How is the shopping distribution according to gender?
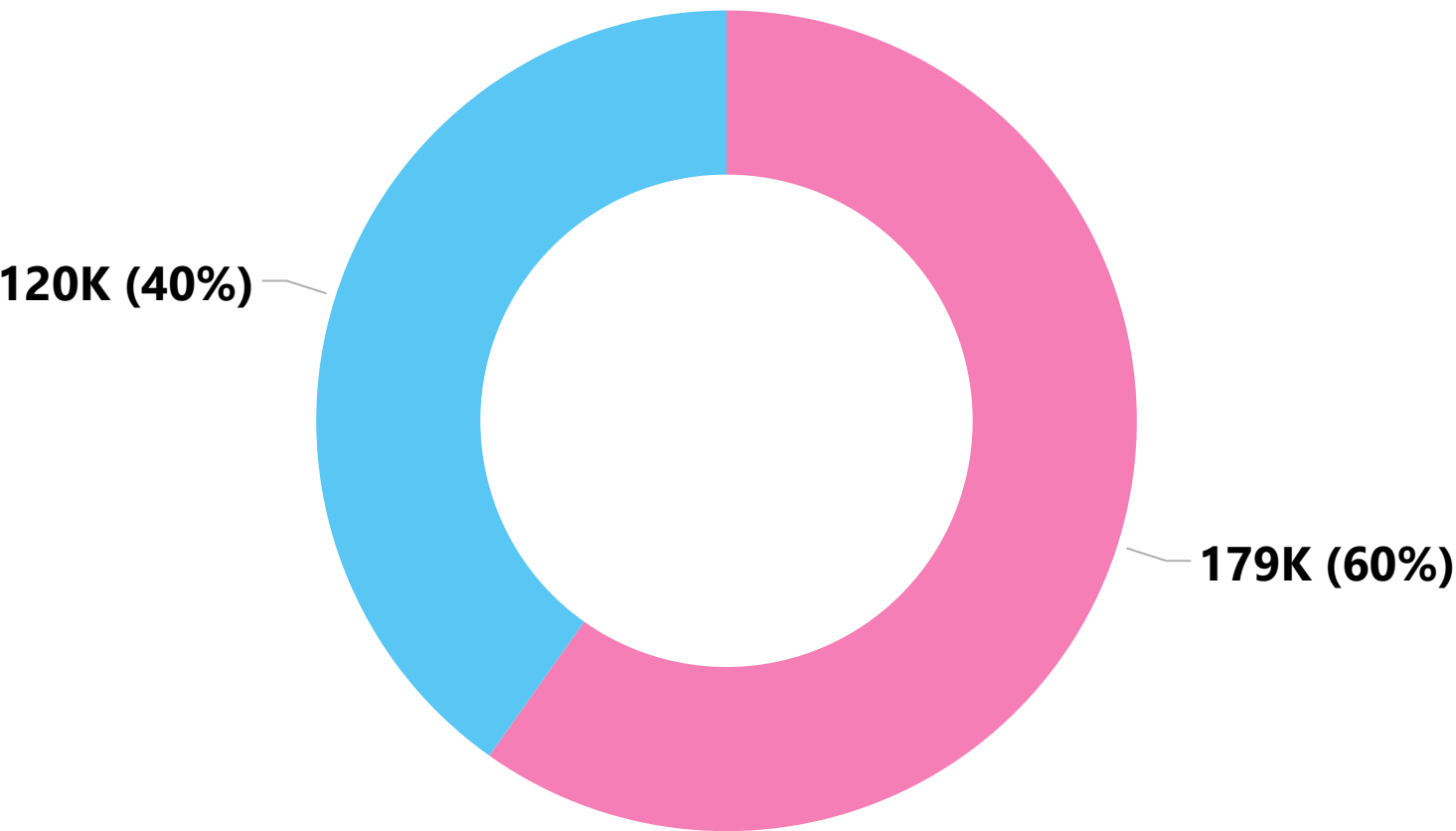
Gender Count

Gender	Total Quantity
Female	1,78,659
Male	1,20,053
Total	2,98,712

Product Sales Volume by Gender

Gender ● Female ● Male

120K (40%)

179K (60%)

Which gender did we sell more products to?

Product Sales Volume by Gender

59.81% Female
40.19% Male
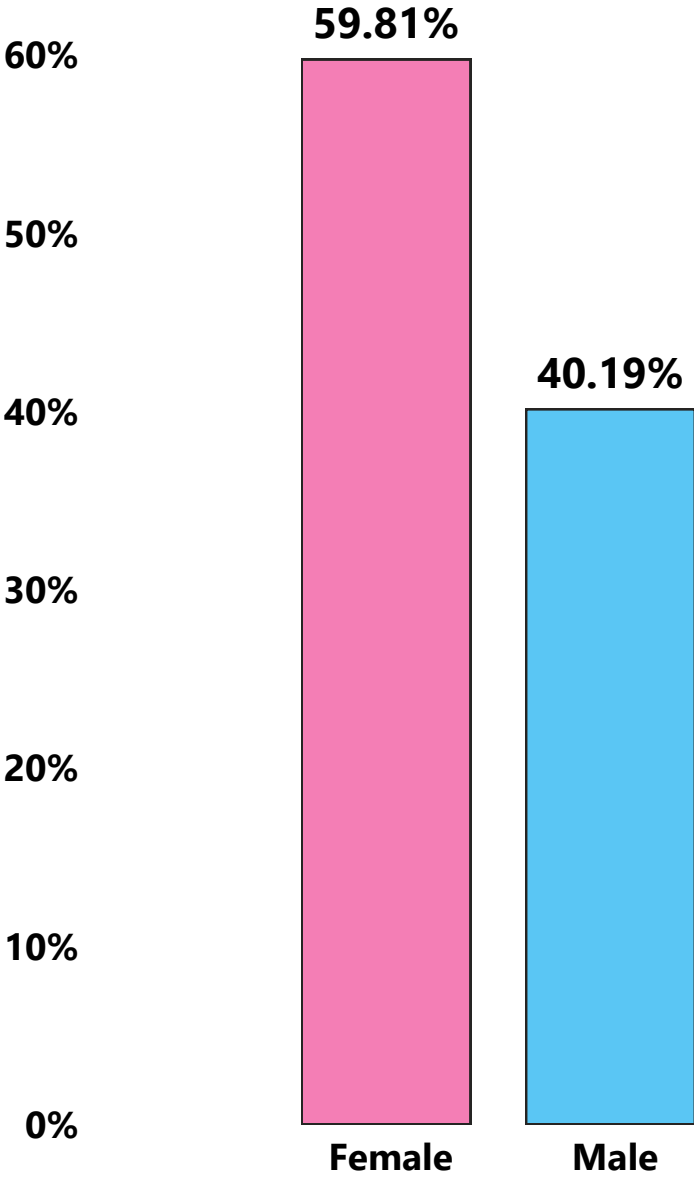
Share of Products Sold by Gender

