

Sales Trends & Customer Behavior

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[View in Power BI](#) ↗

Last data refresh:
11/10/2023 1:32:33 PM UTC

Downloaded at:
11/10/2023 1:34:38 PM UTC

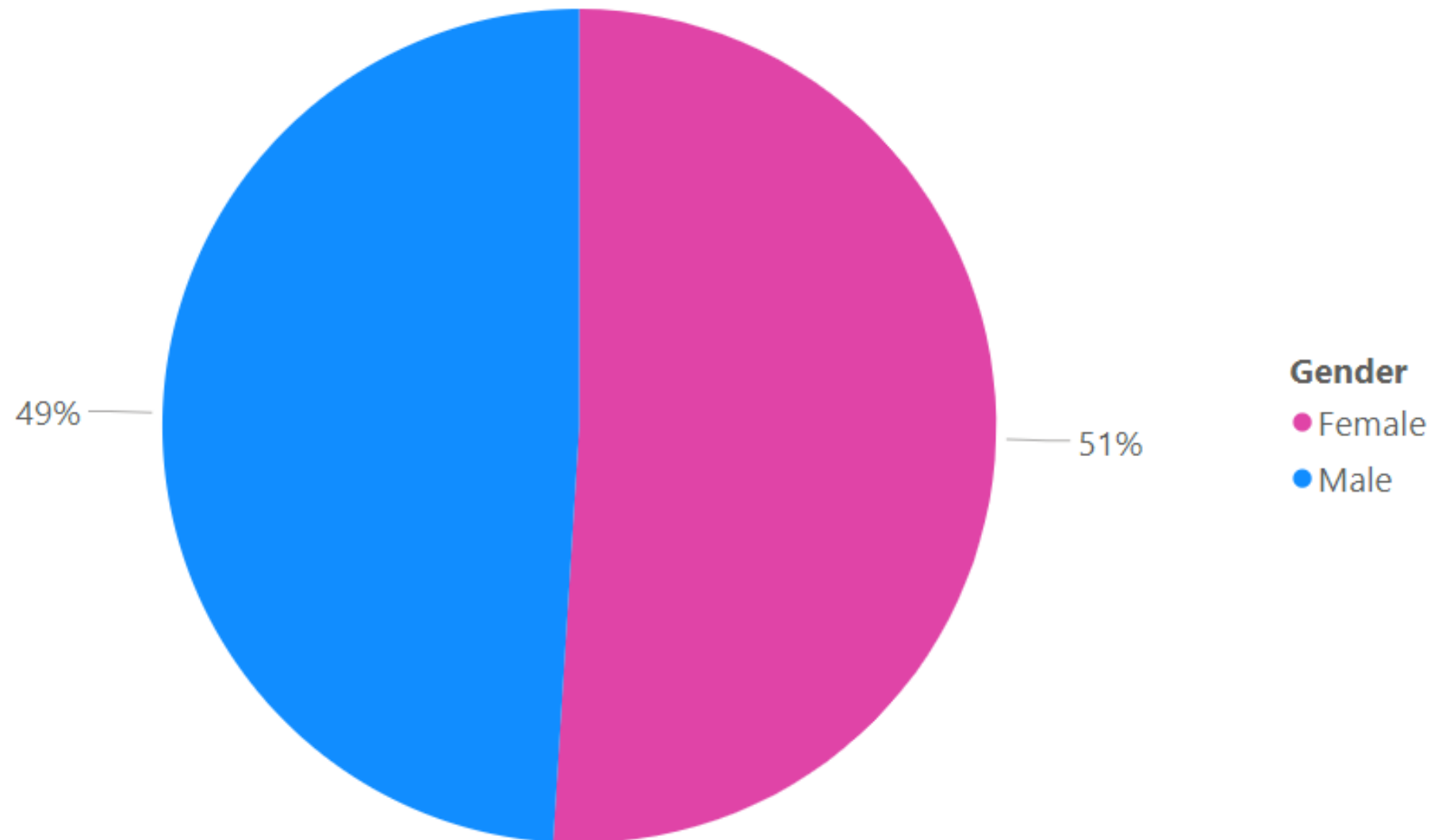
About the Dataset

- The dataset is synthetic and was created to simulate how a dynamic retail environment can take place
- It's a snapshot of a fictional retail landscape, but captures essential attributes that drive retail operations and customer interactions
- Key details include:
 - Transaction ID, Date, Customer ID, Gender, Age, Product Category, Quantity, Price per Unit, and Total Amount
- These key details help with the exploration of sales trends, demographic influences, and purchasing behaviors

Why this Dataset?

