

# Retail Sales Data Analysis

**402.92M**

Total Sales

**1579129**

Total Purchase

**294619**

Total Transactions

**1,367.61**

Average order value

**183200**

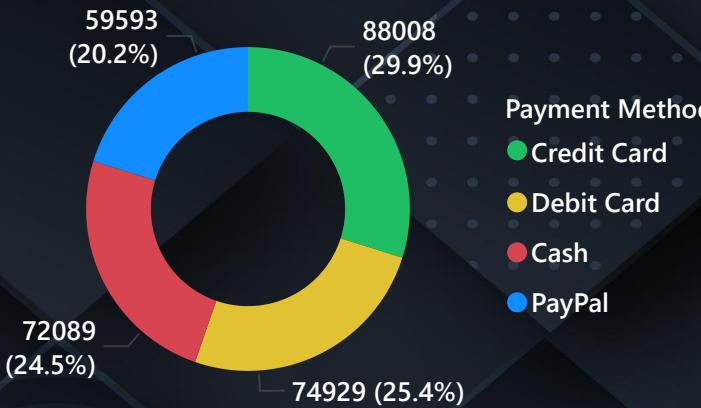
Male Customers

**111419**

Female Customers

**2023****2024**

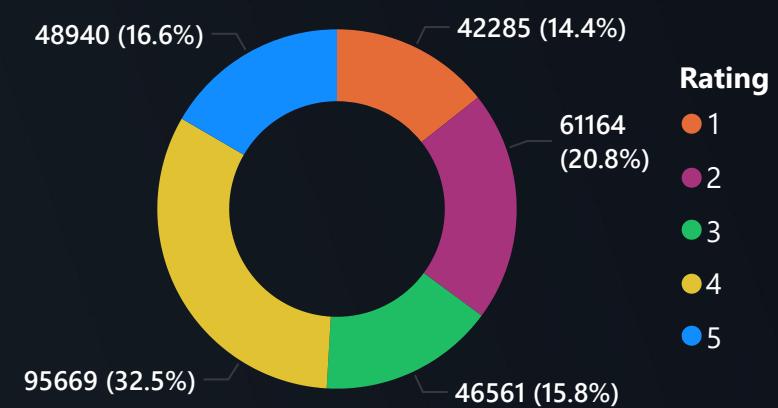
### Transactions in each Payment method



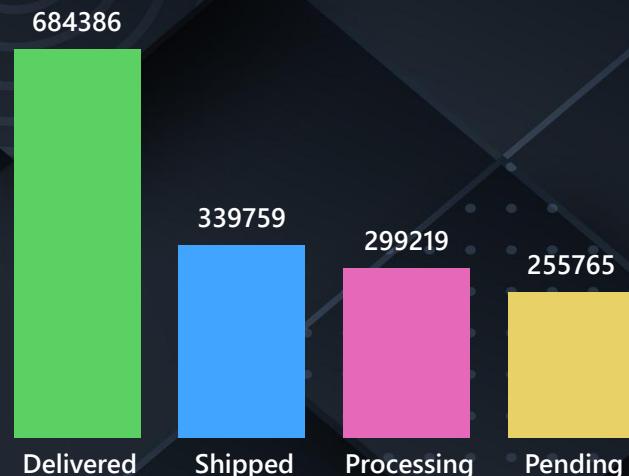
### Transactions in each Shipping method