Gender ● Female ● Male

120K (40%)
179K (60%)
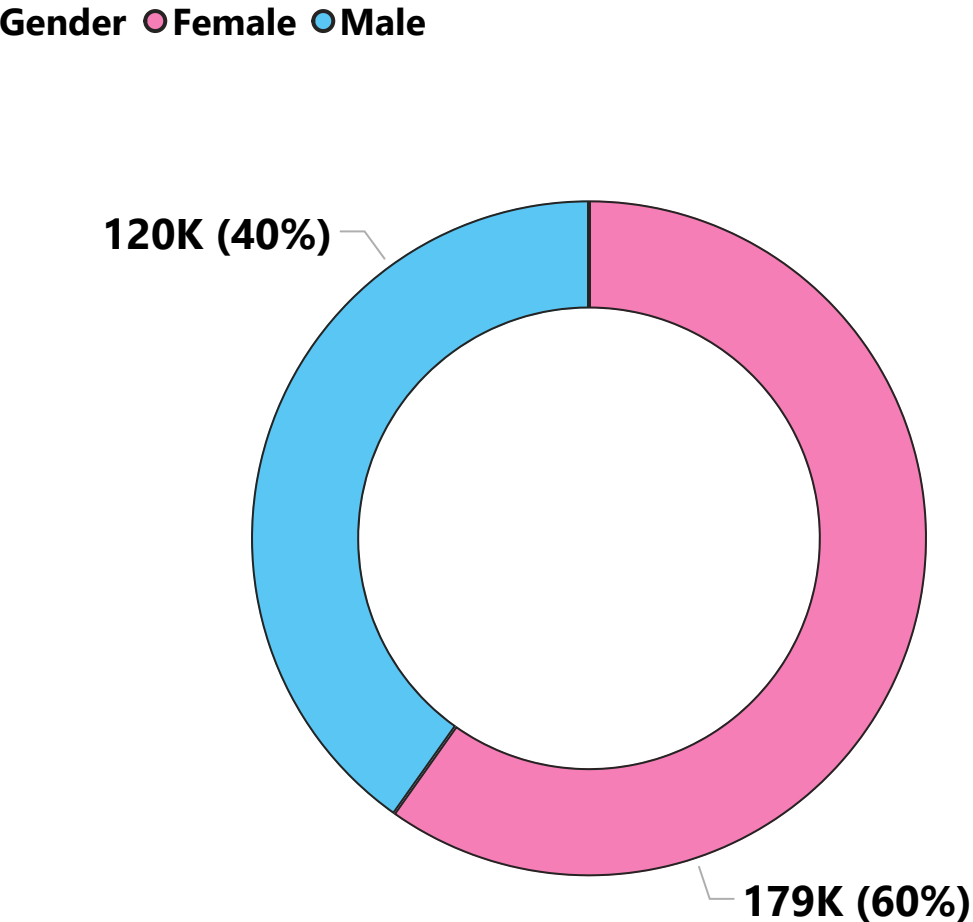
gender	Total Quantity
Female	1,78,659
Male	1,20,053
Total	2,98,712

Which gender generated more revenue?

Revenue Contribution by Gender
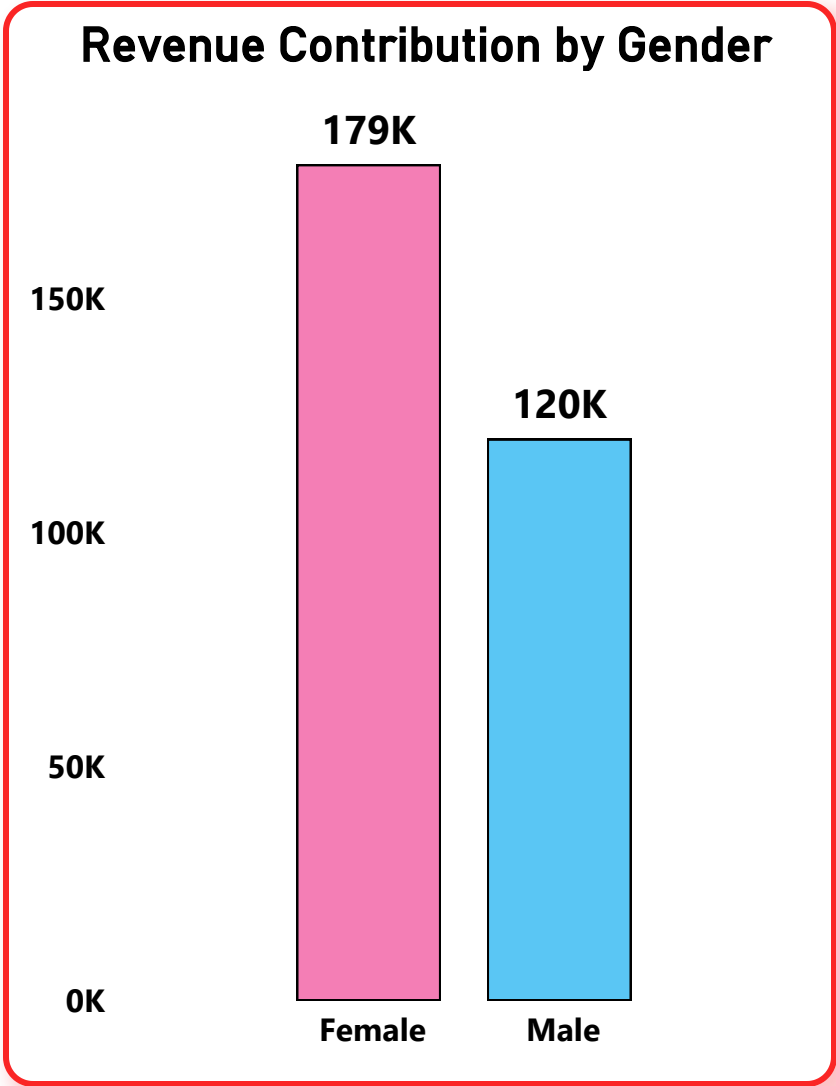
Revenue

Gender	Total Revenue
Female	₺15,02,07,136.02
Male	₺10,12,98,658.23
Total	₺25,15,05,794.25

