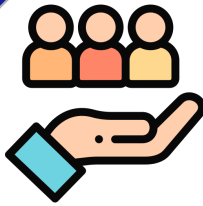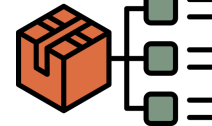# Retail Sales Analysis

Transactions 1K

Customers 1K

Total Product 3

Total Orders 3K

Total Sales 456K

Customer Analysis

Transaction Analysis

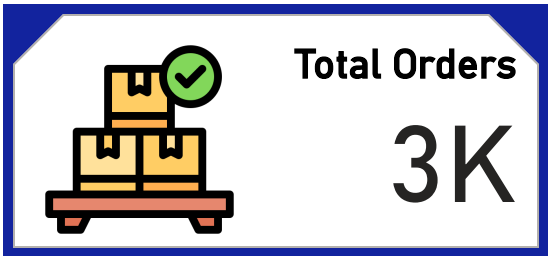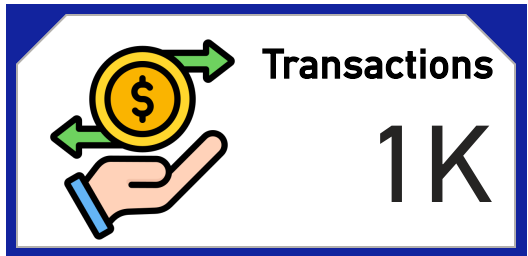Product Category Analysis

Time Period Analysis

This report provide insights about a Retail sales dataset summarizing customer sales, transactions, products analysis, date period
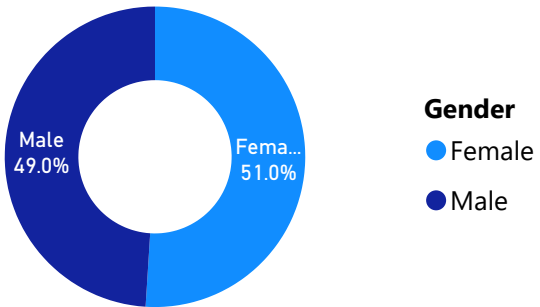
Customer Analysis **Dashboard**

Transactions
1K

Customers
1K

Total Orders
3K

Top Customer
CUST001

Total Sales
456K

Trend by Customer Visits & Qty Ordered

● Customer Visited ● Quantity Ordered ● Total Sales

Month

Customer Visits by Gender

Male 49.0%
Fema... 51.0%

Gender
● Female
● Male

Mean Customer Age by Gender

41.39

18   64
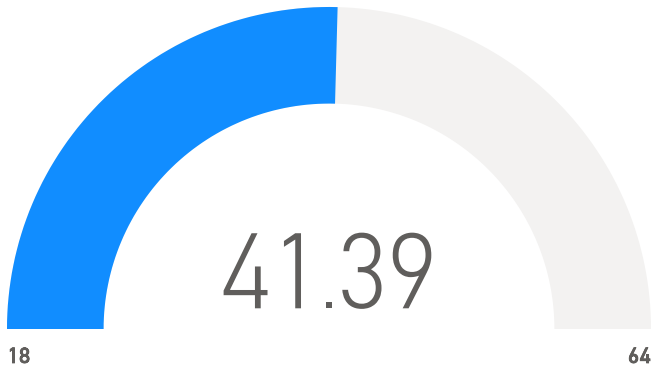
Transaction Analysis **Dashboard**

Transactions
1K

Total Orders
3K

Total Sales
456K

Price/Unit by Transaction

50	500	30
25	300	

Transaction Details Summary

Transaction ID	Year	Quarter	Month	Day	Quantity	Price/Unit	Total Sales
1	2023	Qtr 4	November	24	3	50	150
2	2023	Qtr 1	February	27	2	500	1000
3	2023	Qtr 1	January	13	1	30	30
4	2023	Qtr 2	May	21	1	500	500
5	2023	Qtr 2	May	6	2	50	100
6	2023	Qtr 2	April	25	1	30	30
7	2023	Qtr 1	March	13	2	25	50
8	2023	Qtr 1	February	22	4	25	100
9	2023	Qtr 4	December	13	2	300	600
10	2023	Qtr 4	October	7	4	50	200
11	2023	Qtr 1	February	14	2	50	100
12	2023	Qtr 4	October	30	3	25	75
13	2023	Qtr 3	August	5	3	500	1500

Quantity/Transaction

- 263 (26.3%)
- 253 (25.3%)
- 243 (24.3%)
- 241 (24.1%)
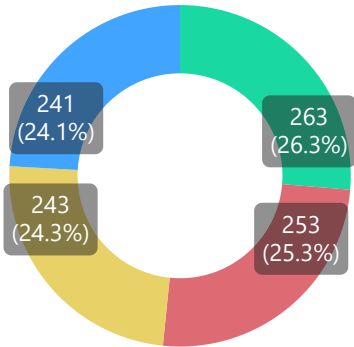
Quantity/Transaction
- 🟢 4
- 🔴 1
- 🟡 2
- 🔵 3

