

# Sales Data: Analyzing & Predicting

By: Amanda Jo Griffin (Aj)



# Background

○ XXXXX



# Purpose

○ XXXXX



# Data Overview



9

Columns

1000

Rows

**Data On Company's  
Customers & Sales**

About The Data



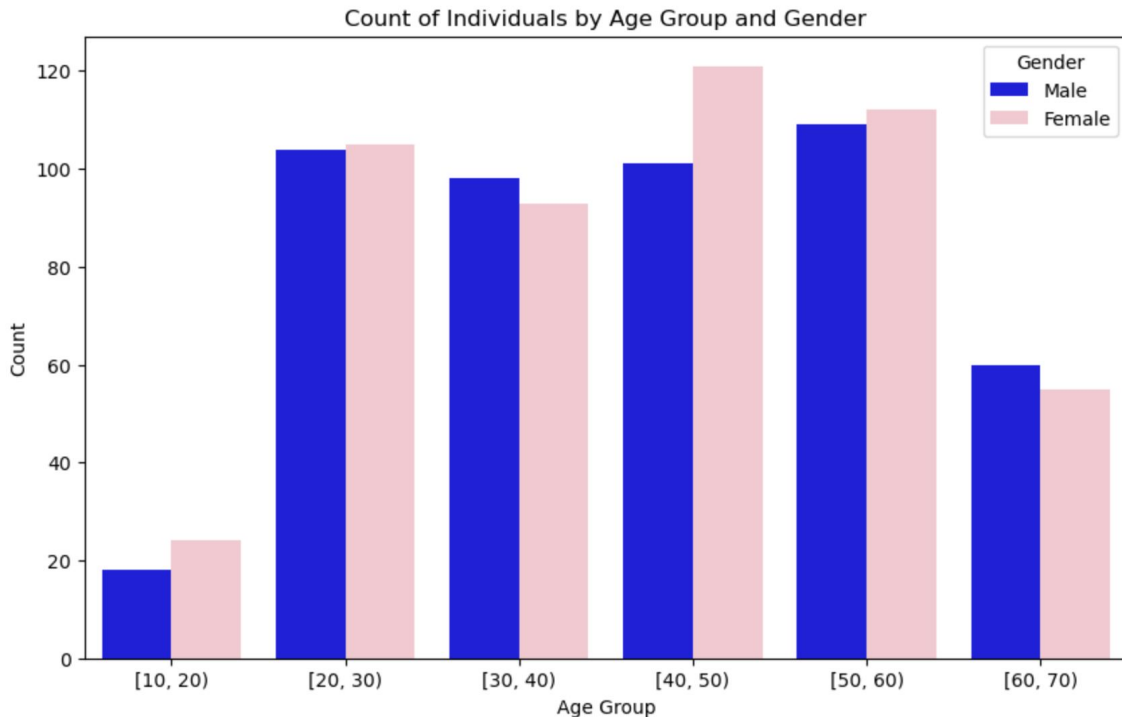
1

# Current Trends

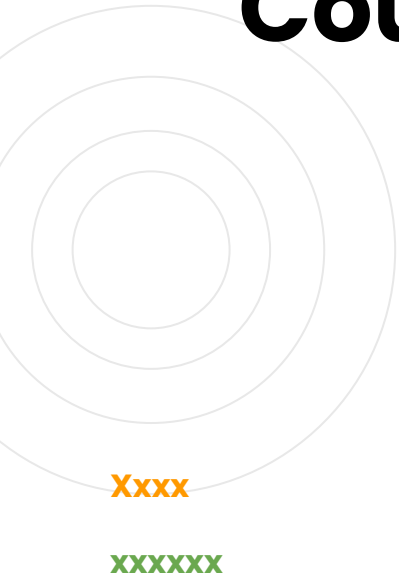
# Count Of Buyers By Age Group

Purchasing patterns show a shift with age: males dominate in the 20-30 age group, while females lead in the 40-50 age bracket, suggesting targeted marketing opportunities.

