SALES REPORT & CUSTOMER BEHAVIOUR ANALYSIS

Built with Microsoft Power BI

OVERVIEW

- Objective: Understand customer behavior through sales trends
- Tool Used: Microsoft Power BI
- Data Source: Kaggle
- Dataset: 3,900 customers, seasonal data, product categories

Power BI

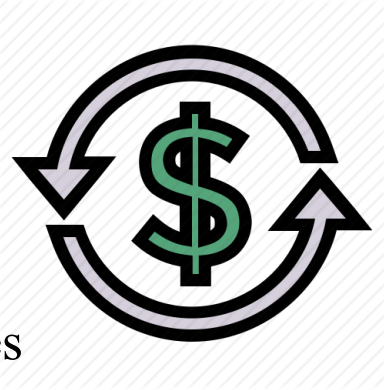
CUSTOMER DEMOGRAPHICS

- Gender Split: Male - 68%, Female - 32%
- Age Group Subscription:
- - Highest: 18–30
- - Lowest: 70+

PURCHASING FREQUENCY BY GENDER

- Males: High engagement in bi-weekly & weekly shopping
- Females: More even spread across monthly, quarterly

SUBSCRIPTION INSIGHTS



- 73% of customers are subscribers
- Younger demographics show higher subscription rates

SEASONAL SALES TRENDS

- Spring and Winter peak in sales
- Balanced demand across product categories

PROMO CODES & DISCOUNTS

- 57% used promo codes
- Clothing & Accessories lead in discount application

PREFERRED PAYMENT & SHIPPING

- Top Payment: PayPal, Credit Card, Cash
- Popular Shipping: Free Shipping (100%), Standard (96%)

Sales Report & Behaviour Analysis Dashboard

Gender
- [ ] Female
- [ ] Male

Category
- [ ] Select all
- [ ] Accessories
- [ ] Clothing
- [ ] Footwear
- [ ] Outerwear

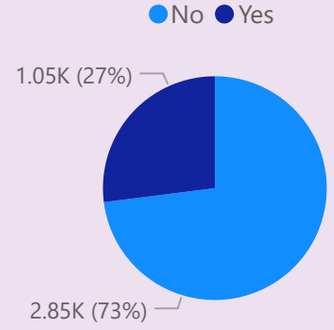
Season
- [ ] Fall
- [ ] Spring
- [ ] Summer
- [ ] Winter