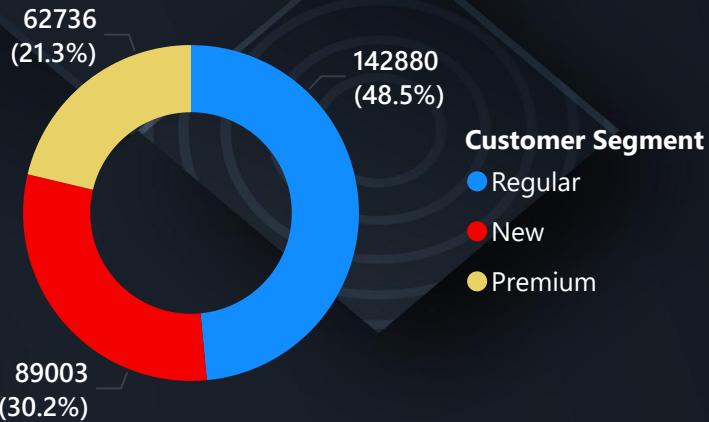
### Number of products by Rating



### Products purchased with Order status

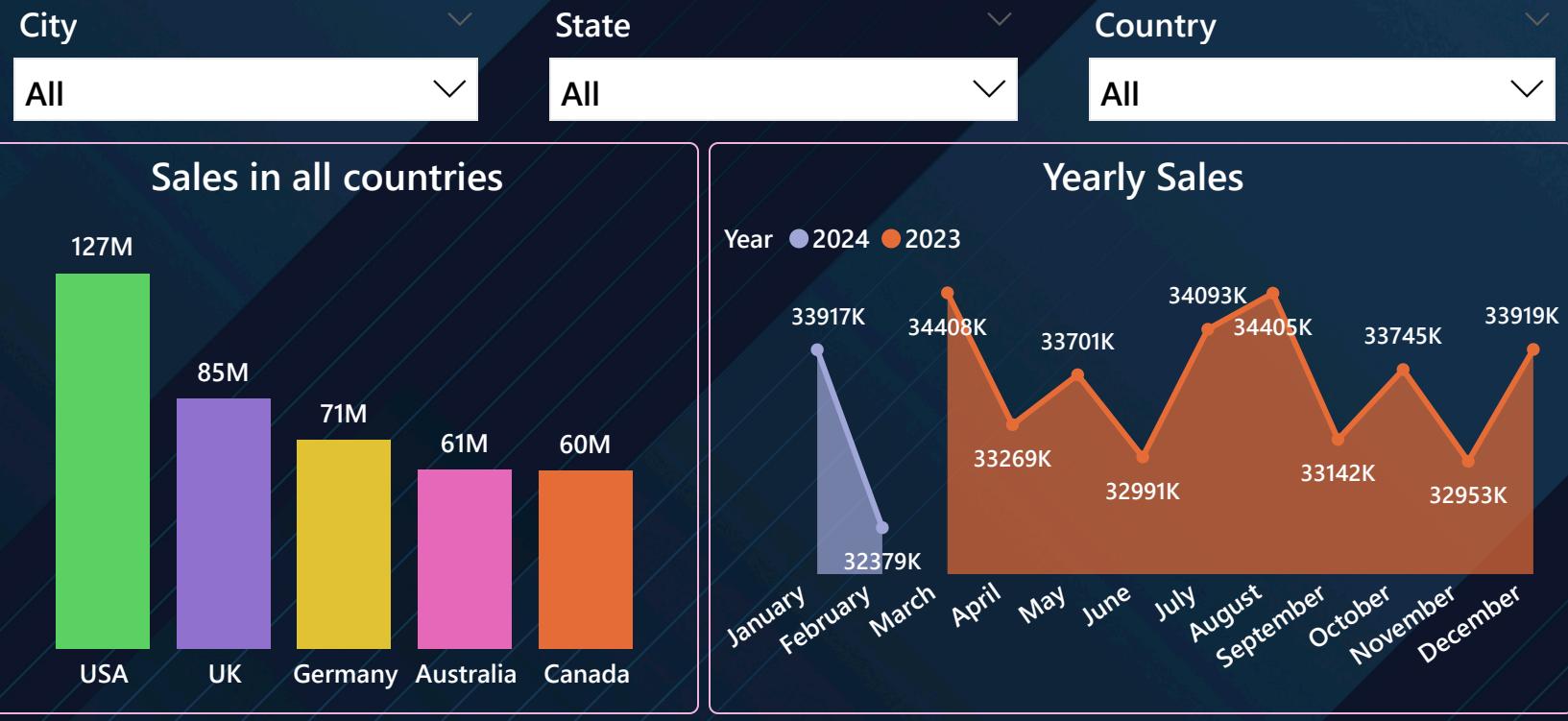
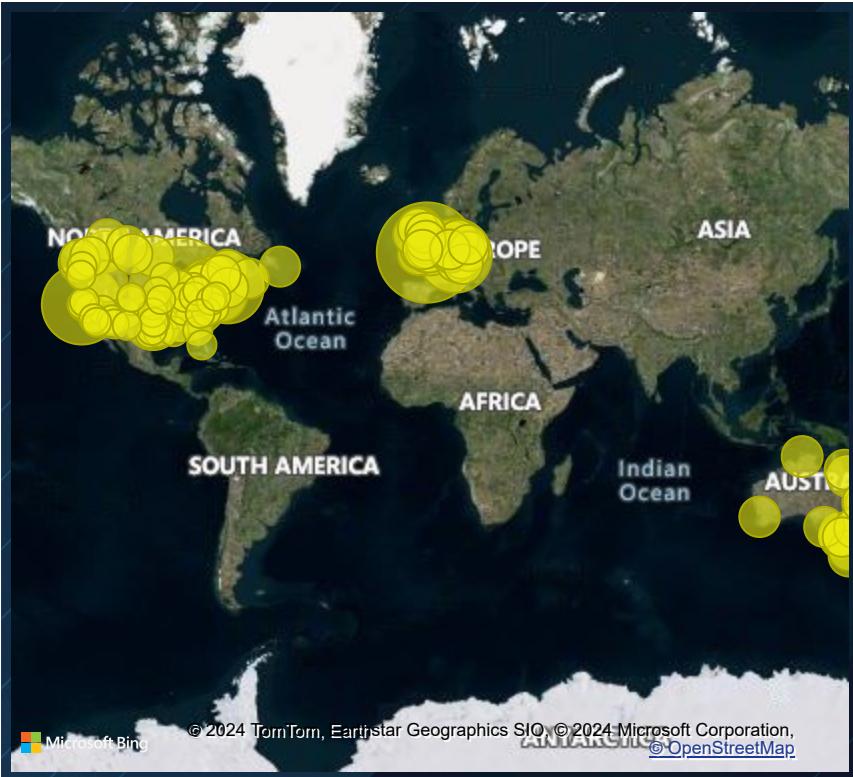