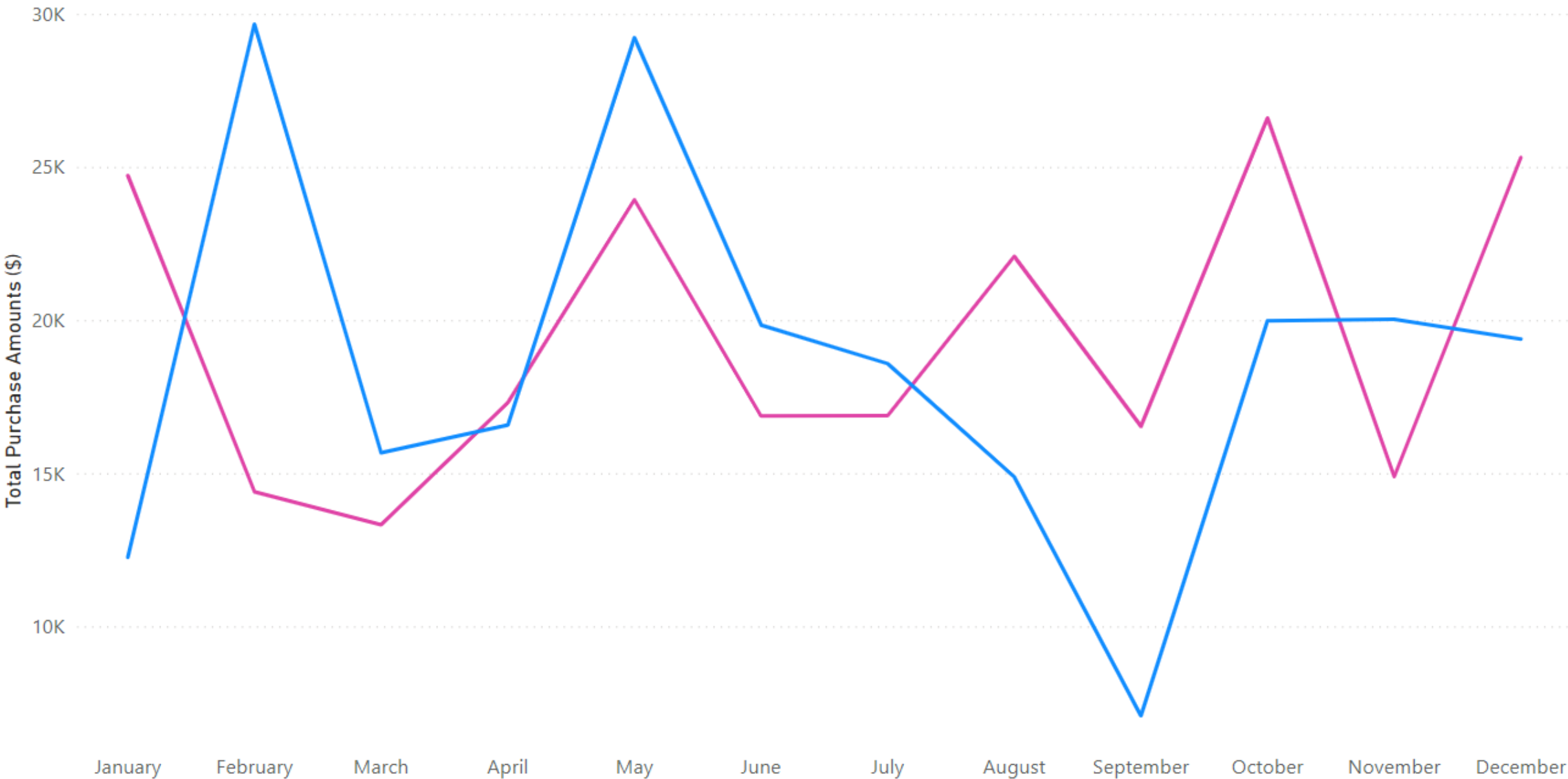
- Realistic Representation
 - Though synthetic, the dataset mirrors real-world retail scenarios, allowing you to practice analysis within a familiar context
- Diverse Insights
 - From demographic insights to product preferences, the dataset offers a broad spectrum of factors to investigate
- Hypothesis Generation
 - As you perform EDA, you'll have the chance to formulate hypotheses that can guide further analysis and experimentation
- Applied Learning
 - Uncover actionable insights that retailers could use to enhance their strategies and customer experiences