Distribution of purchase categories relative to other columns? Revenue Comparison?
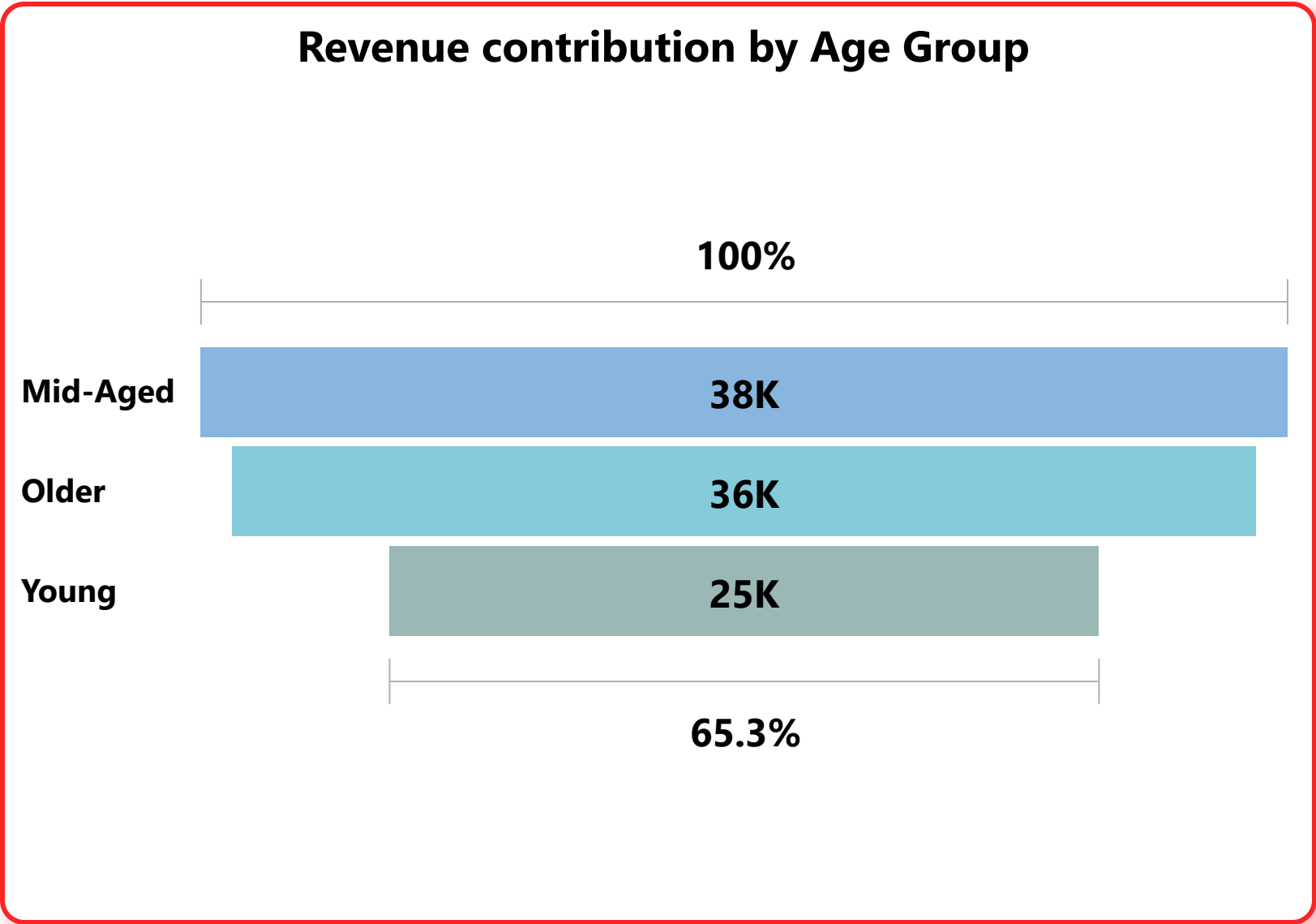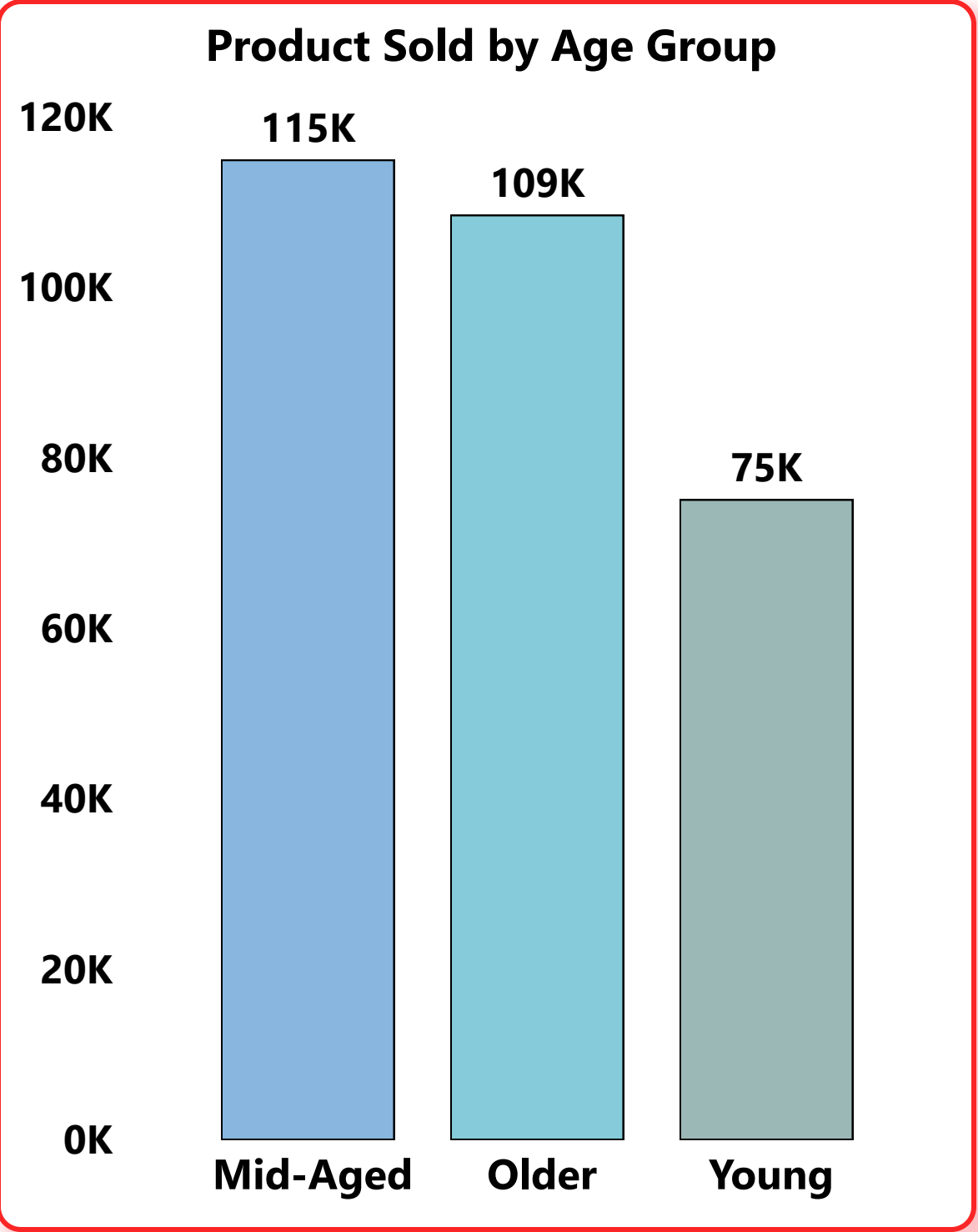
Category Sales by Gender

Gender ⬤Female ⬤Male

- Clothing: Female ₺68M, Male ₺46M
- Shoes: Female ₺39M, Male ₺27M
- Technology: Female ₺35M, Male ₺23M
- Cosmetics: Female ₺4M, Male ₺3M
- Toys: Female ₺2M
- Food & Beverage: ₺1M
- Books: ₺0M
- Souvenir: ₺0M
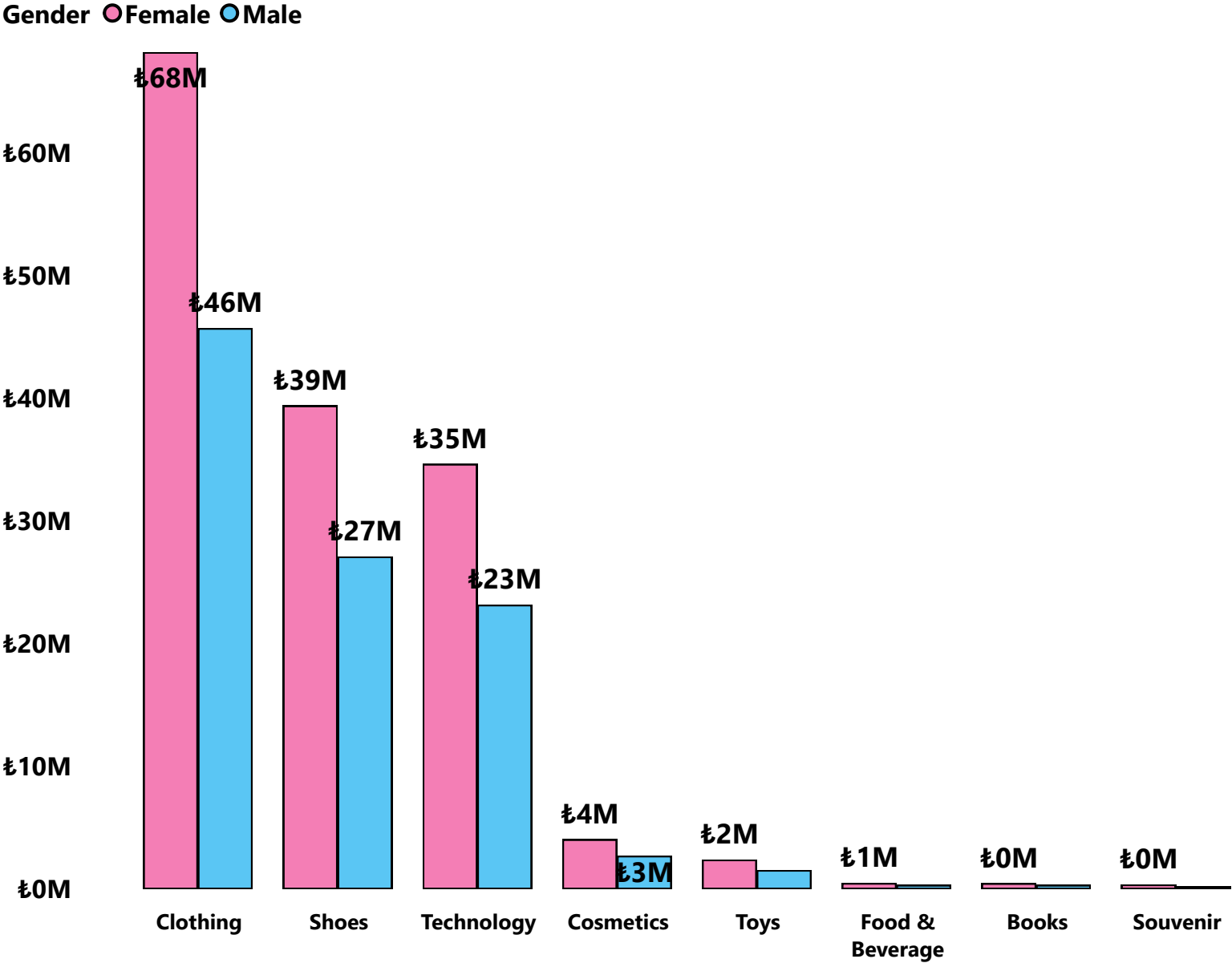
Age-Wise Revenue Contribution by Category

