

Report: Analysis of Clothing Store Sales in Australia (Oct 1, 2020, to Dec 30, 2020)

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Overview of Columns:

- 1- Date: This column represents the date of sales transactions.
- 2- Time: Indicates the time of the day when sales occurred (Morning, Afternoon, or Evening).
- 3- State: Denotes the Australian state where the sales took place.
- 4- Group: Categorizes customers into four groups - Kids, Men, Women, and Seniors.
- 5- Unit: Represents the number of units sold during each transaction.
- 6- Sales: Indicates the sales amount in Australian Dollars (AUD).

Key Insights:

Sales by Group:

Men's group recorded the highest total sales at 85,750,000 AUD, followed closely by Women's and Kids' groups.

Seniors' group had slightly lower sales at 84,037,500 AUD.

Sales by State:

Victoria state had the highest total sales, amounting to 105,565,000 AUD, which is expected given its size and population.

Tasmania had the lowest sales among all states, with total sales of 22,760,000 AUD.

Sales by Time of Day:

Morning was the most popular time for shopping, with total sales of 114,207,500 AUD, followed by Afternoon and Evening.

Monthly Sales:

October had the lowest sales, while December recorded the highest sales. This is likely due to the holiday season, where people shop more for gifts and festive attire.

Sales Drop in November:

There was a noticeable drop in sales at the beginning of November. Further investigation is needed to understand the cause behind this drop. It could be related to factors such as economic conditions, promotions, or external events.

Overall, this report provides a snapshot of clothing store sales in Australia during the specified period. It highlights variations in sales across different states, customer groups, times of the day, and months. The November sales drop is an interesting point to explore further to better understand the underlying reasons.

Additional insights in the Dashboard attachment.