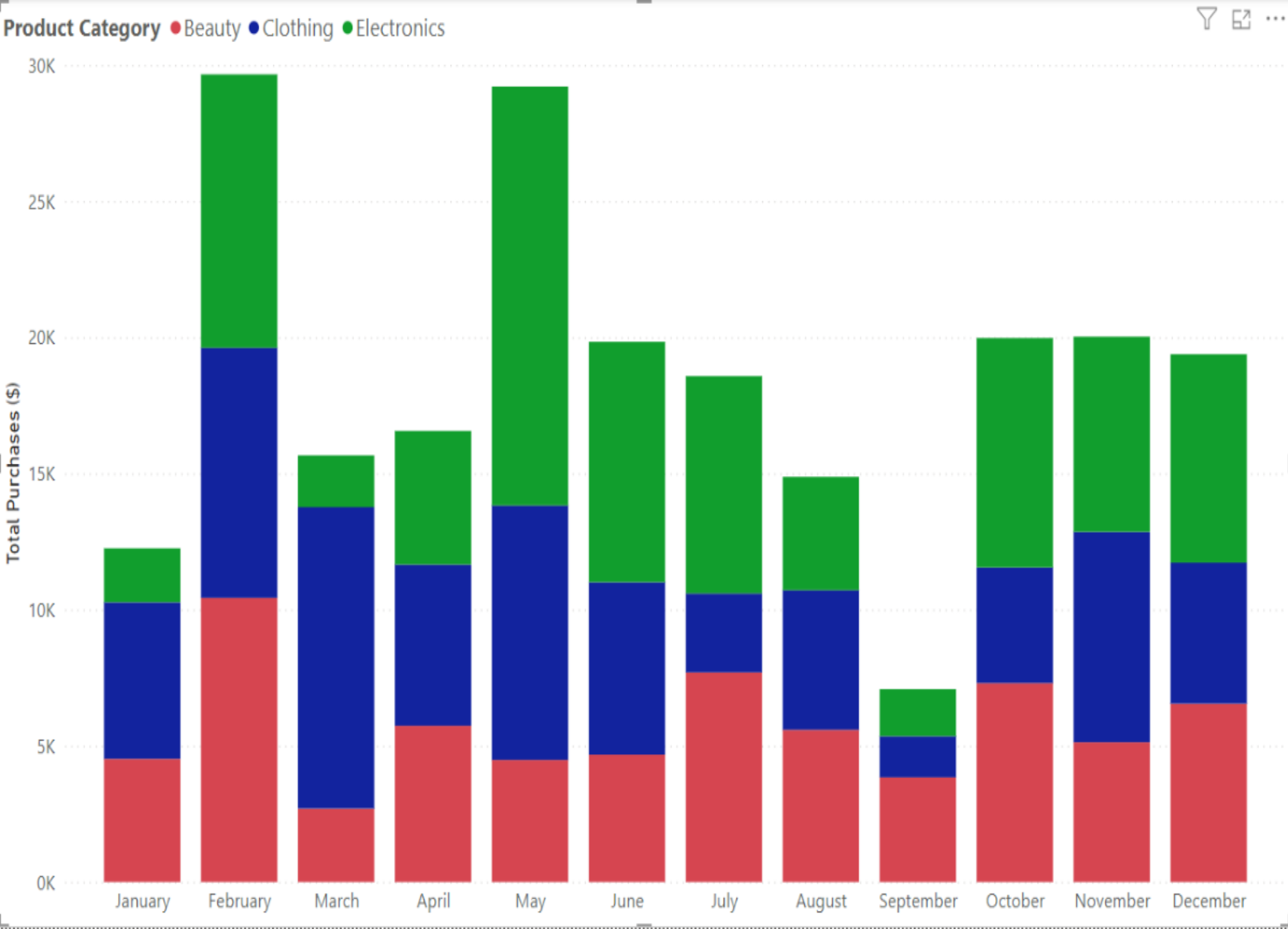
Slightly More Females Than Males



Males Buy More in the Beginning of the Year

Gender ● Female ● Male





Filters

Gender

Gender
is Male

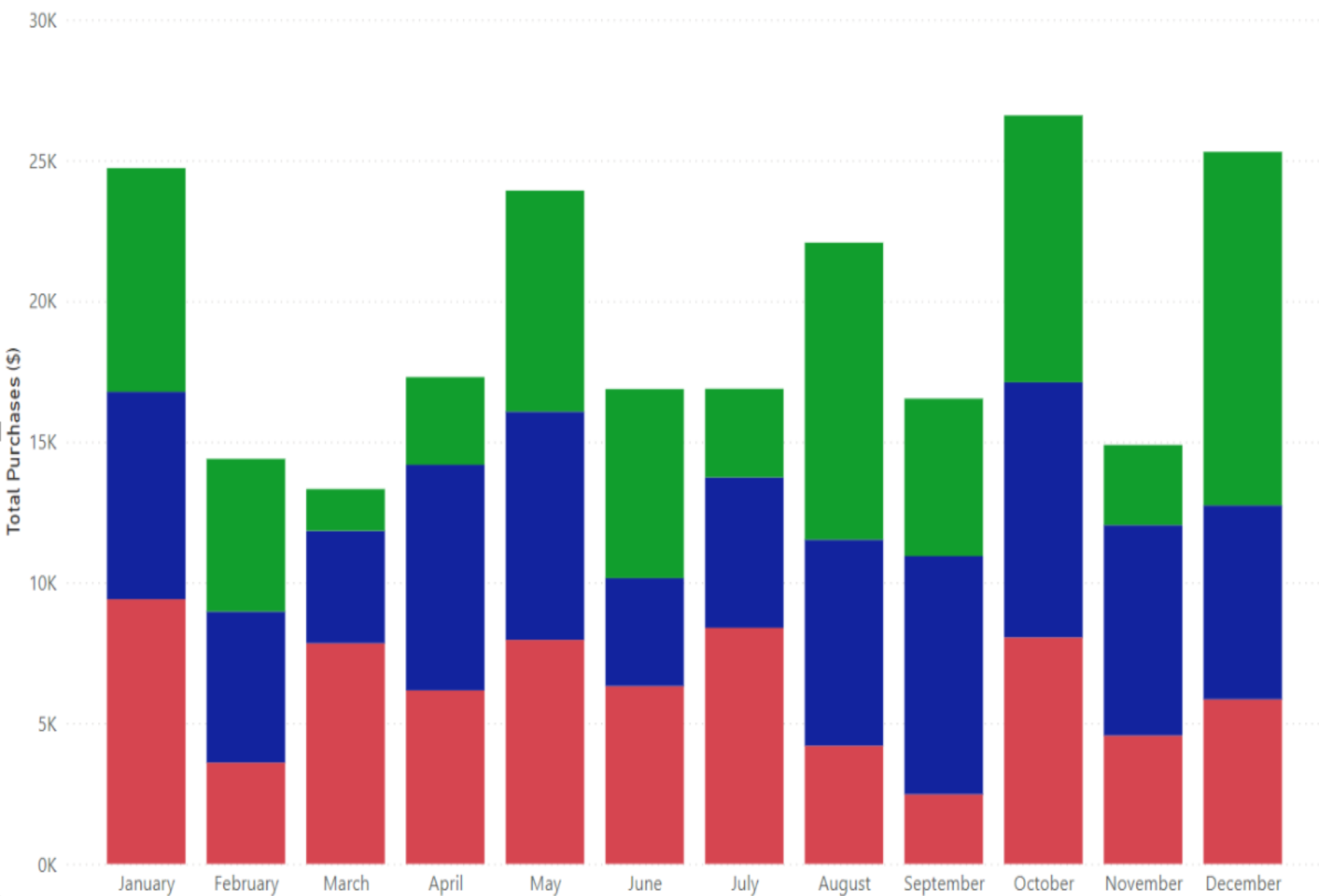
Search

☐ Female 510

☒ Male 490