⬤Mid-Aged ⬤Older ⬤Young

- Clothing: Mid-Aged ₺44M, Older ₺42M, Young ₺29M
- Shoes: Mid-Aged ₺26M, Older ₺24M, Young ₺17M
- Technology: Mid-Aged ₺23M, Older ₺21M, Young ₺14M
- Cosmetics: Mid-Aged ₺3M, Older ₺2M, Young ₺2M
- Toys: Mid-Aged ₺2M, Older ₺1M, Young ₺1M
- Food & Beverage: ₺0M, ₺0M
- Books: ₺0M, ₺0M
- Souvenir: ₺0M, ₺0M

How is the shopping distribution according to age?

Revenue contribution by Age Group

100%

Mid-Aged	38K
Older	36K
Young	25K

65.3%
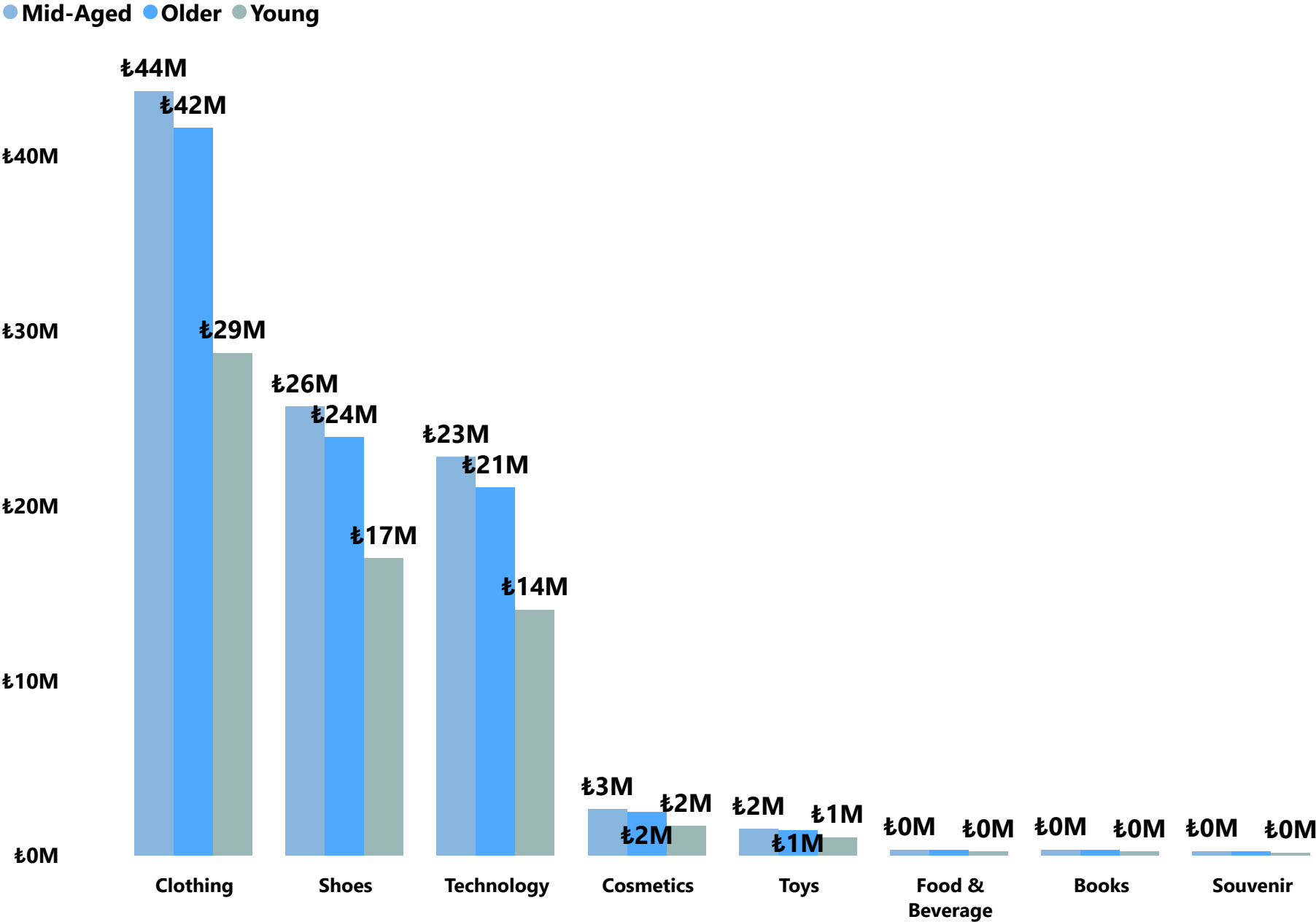
Which age category did we sell more products to?

Product Sold by Age Group

Age Group	Products Sold
Mid-Aged	115K
Older	109K
Young	75K

Which age category generated more revenue?

Revenue contribution by Age Group

Age_Group_Label ⦿Mid-Aged ⦿Older ⦿Young

Ł63.05M (25%)

Ł97.15M (39%)

