

SALES DATA SET ANALYSIS

Observations

- From the analysis, more products were bought by females than males. Over time, the females spent more beauty products than any other product category. Then males spent more on electronics than the females. The age group (18-28) spent the most money over the analysis period, while the 60+ age-group spent the least.
- using a clustered column chart, Clothing was the most popular product bought by customers over the one-year period, followed closely by Electronics and lastly Beauty products.
- Based on customer features, women spent more than men, age group 18- 28 spent the most, majorly on clothing and beauty products.
- Clothing, being the most ordered item, had a spike in orders in the month of march, with 111 orders, while Electronics had its highest order value in may with 97 orders, Beauty products had a spike in sales in the month of October, with 83 orders.

Recommendations

- There should be an increase in marketing of beauty and electronic products
- There should be a focus on customer retention towards the 18-28 age-group as they are the highest spenders and would improve the overall sales
- Clothing inventory should be increased as cloths are the most sold items