### Number of Customers in each Segment



### Product category with Sales





## Key Insights

- Sales figures for 2023 and 2024 reached 336.63 million and 66.30 million, respectively. A total of 402.92 million sales have been made.
- 1579129 number of products have recorded to be purchased in two years. Among these, 684386 products are delivered, 339759 products are shipped, 299219 are in processing, and 255765 are pending.
- In the last two years, 294619 transactions have been registered. 245973 in 2023 and 48646 in 2024 are the results of it.
- The average order value is 1367.61.
- Among the 294619 customers, 183200 are Male and 111419 are Female. Three different customer categories have been listed: 142880 are Regular, 89003 are New, and 62736 are Premium.
- USA is the best-performing nation with the highest sales, a total of 127 million. With 85 million sales, UK has the second-highest sales, while Canada has 60 million sales, the lowest.
- There have been 88008 Credit card transactions and 74929 Debit card transactions. Apparently 72089 transactions have been completed with Cash, and 59593 transactions are made with PayPal.

- Sales with a total of 34405K in August 2023 were the highest on record, while sales worth 32379K in February 2024 were the lowest.
- There have been 101772 Same-day delivery transactions, 99871 Express delivery transactions, and 92976 Standard delivery transactions.
- Consumers have rated 48940 products with 5 star, 95669 products with 4 star, 46561 products with 3 star, 61164 products with 2 star, and 42285 products with 1 star.
- Products related to Home Decoration have the lowest sales, a total of 72516K, while Electronic products have the highest sales, total 95224K. With sales of 89159K, Grocery products rank second in terms of sales, followed by Clothing products with 73124K. Books have produced revenue of 72900K.

NOTE – The dataset, covering the period from 1st March 2023 to 29th February 2024, provides the foundation for the visualization and analysis.



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