Ł91.31M (36%)
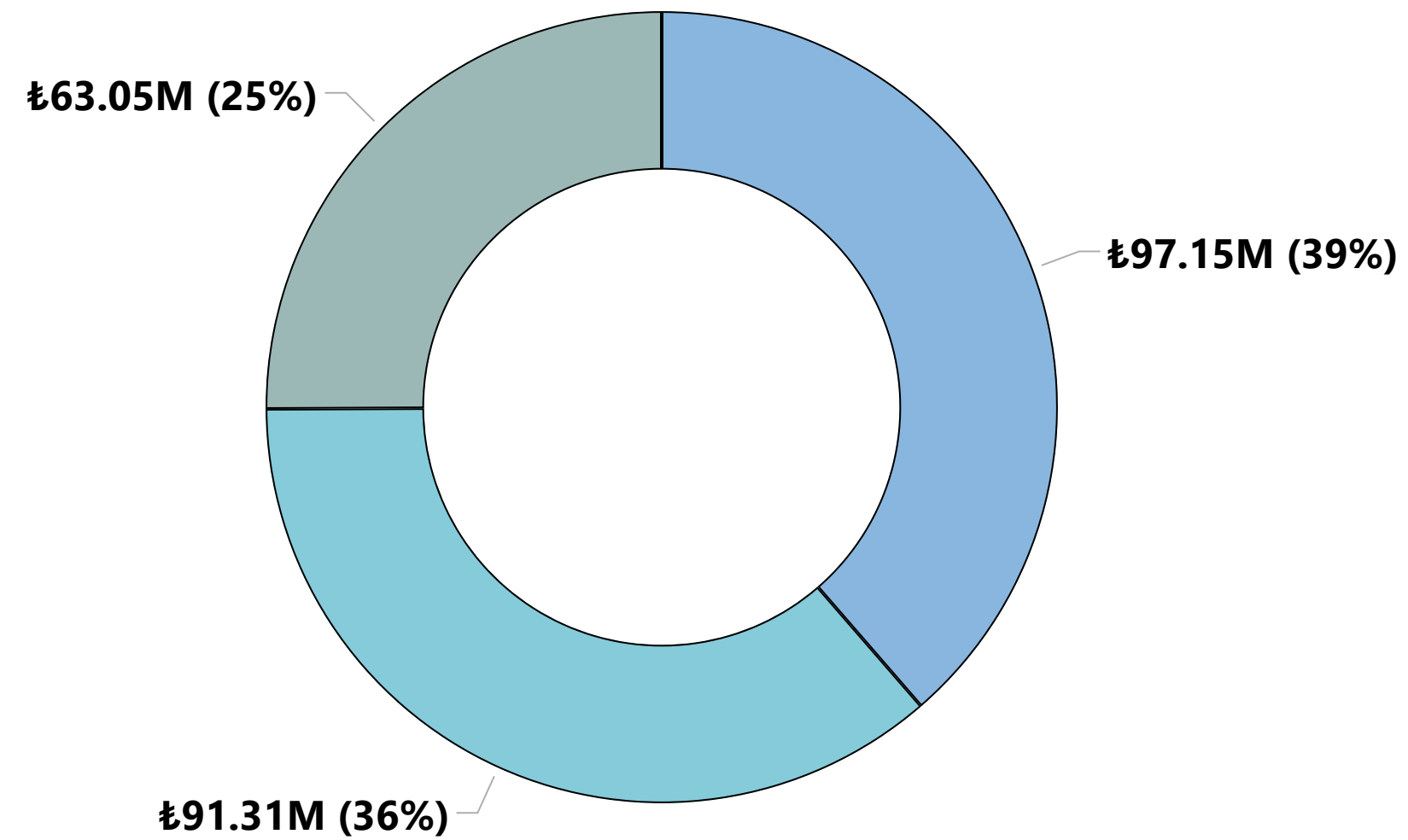
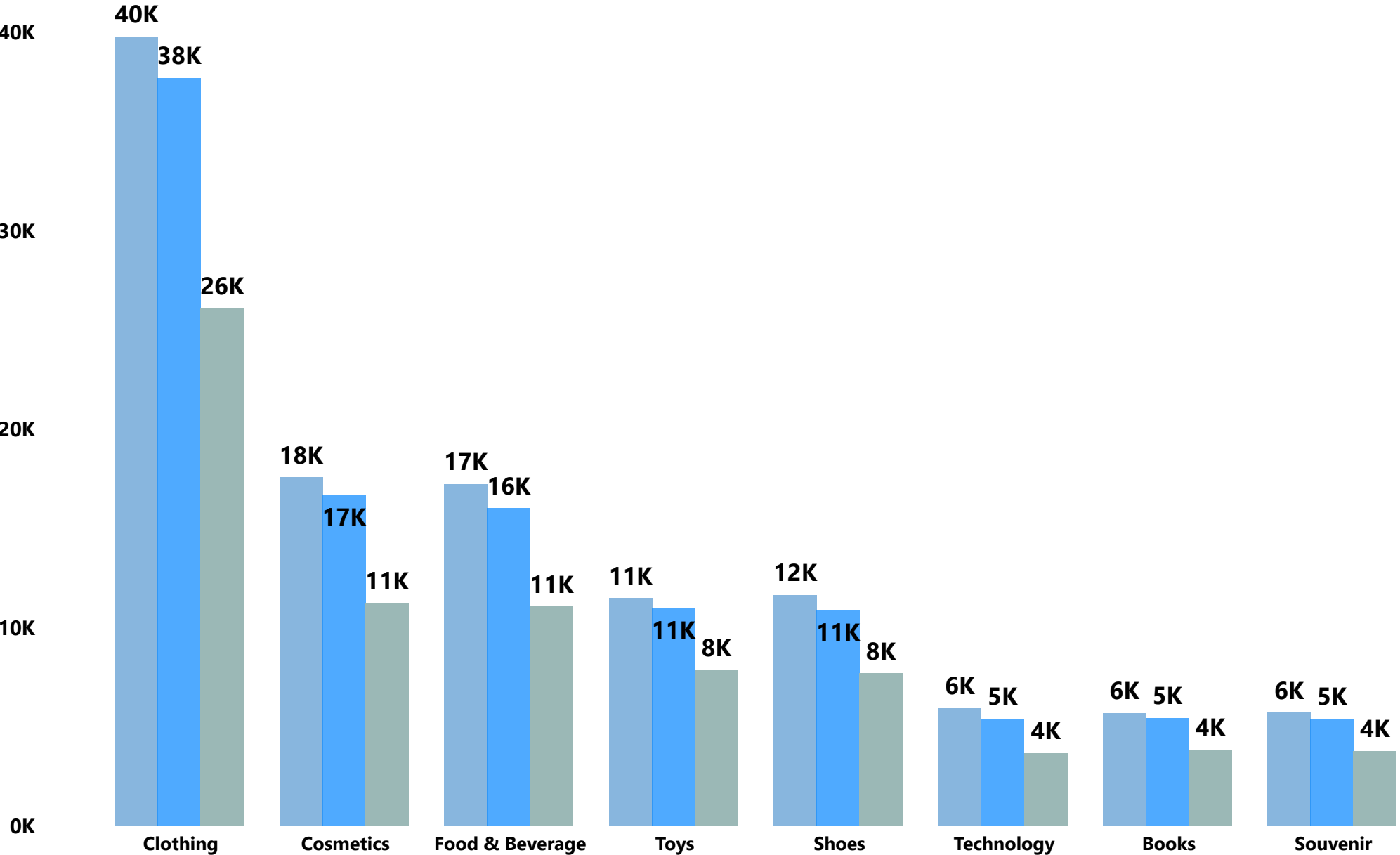# Distribution of purchase categories relative to other columns?

