

Customer Data Analysis

Year

2021

2023

Revenue

252M



Quantity

299K



Customers

99K



Products

8



Shopping...

10



Count of age

0

52

104

Age Groups

☐ 18-25

☐ 26-40

☐ 41-60

☐ 61 above

Month Name

All

category

All

Shopping Malls

All

Female

Male

Revenue by Gender

Female

150M

Male

101M

0M

50M

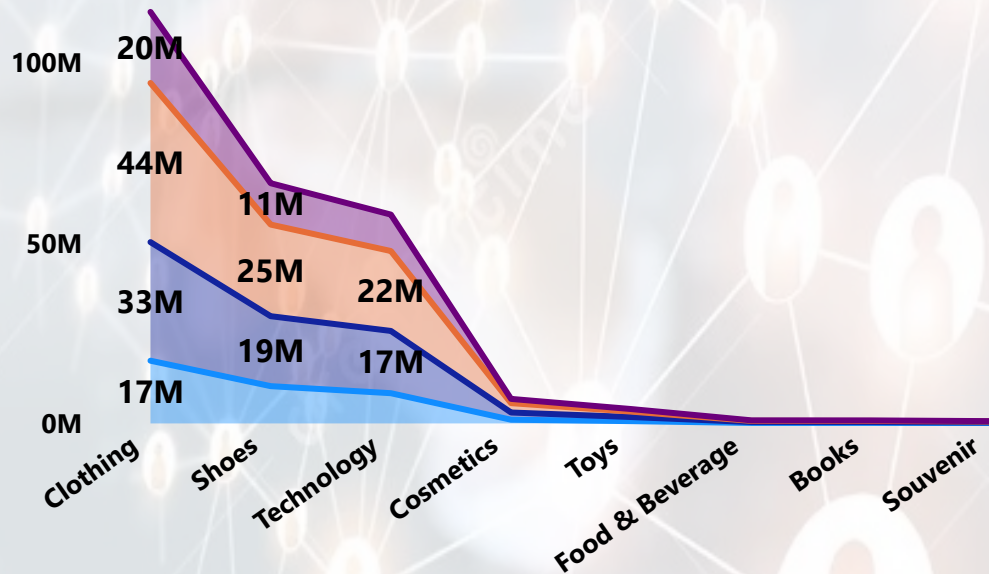
100M

150M

Total Revenue

Revenue by category and Payment Method

Age Groups ● 18-25 ● 26-40 ● 41-60 ● 61 above



Revenue by Age Groups

38M (15.16%)

44M (17.3%)

97M (38.4%)

73M (29.14%)

Age Groups

● 41-60

● 26-40

● 61 above

● 18-25

Revenue by Payment

51M (20.12%)

113M (44.86%)

88M (35.02%)

Payment Method

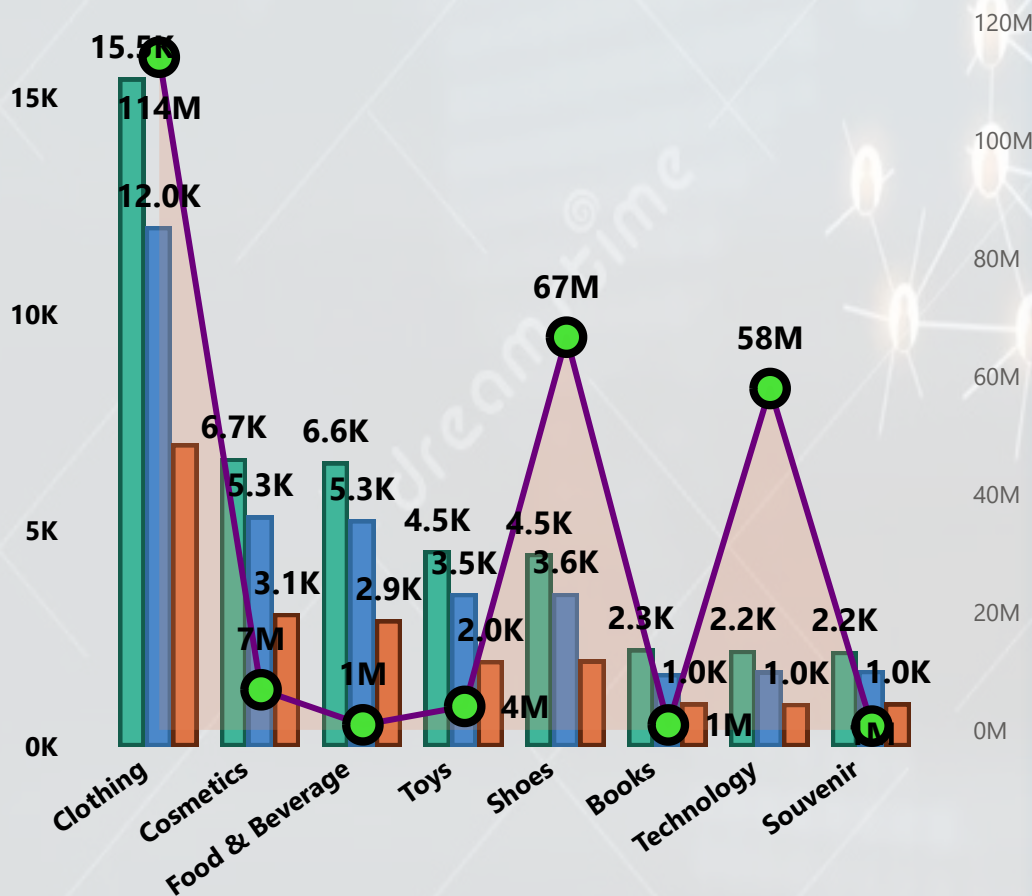
● Cash

● Credit Card

● Debit Card

Cash , Credit, Debit and Sum of Sales by category

● Cash category ● Credit_category ● Debit_categ... ● Total Reve...



Revenue by Age

37	64	51	22	27	39	48	44
6M	5M	5M	5M	5M	5M	5M	5M
24	43	40	42	46	38	26	68
5M	5M	5M	5M	5M	5M	5M	5M
30	63	53	57	62	60	52	
28	5M	5M	5M	5M	5M	5M	
58	66	61	49	36	25	55	
34		5M	5M	5M	5M	5M	
67	35	19	33	69	50		
29	54	23	5M	5M	5M		
21	65	47	56		32		
			59		4M		
45	41	20	31		18		
					4M		

category	Total Revenue	gender	Shopping Malls	Payment Method
Books	11475	Female	Cevahir AVM	Cash
Books	11828	Female	Emaar Square Mall	Cash
Books	11020	Female	Forum Istanbul	Cash
Books	19949	Female	Istinye Park	Cash
Books	42146	Female	Kanyon	Cash
Books	43076	Female	Mall of Istanbul	Cash
Books	32668	Female	Metrocity	Cash
Books	24265	Female	Metropol AVM	Cash
Total	251549319			

Count of age by gender