☒ Require single selection

Product Category ● Beauty ● Clothing ● Electronics



Filters

Gender

Gender
is Female

Search

☒ Female 510
☐ Male 490

☒ Require single selection

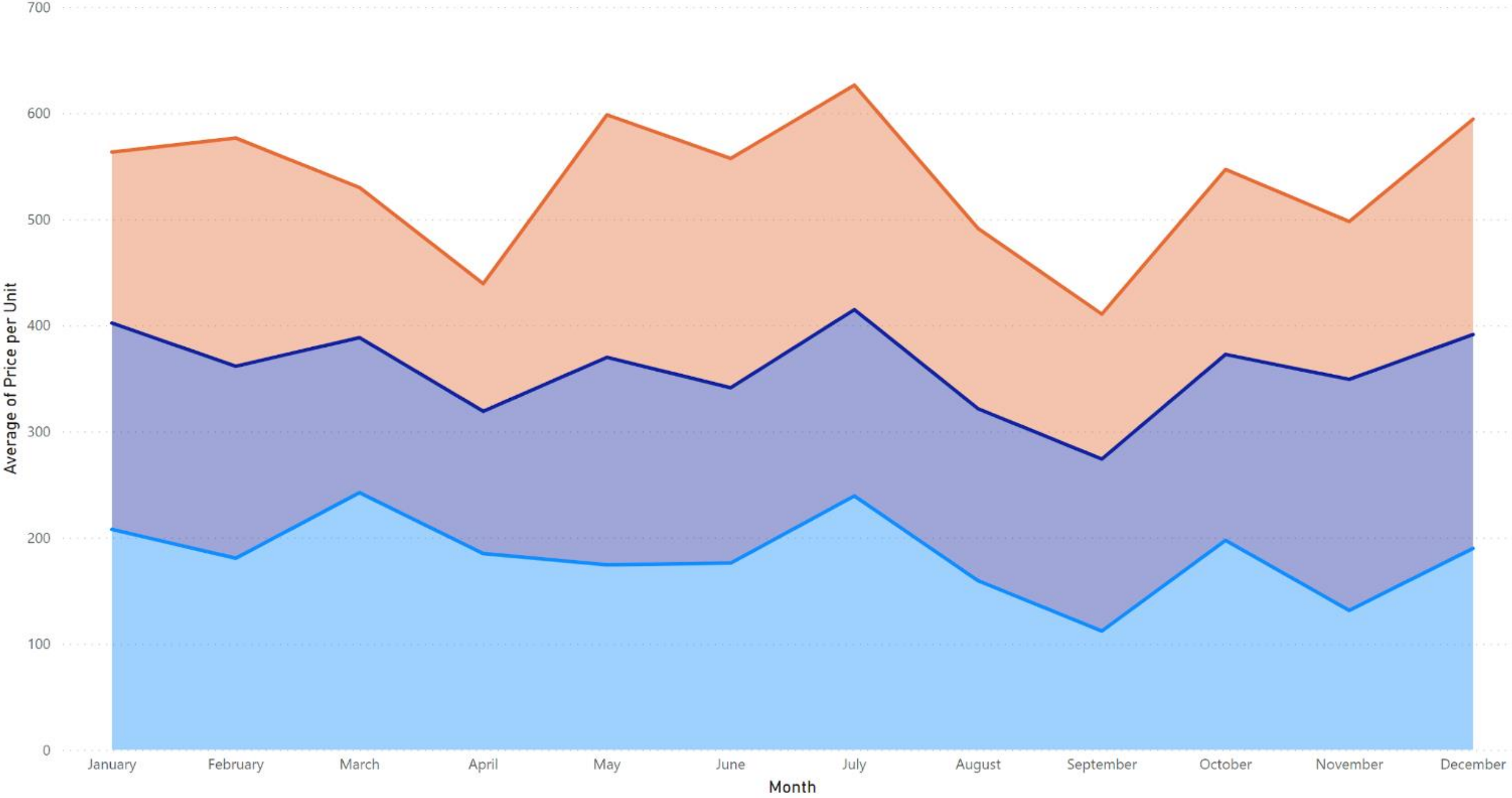
Average of Price per Unit by Month and Product Category