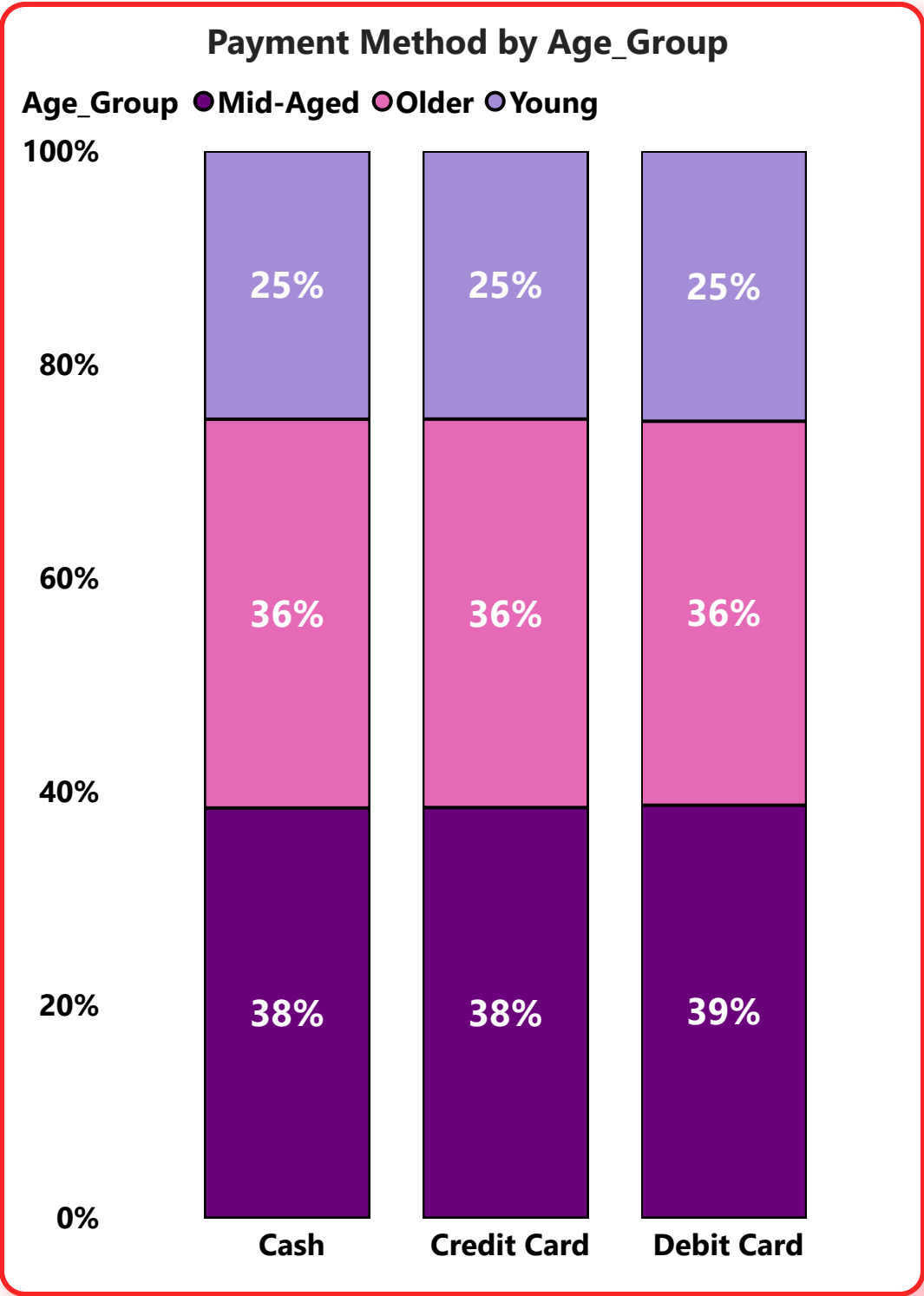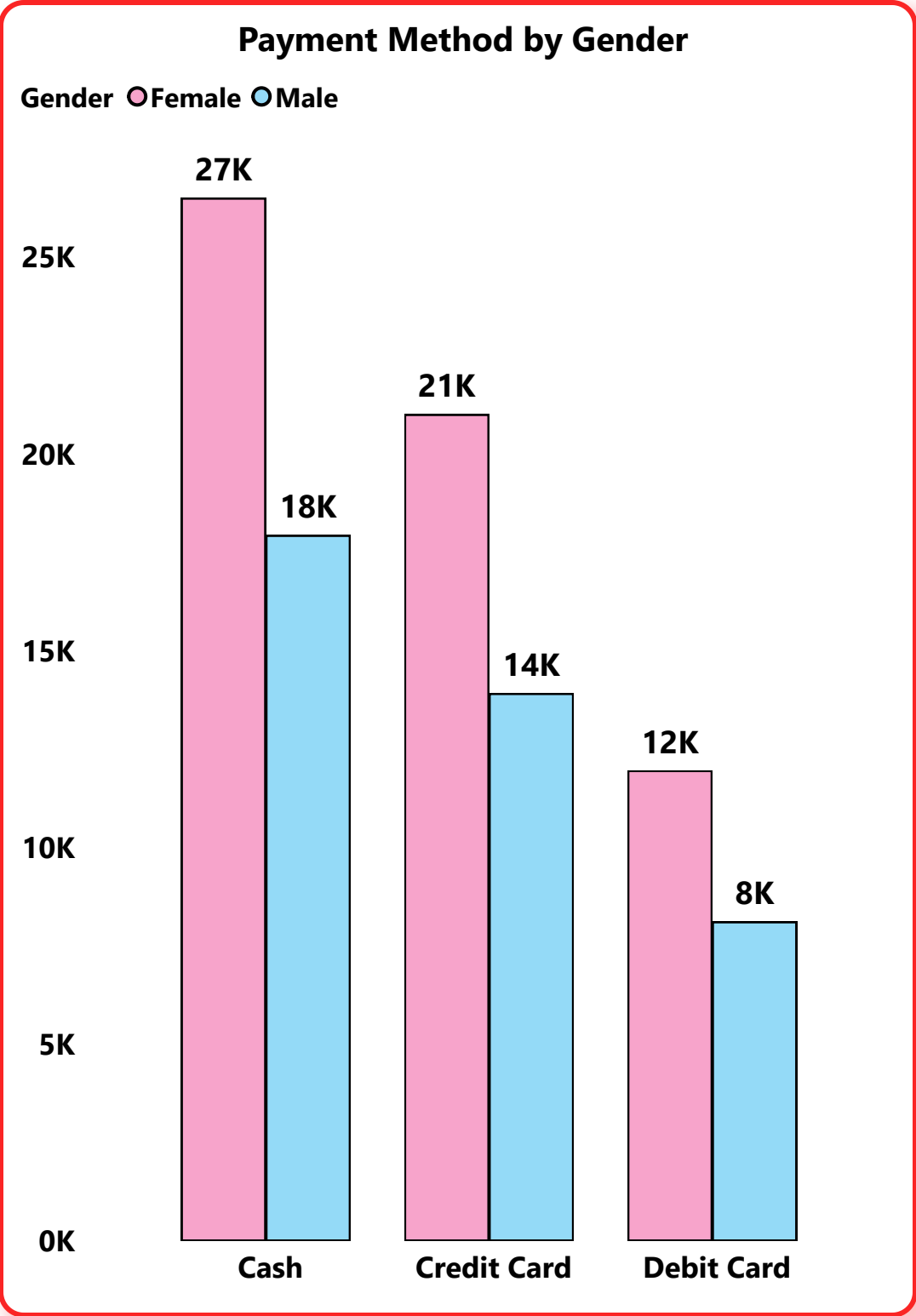## Category Distribution by Gender