No. Of Customers
3900

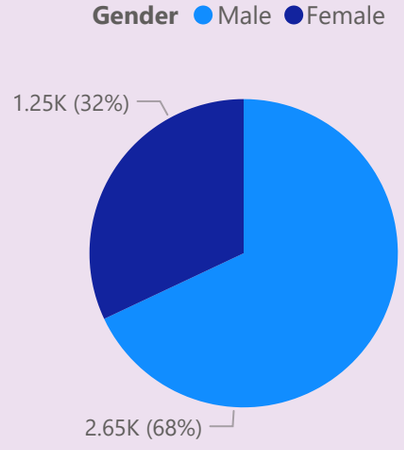
Avg. Review Rating
3.75

Avg. Purchase Amount
$60

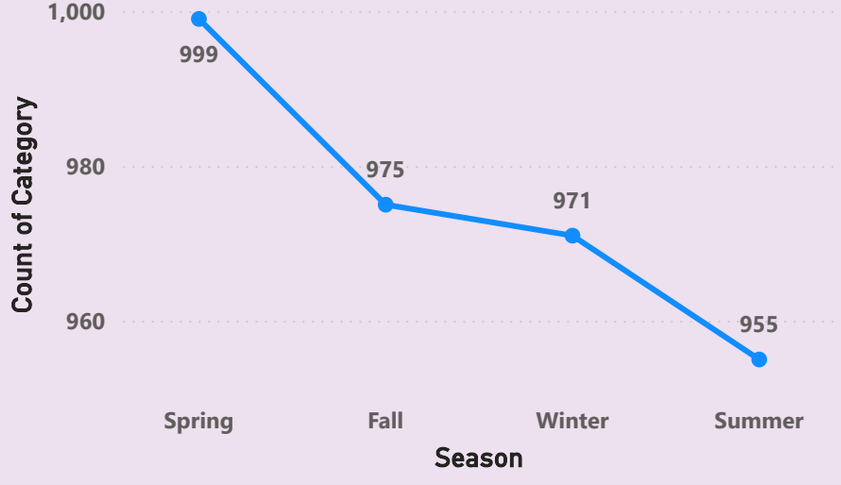
Subscription Status



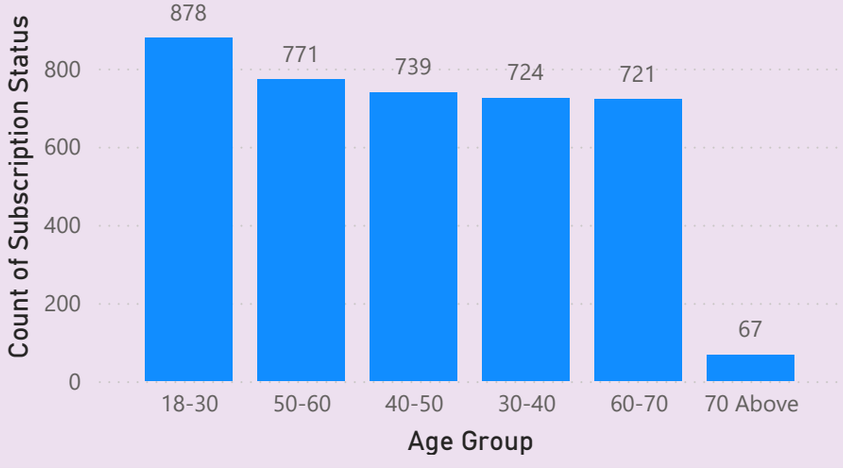