Product Analysis **Dashboard**

Total Orders
3K
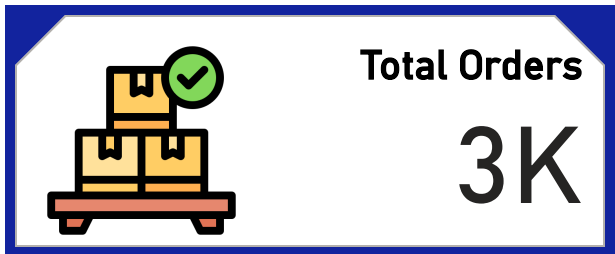
Total Sales
456K

Top 3 Product by Sales
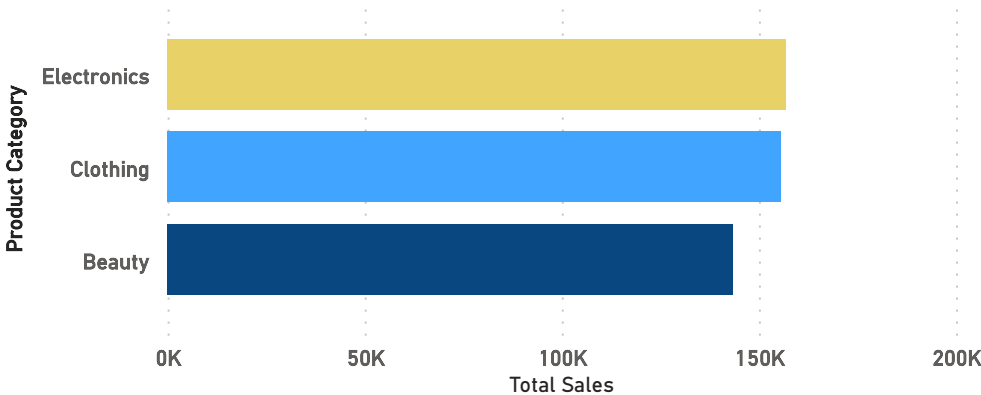
%Total Sales by Product Category and Price/Unit

Price/Unit ● 25 ● 30 ● 50 ● 300 ● 500

Product Summary

Product Category	Total Orders	Total Transactions	Price per Unit	Total Sales
Beauty	157	63	25	0.86%
Beauty	133	56	30	0.88%
Beauty	170	67	50	1.86%
Beauty	142	53	300	9.34%
Beauty	169	68	500	18.53%

Total Orders by Product Category

894
(35.56%)

771
(30.67%)

849
(33.77%)

Product Category
● Clothing
● Electronics
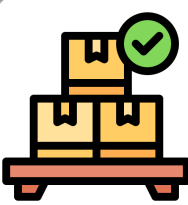● Beauty

Time Period Analysis

Transactions 1K

Customers 1K

Total Orders 3K

Total Sales 456K

Total Orders by Quarter

Product Category ●Beauty ●Clothing ●Electronics

Total Transactions by Month

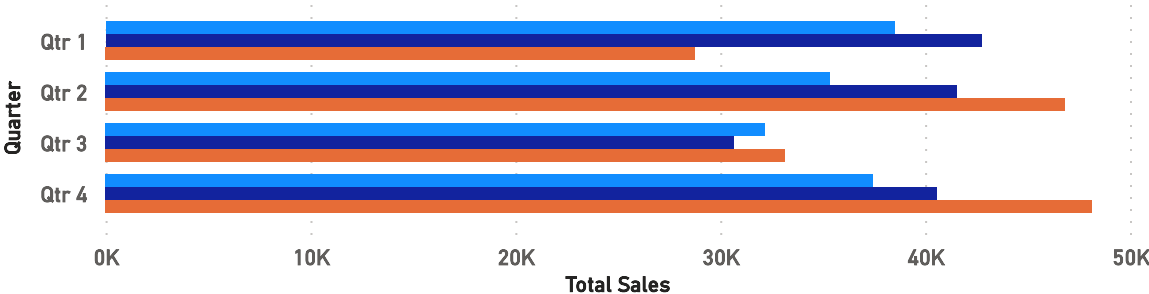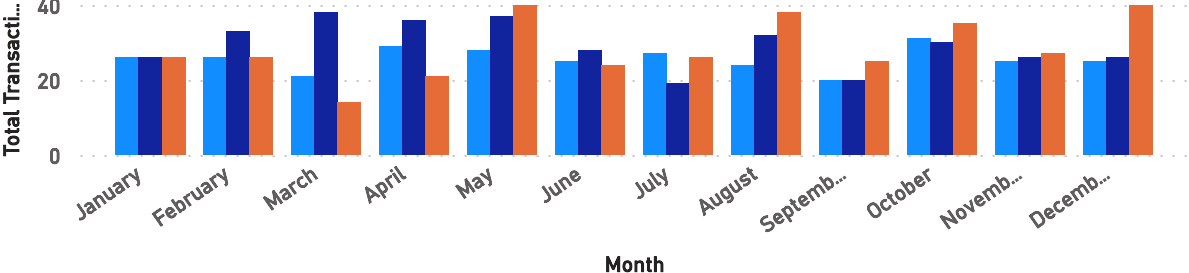Product Category ●Beauty ●Clothing ●Electronics

Total Sales by Quarter

Product Category ●Beauty ●Clothing ●Electronics

Total Sales by Month

Product Category ●Beauty ●Clothing ●Electronics ●%Total Orders