Product Category ● Beauty ● Clothing ● Electronics



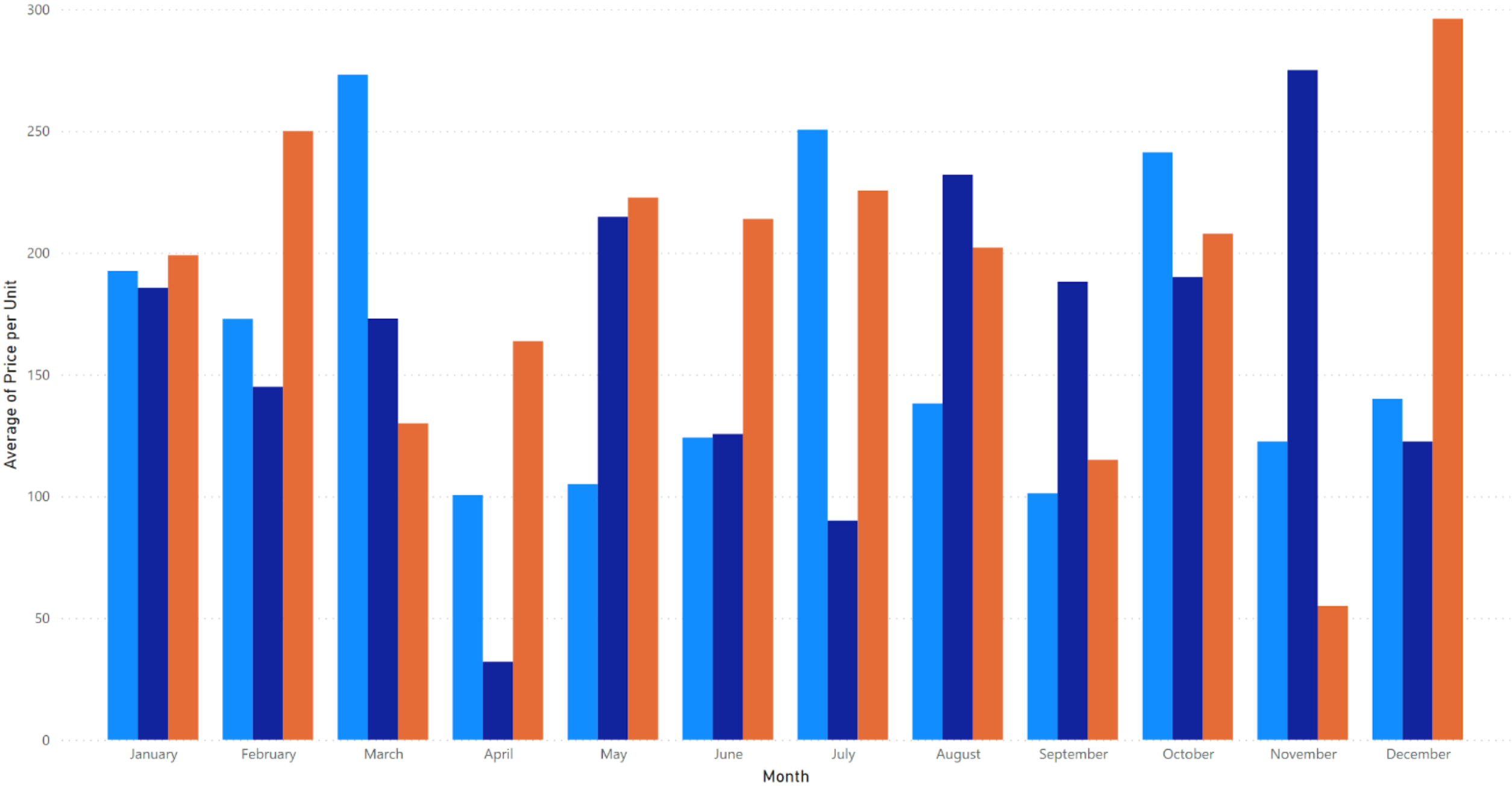
Average of Price per Unit by Month and Product Category