Gender

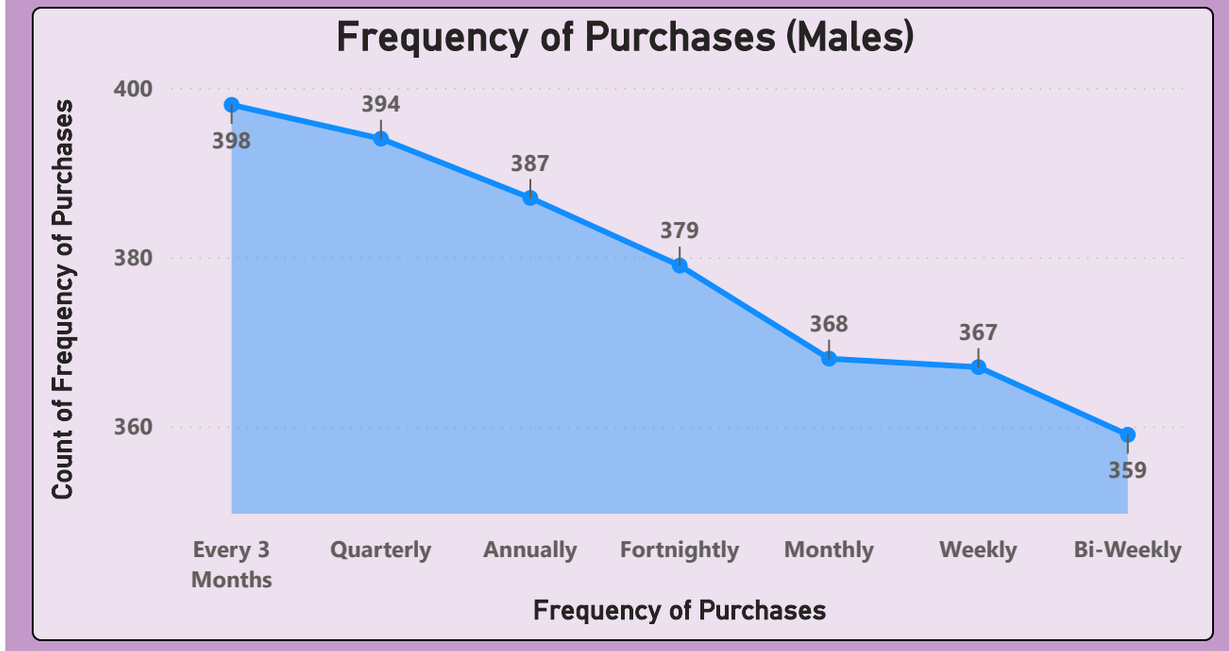


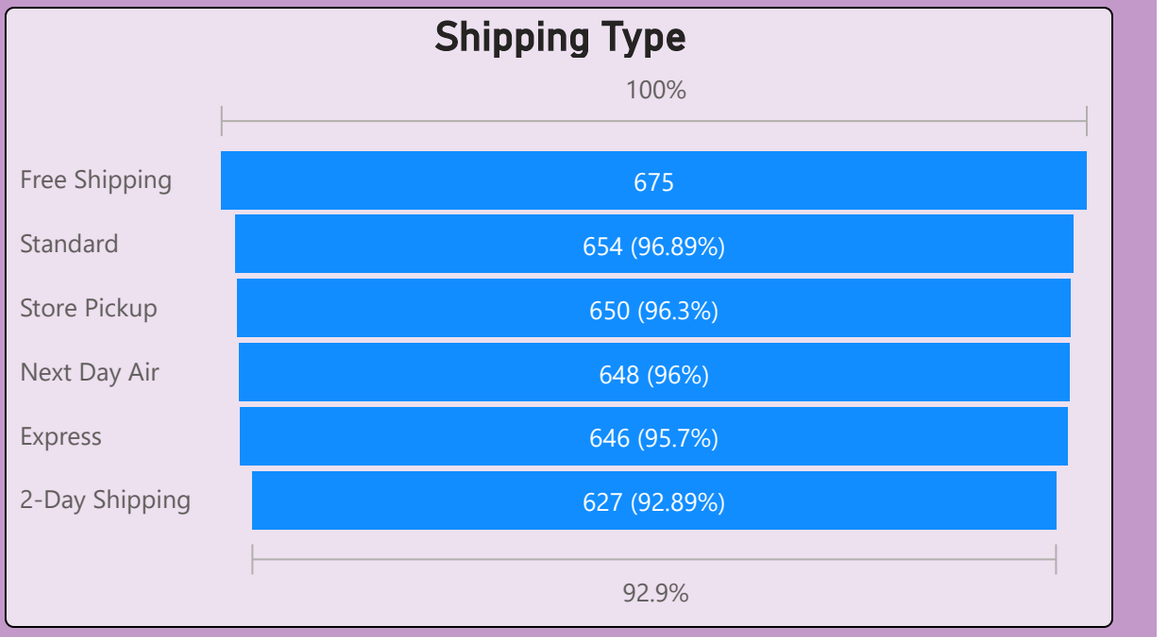
Seasonal Sales as per category

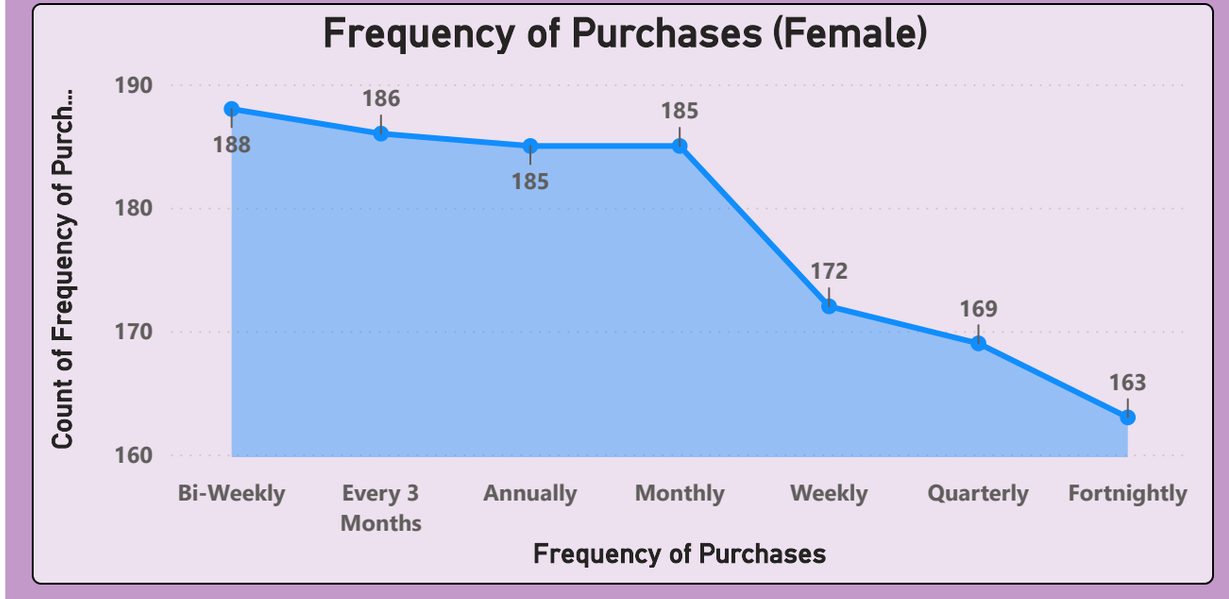


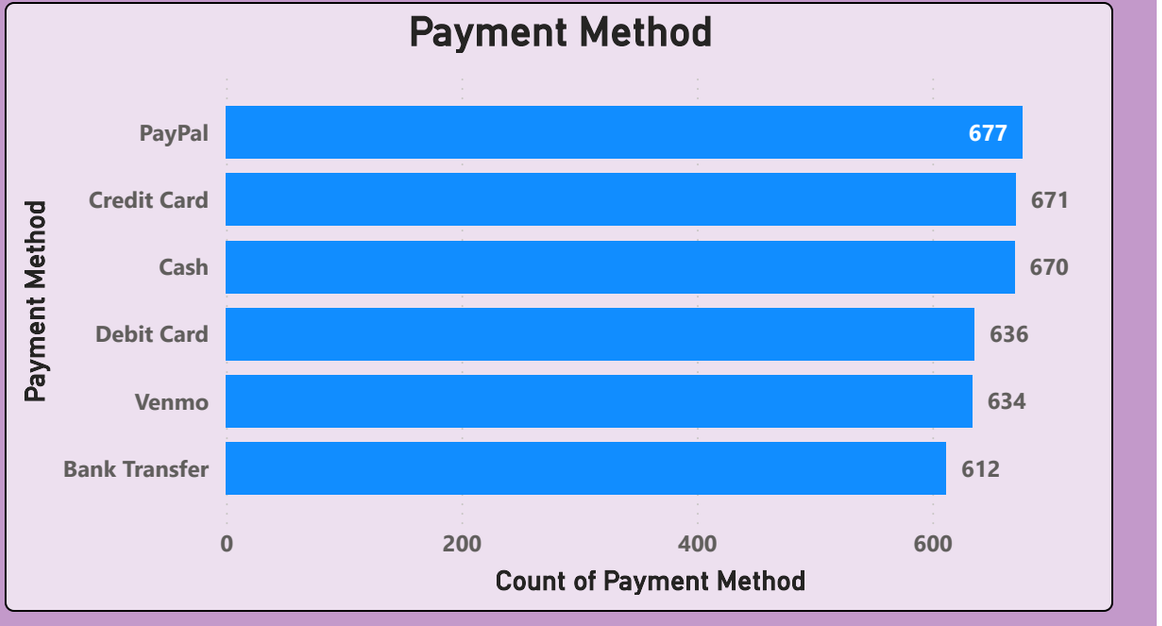