Gender ⬤Female ⬤Male
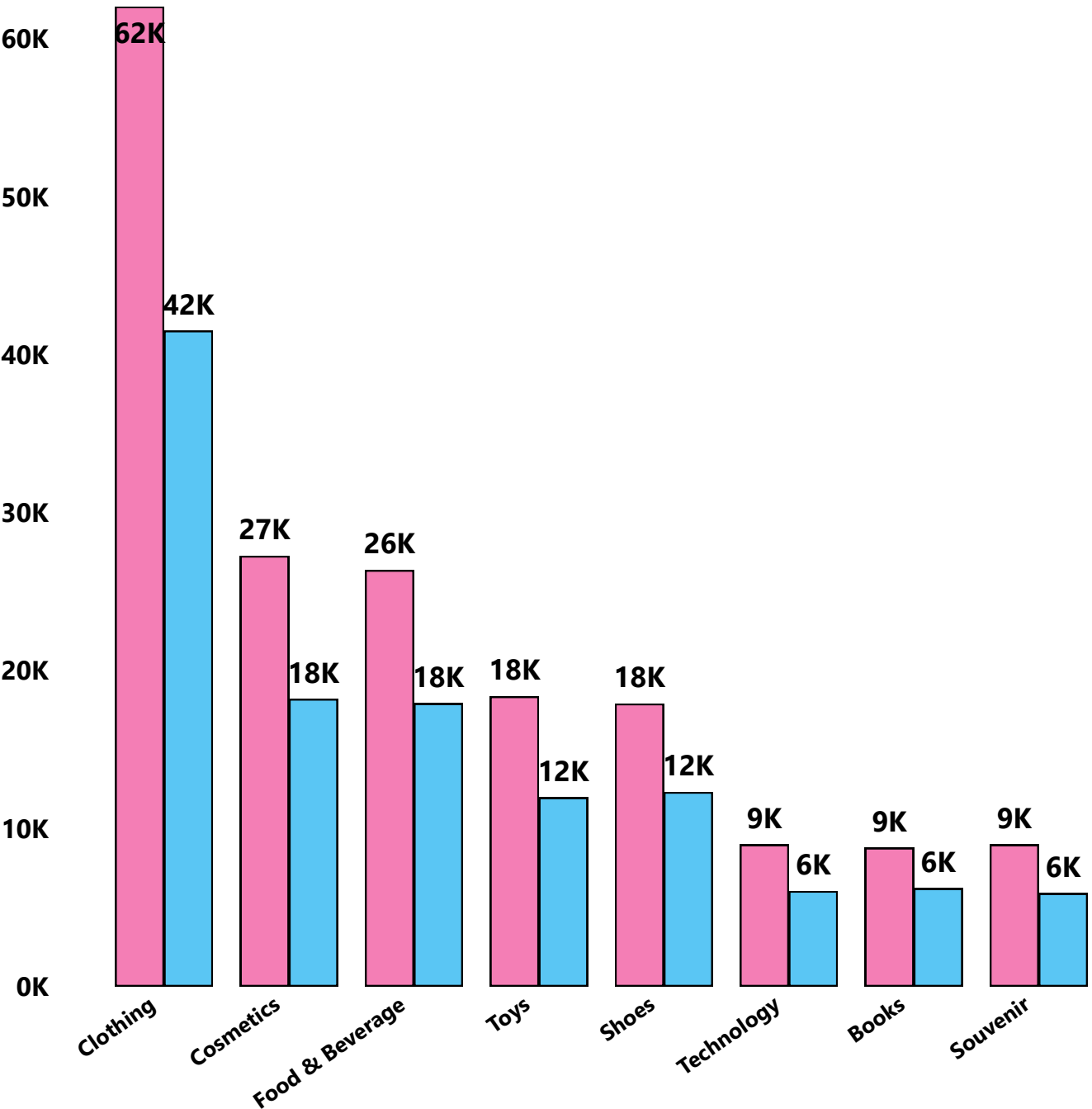
Age-Wise Contribution by Category

⬤Mid-Aged ⬤Older ⬤Young

Does the payment method have a relation with other columns?

Payment Method by Gender

Gender ○Female ○Male

	Cash	Credit Card	Debit Card
Female	27K	21K	12K
Male	18K	14K	8K

Payment Method by Age_Group

Age_Group ●Mid-Aged ○Older ○Young

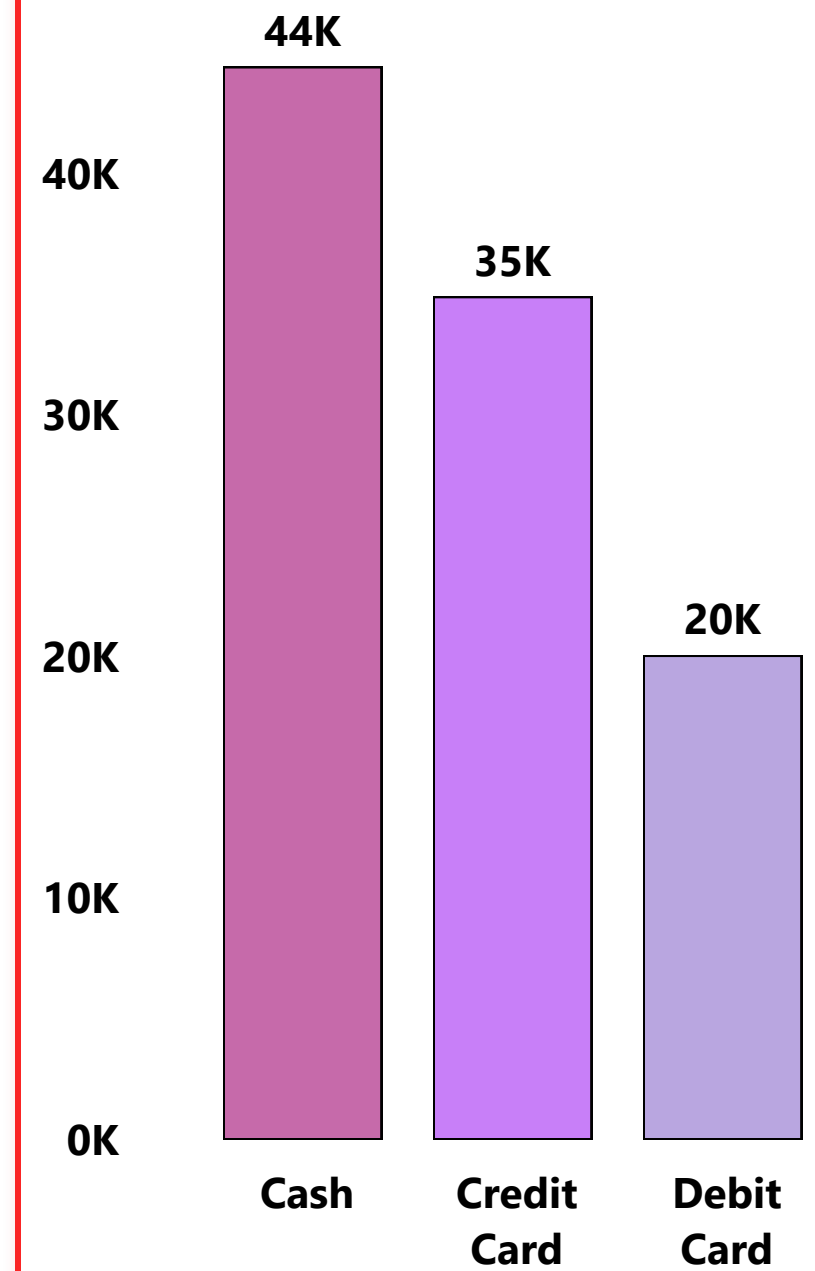|	Cash	Credit Card	Debit Card
Young	25%	25%	25%
Older	36%	36%	36%
Mid-Aged	38%	38%	39%

How is the distribution of the payment method?