Product Category ● Beauty ● Clothing ● Electronics



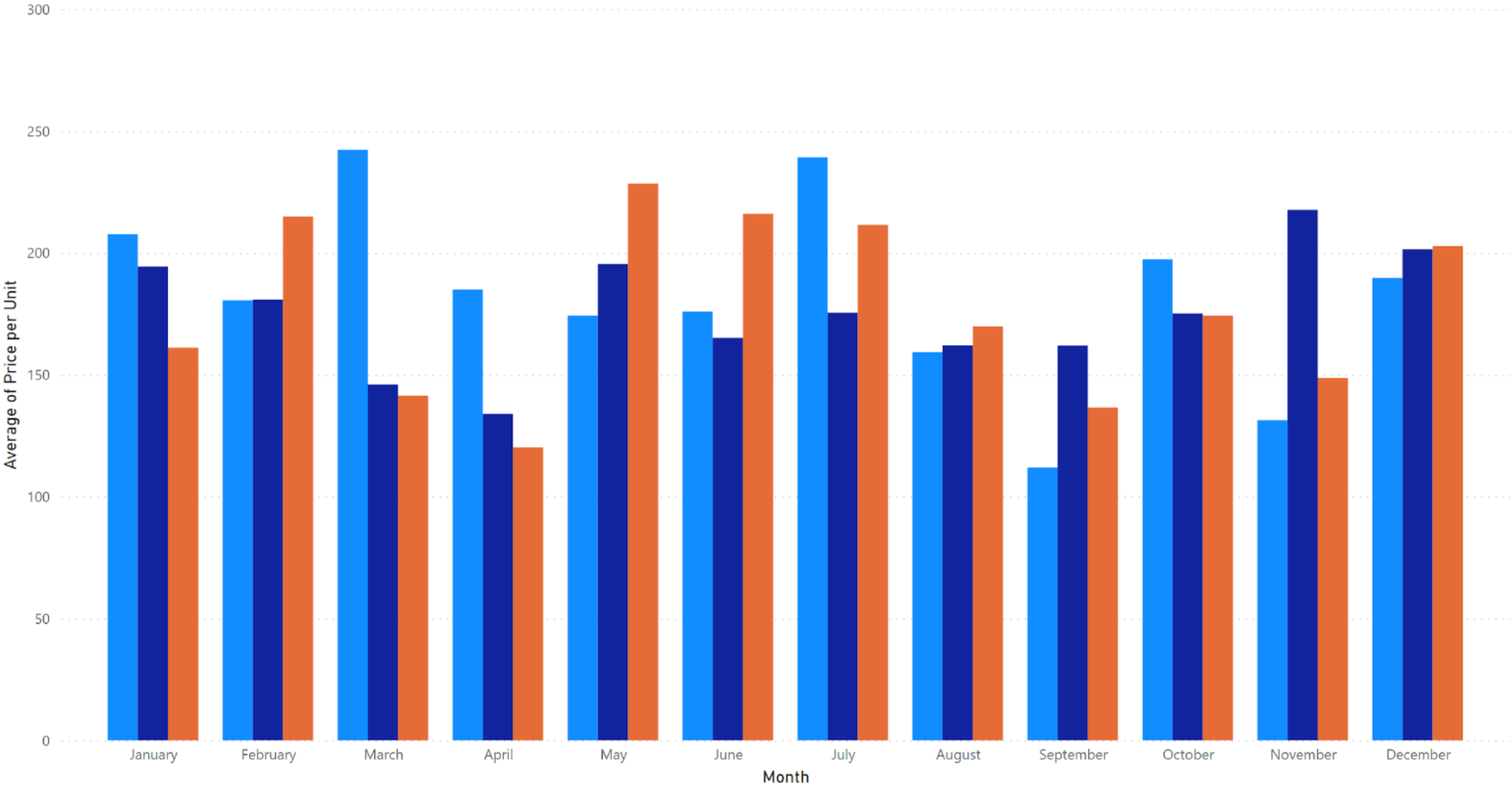
Average of Price per Unit by Month and Product Category

