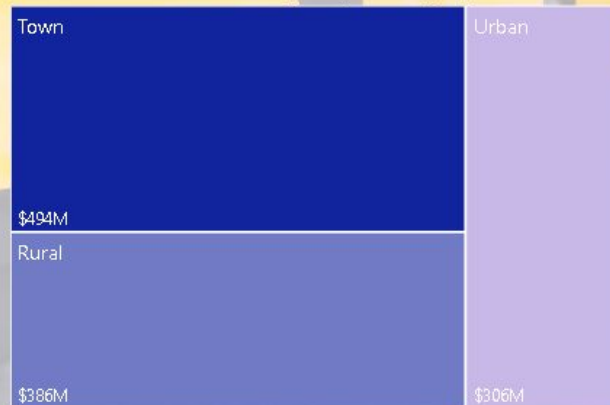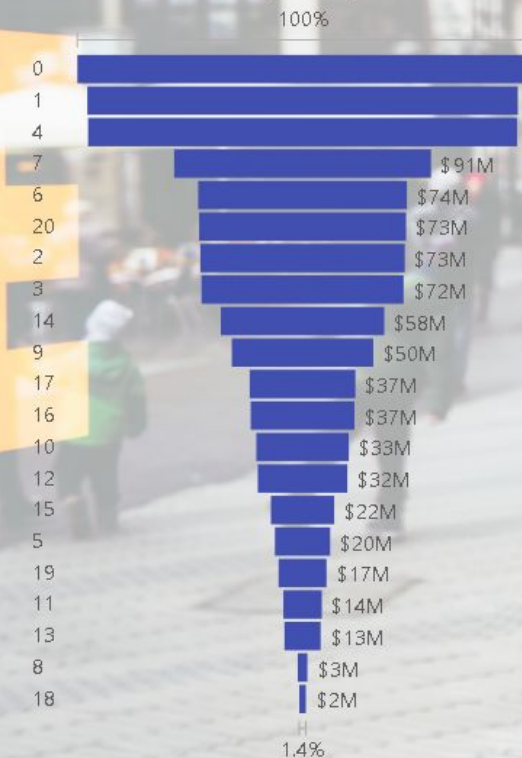
Black Friday Sales Dashboard

Product_ID	Age	Gender	Marital_Status	Product_Category_1	City_Category	Purchase	Total_Spend	AVG_Spend_On_Product
P00025442	26-35	Male	Single	123	Rural	$22,01,677	98817589	16,774.33
P00110742	26-35	Male	Single	117	Town	$20,35,541	207973483	35,303.60
P00028842	26-35	Male	Single	618	Town	$19,32,721	199330805	33,836.50
P00110742	26-35	Male	Single	113	Rural	$19,31,189	86769145	14,729.10
P00184942	26-35	Male	Single	112	Rural	$19,04,416	89380268	15,172.34
P00184942	26-35	Male	Single	114	Town	$18,99,213	208904978	35,461.72
P00112142	26-35	Male	Single	118	Rural	$18,85,024	88093086	14,953.84
P00057642	26-35	Male	Single	114	Town	$18,65,431	200813521	34,088.19
P00237542	26-35	Male	Single	108	Rural	$18,60,869	90433084	15,351.06
P00025442	26-35	Male	Single	101	Town	$18,23,771	169477497	28,768.88
P00052842	26-35	Male	Single	860	Town	$18,18,723	170750498	28,984.98
Total				**2972716**		**$5,09,58,12,742**	**1059053747495**	**17,97,74,868.02**