Across all age groups, females consistently represent slightly higher counts in retail purchases. Recognizing age-specific trends in gender-based buying behavior can enhance predictive models, potentially improving gender prediction accuracy and tapping into predictable gender preferences.



# Count Of Buyers By Category & Gender



# How Age Impacts Total Amount Spent





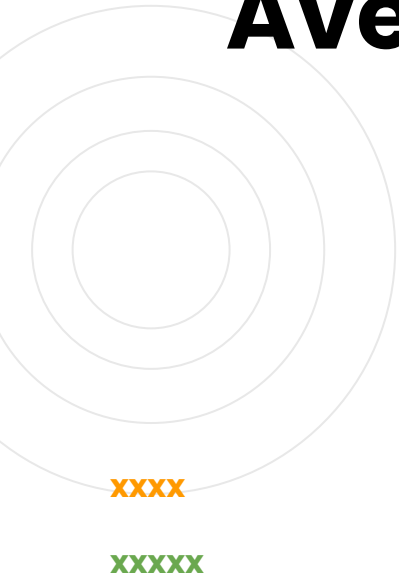
# How Age Impacts Product Category Purchased



# Average Amount Spent By Gender



# Average Quantity Purchased By Gender



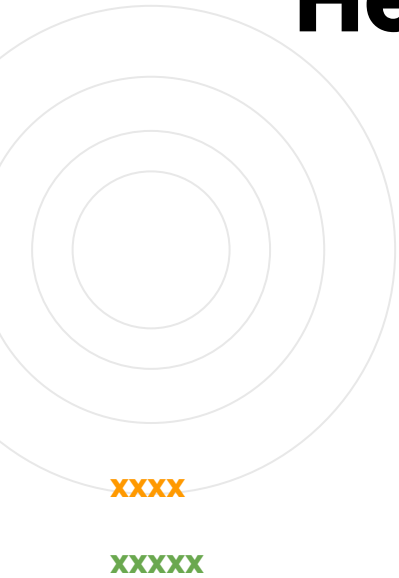
# Distribution Of Age By Gender



# Distribution Of Total Amount Spent By Gender



# HeatMap: How The Variables Impact Each Other



The image features a large white circle centered on a black background. To the left of the white circle, there is a series of overlapping gray circles of varying shades, with a large white number '1' in the center of the darkest circle. To the right of the white circle, there are several concentric white circles of decreasing size.

**1**

# Modeling

# Performance

Testing:

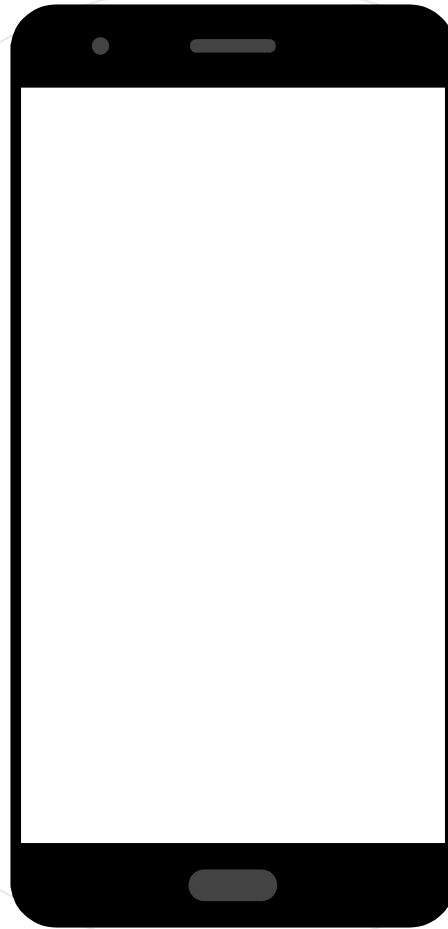




1

# Application For Predicting

# Streamlit App



XXXXXX



1

# Synopsis

# Conclusions:

XXXX

XXX

XXX



# Recommendations:

XXX

XXXX





# Thanks!

Q&A