Product Category ● Beauty ● Clothing ● Electronics



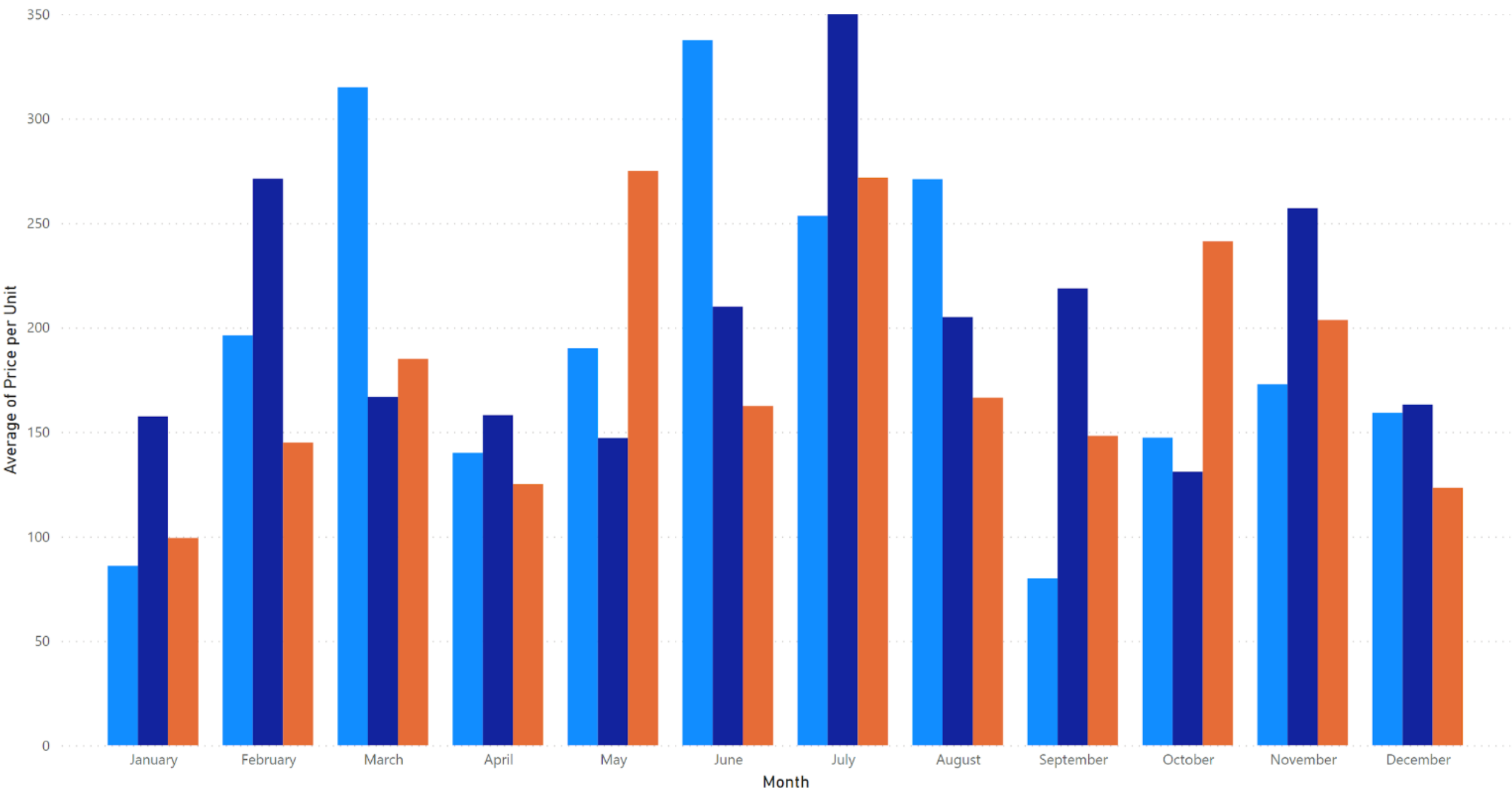
Average of Price per Unit by Month and Product Category

Product Category Beauty Clothing Electronics



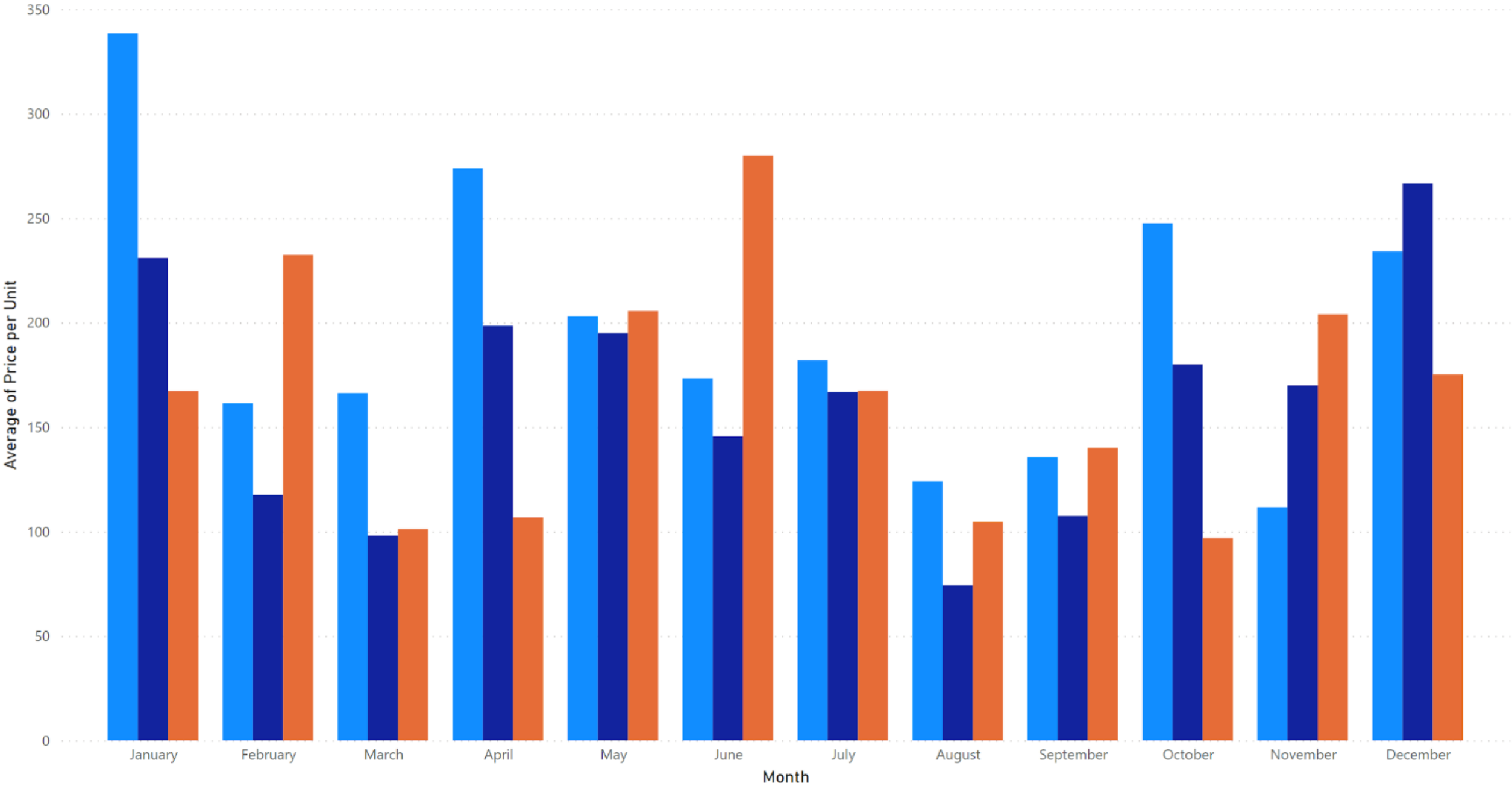
Average of Price per Unit by Month and Product Category