Purchase made in $ by shoppers

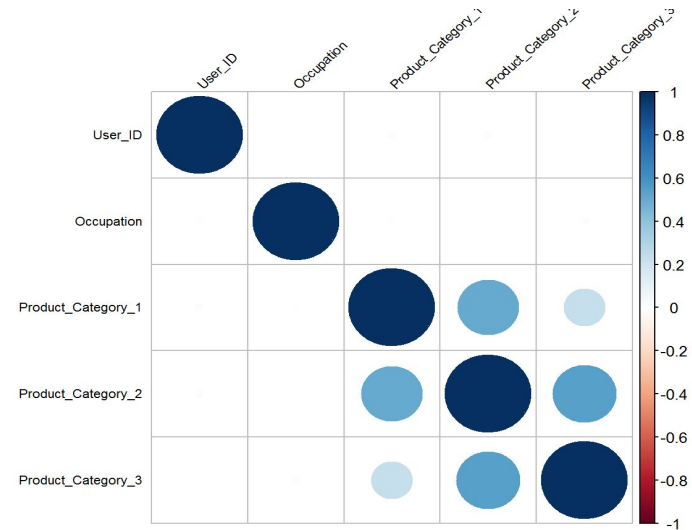| person.count	probability	percentage
1	1	0.200	20.0
2	2	0.160	16.0
3	3	0.128	12.8
4	4	0.102	10.2
5	5	0.082	8.2
6	6	0.066	6.6
7	7	0.052	5.2
8	8	0.042	4.2
9	9	0.034	3.4
10	10	0.027	2.7
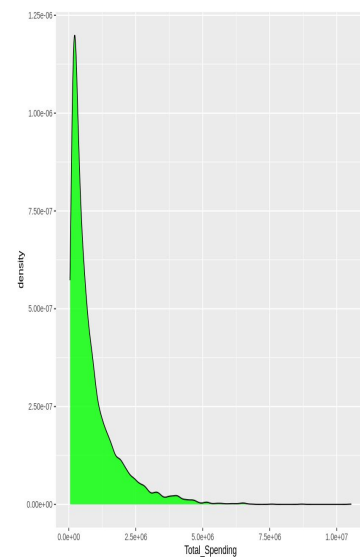
Mosaic Plot for Product Category vs Gender
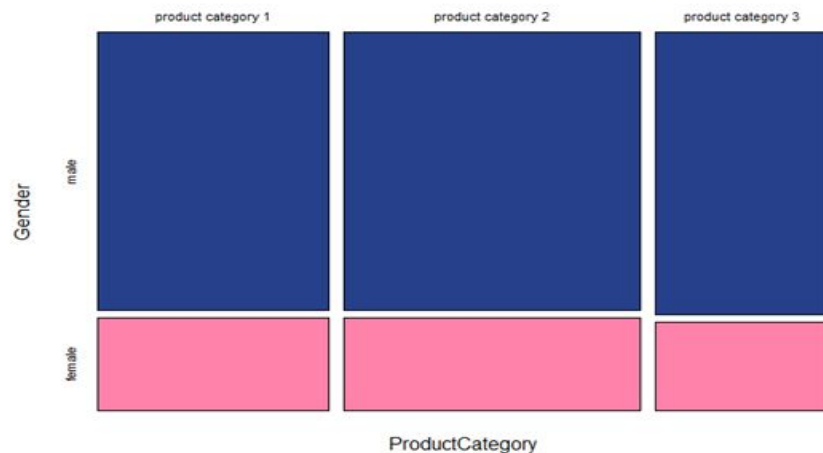
Choosed a person who spent 5 years in current city out of 10 trials

Difference of Purchasing ability in Gender Per Customer in Different Cities
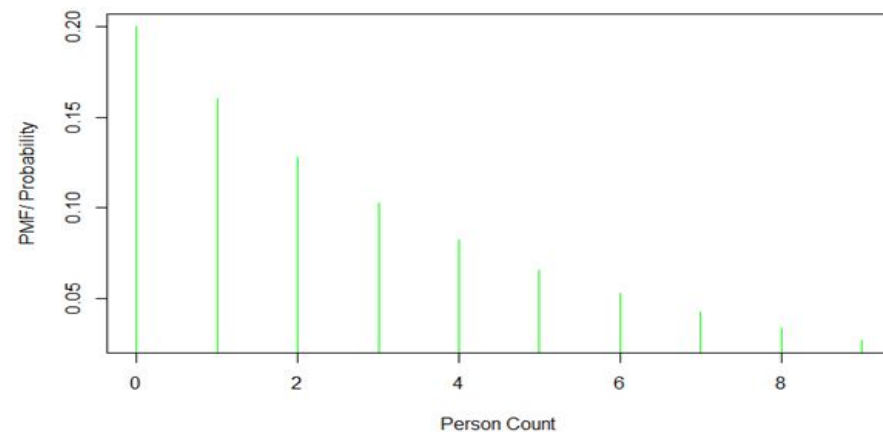
Different Average Purchase Amount by Age in Different Cities