Subscription Status by Age



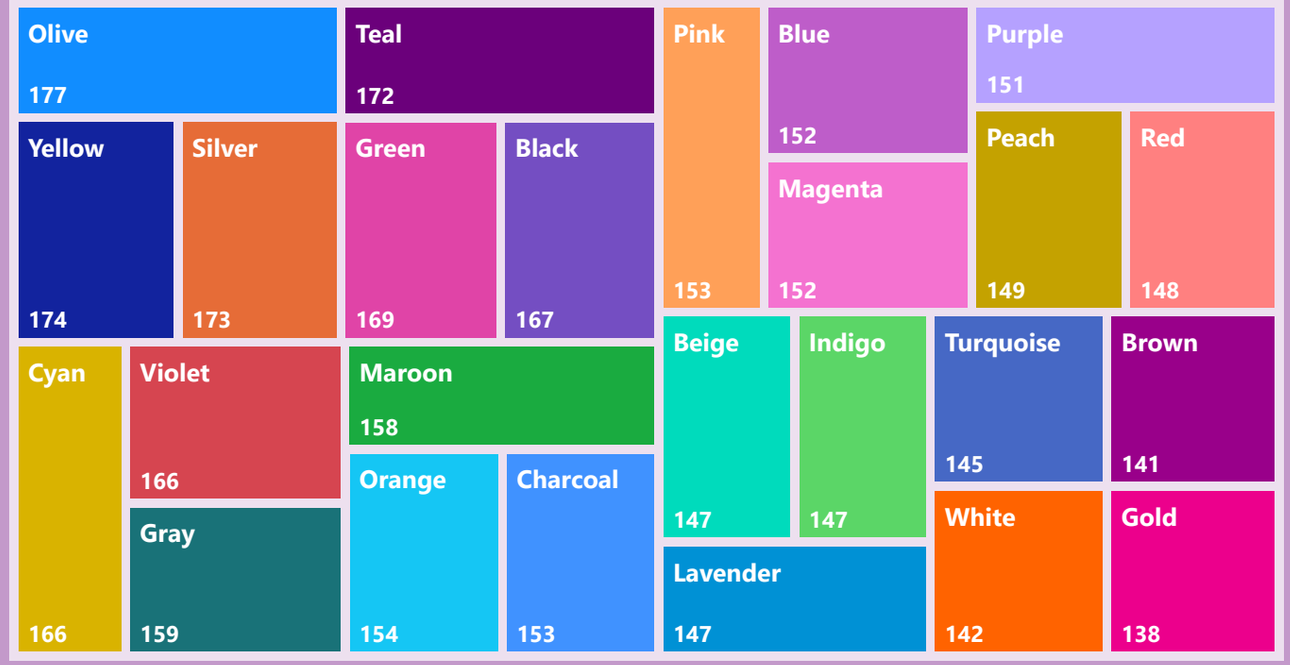

Frequency of Purchases (Males)
Count of Frequency of Purchases
400
380
360
398
394
387
379
368
367
359
Every 3 Months
Quarterly
Annually
Fortnightly
Monthly
Weekly
Bi-Weekly
Frequency of Purchases


Shipping Type
100%
Free Shipping
675
Standard
654 (96.89%)
Store Pickup
650 (96.3%)
Next Day Air
648 (96%)
Express
646 (95.7%)
2-Day Shipping
627 (92.89%)
92.9%

