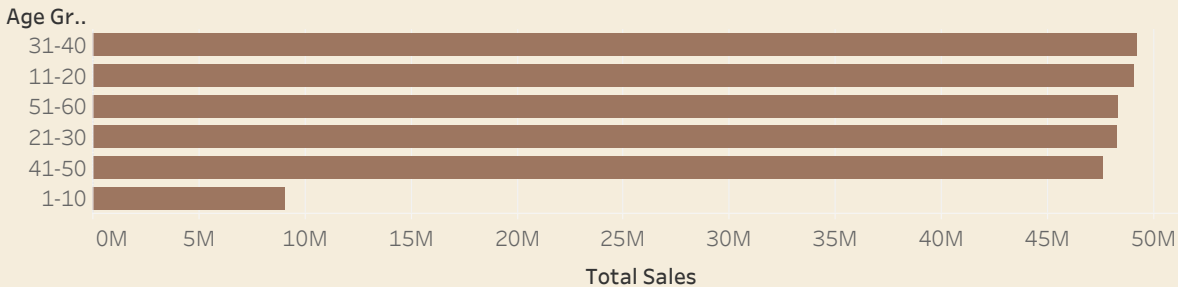


# Who is Driving up Sales? : A consumer Anaytics Dashboard

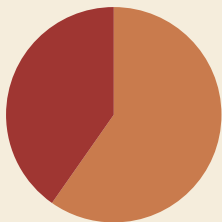
## Whats their AGE?

**Insight:** Customers aged **31-40** are the highest spenders, contributing a total of **\$189,977 more** than everyone else in sales. This age group represents a key demographic for targeted marketing strategies and potential upselling opportunities.

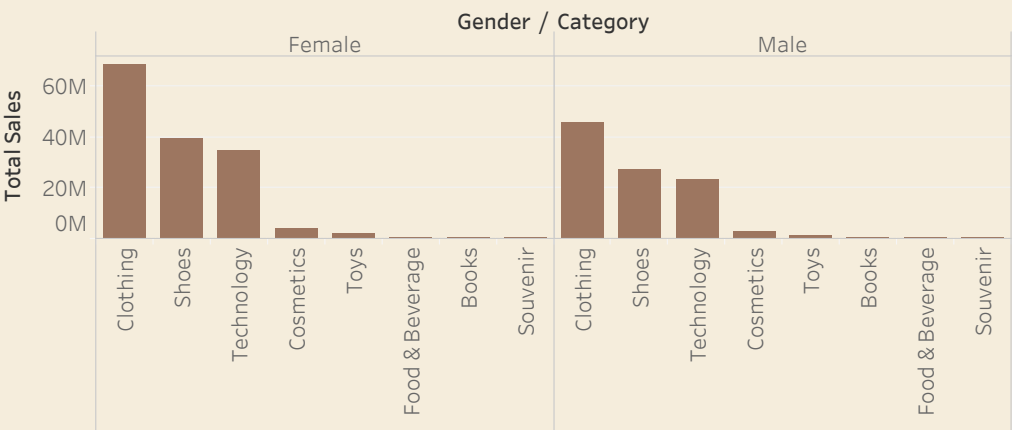
## Sales vs Age Groups



## Toatal sale v Gender



## Spending Habits according to Gender shopper across Categories



## Who is spending more and on What?

**Insight:** Women spend significantly more than men across all categories, with a total spending difference of **\$48,908,478**. The **Clothing** category is the top spending area for both genders, where women have spent **\$22,506,601 more** than men. Overall, women consistently outspend men, making them a key demographic for high-value sales across all product categories.

## Where are they spending?

**Insight:** The **Mall of Istanbul** is the top mall where both genders spend the most, with a total of **\$50,687,482**. The second-highest spending occurs at **Kanyon Mall**, with **\$50,554,231**, showing a marginal difference of **\$133,251**. Notably, **women spend the most at Kanyon**, whereas **men spend the most at Mall of Istanbul**.

## Total Sales v Malls and Gender