Payment Method Distribution
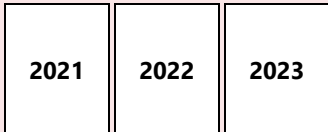
Payment_method ○Cash ○Credit Card ○Debit Card

45%
35%
20%

Payment Method Distribution

44K
35K
20K

Cash   Credit Card   Debit Card
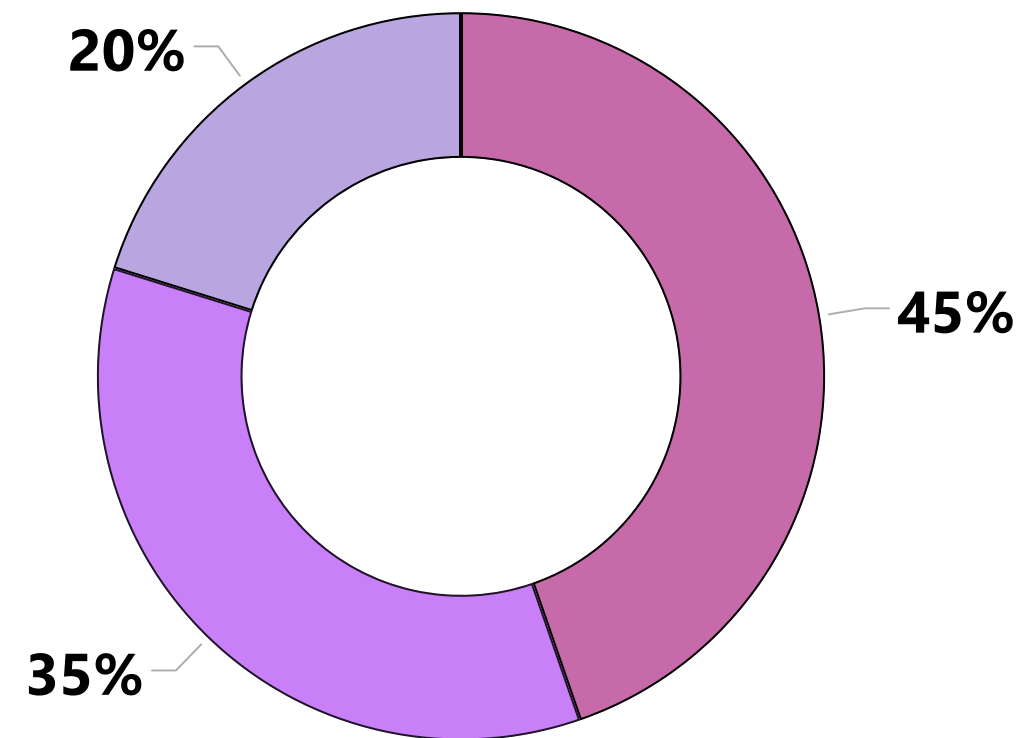
Customer Segmentation Analysis

🏬 **Istanbul**

Year

| 2021 | 2022 | 2023 |

Metric Slicer

- ☒ Total Revenue
- ☐ Total Quantity
- ☐ Customercount

Gender

All ⌄

Age_Group

All ⌄

Payment_method

All ⌄

₺252M — Total Revenue

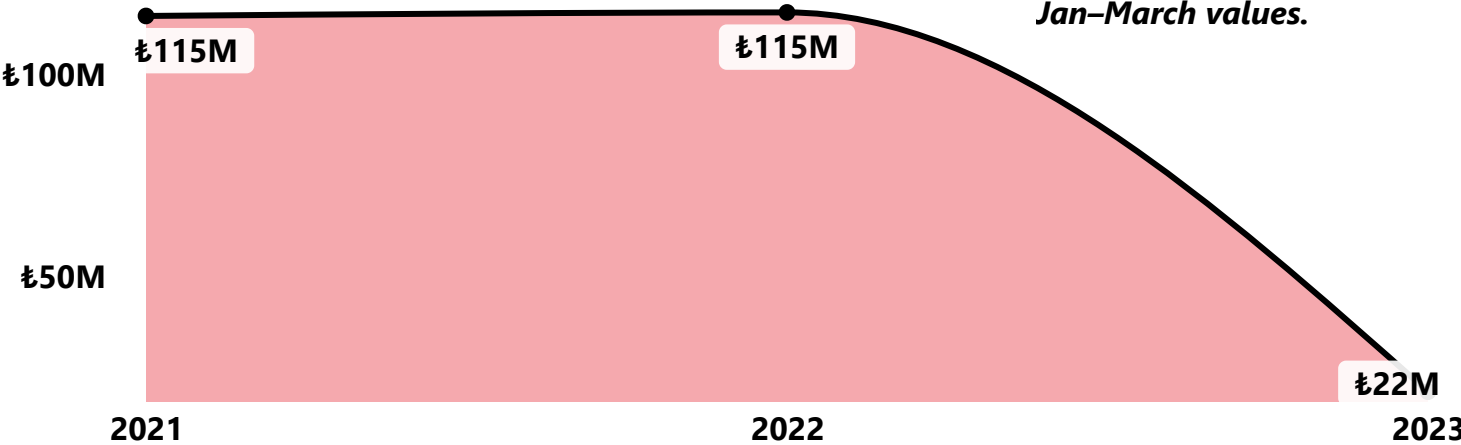**299K** — Total Quantity

99,457 — Total Customers

₺2.53K — Avg Transaction

Year-wise Performance Trend

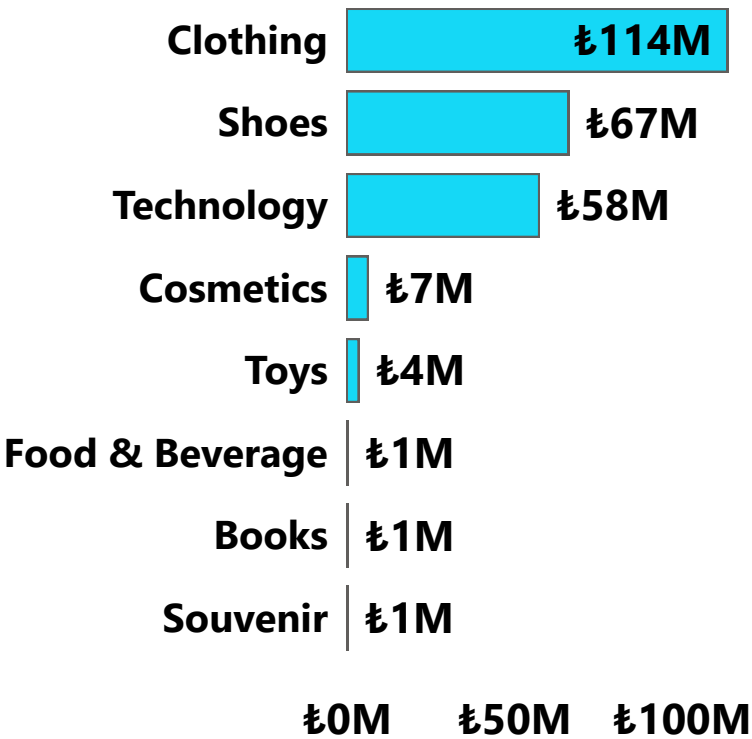⚠️ *2023 data includes only Jan–March values.*

- ₺115M (2021)
- ₺115M (2022)
- ₺22M (2023)

Gender

Gender ● Female ● Male

- 40%
- 60%

Product Category

Category	Revenue
Clothing	₺114M
Shoes	₺67M
Technology	₺58M
Cosmetics	₺7M
Toys	₺4M
Food & Beverage	₺1M
Books	₺1M
Souvenir	₺1M

Top Performing Malls

Mall	Revenue
Mall of Istanbul	₺51M
Kanyon	₺51M
Metrocity	₺37M
Metropol AVM	₺25M
Istinye Park	₺25M
Zorlu Center	₺13M
Cevahir AVM	₺13M
Viaport Outlet	₺13M
Emaar Square Mall	₺12M
Forum Istanbul	₺12M

Payment Method Distribution

Method	Revenue
Cash	₺113M
Credit Card	₺88M
Debit Card	₺51M

Contribution by Age Group

100%

Age Group	Revenue
Mid-Aged	₺97M
Older	₺91M
Young	₺63M

64.9%

Customer Insight

- **251,505,794** — Revenue
- **44,447** — Cash Customers
- **Mall of Istanbul (₺50,872,482)** — Top Mall & Revenue
- **59,482** — Female Customers
- **74,433** — Mid Age_Older Customers
- **Clothing** — First Top_Category
- **99,457** — Transaction Count

Customer Insight using a 5D framework –
Volume, Value, Variety, Behavior, and Loyalty

99,457
Transaction Count

251,505,794
Revenue

Clothing
First Top_Category

74,433
Mid Age_Older Customers

44,447
Cash Customers

59,482
Female Customers

Mall of Istanbul
(₺50,872,482)
Top Mall & Revenue