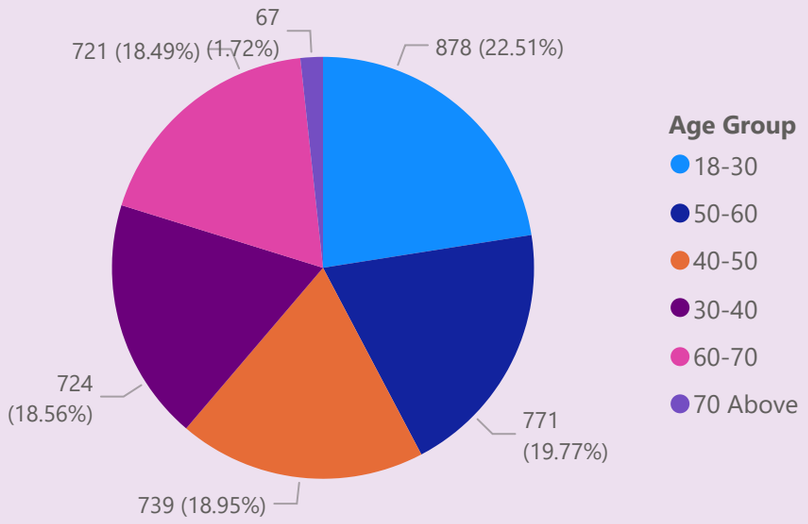

Frequency of Purchases (Female)
Count of Frequency of Purch...
190
180
170
160
188
186
185
185
172
169
163
Bi-Weekly
Every 3 Months
Annually
Monthly
Weekly
Quarterly
Fortnightly
Frequency of Purchases


Payment Method
Payment Method
PayPal
677
Credit Card
671
Cash
670
Debit Card
636
Venmo
634
Bank Transfer
612
0
200
400
600
Count of Payment Method

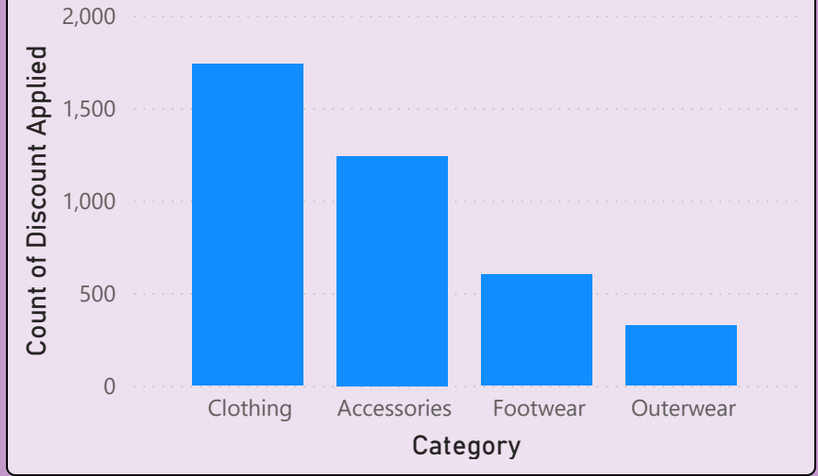
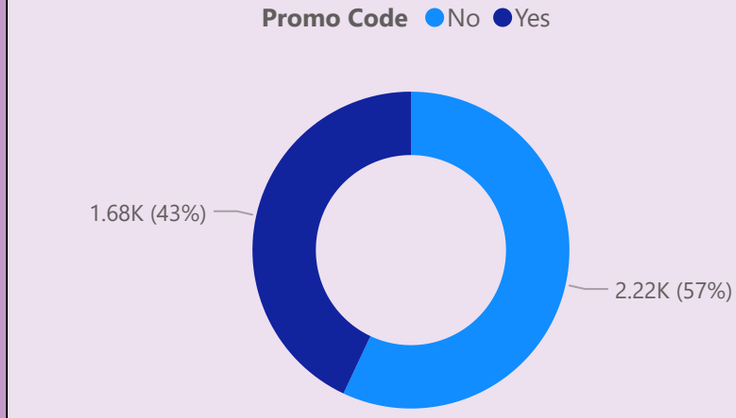
Color



Age Group



Discount Applied by Category



Promo Code