Product Category Beauty Clothing Electronics



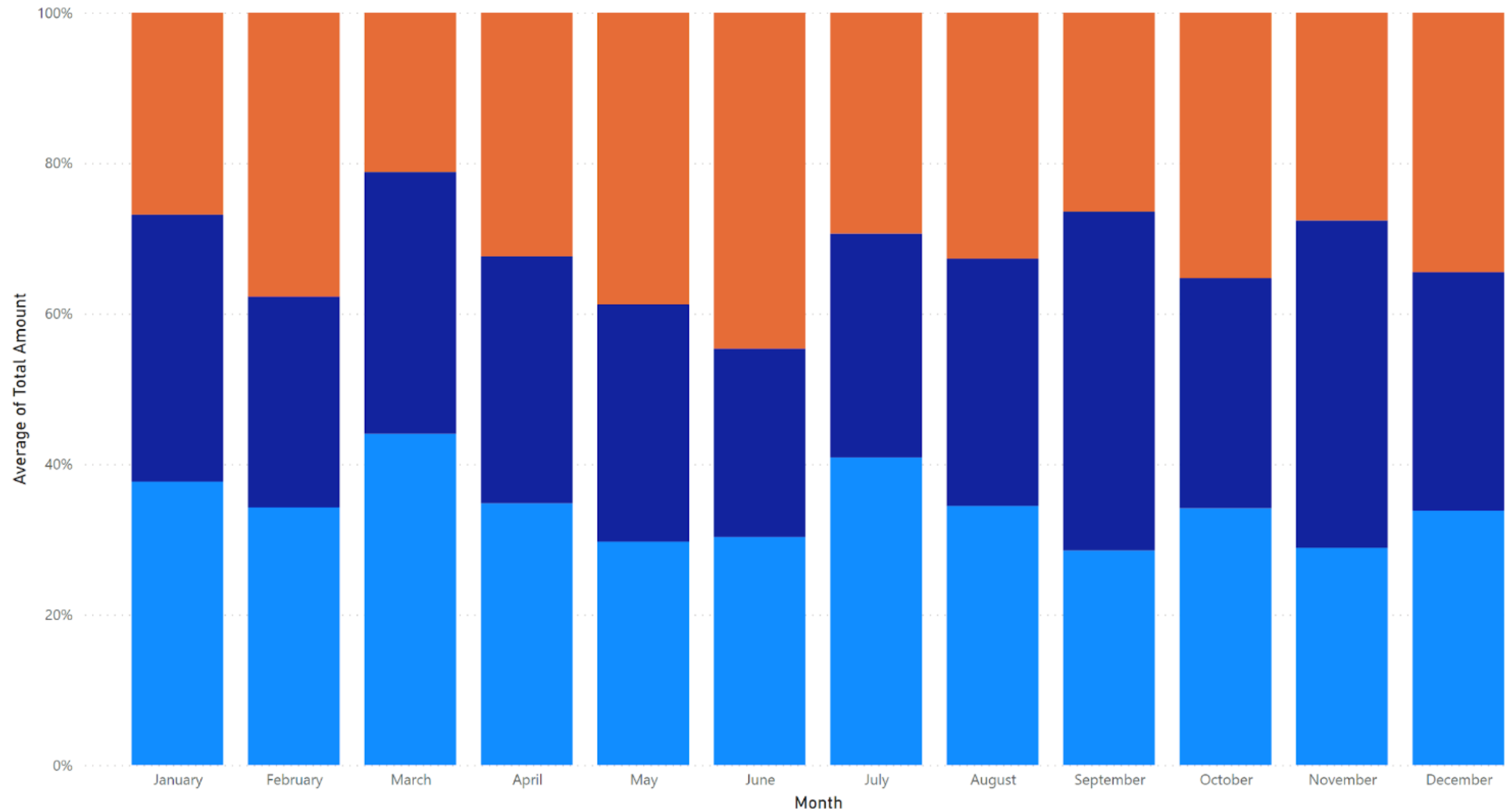
Average of Price per Unit by Month and Product Category

Product Category ● Beauty ● Clothing ● Electronics



Average of Total Amount by Month and Product Category

Product Category ● Beauty ● Clothing ● Electronics



Thank you!

Any questions?

Source

<https://www.kaggle.com/datasets/mohammdtalib786/retail-sales-dataset>