RETAIL SALES ANALYSIS

Peak shopping hour (most transactions)

sale_time

30 Dec 23:00 — 4.8K
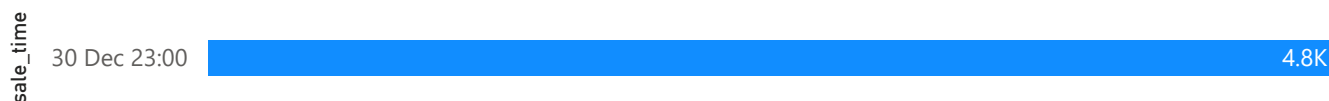
Total number of transactions

2M

CATEGORY
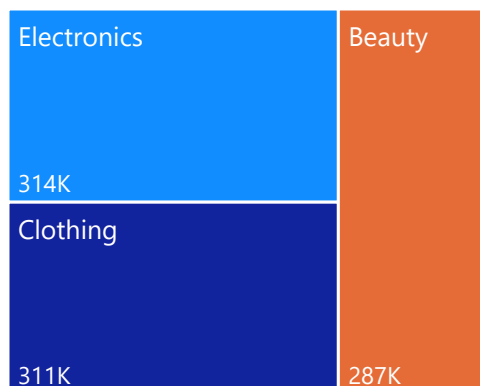
- ☐ Beauty
- ☐ Clothing
- ☐ Electronics

GENDER

- ☐ Female
- ☐ Male

AGE

All ▼

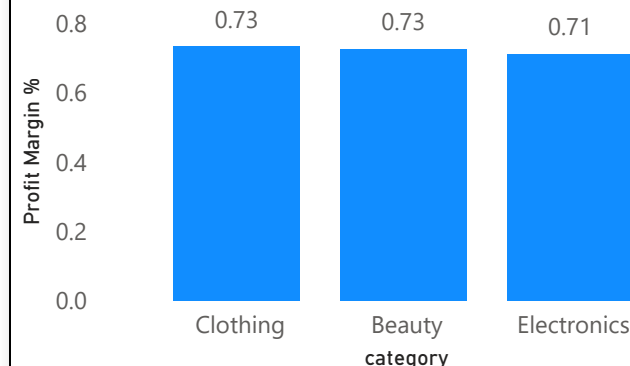## The category with the highest average profit margin

Electronics	Beauty
314K	
Clothing	
311K	287K

Top 5 customers by total spending

100% ——————

- 100: 15K
- 50: 15K
- 200: 8K
- 900: 8K
- 1200: 8K

49.3% ——————
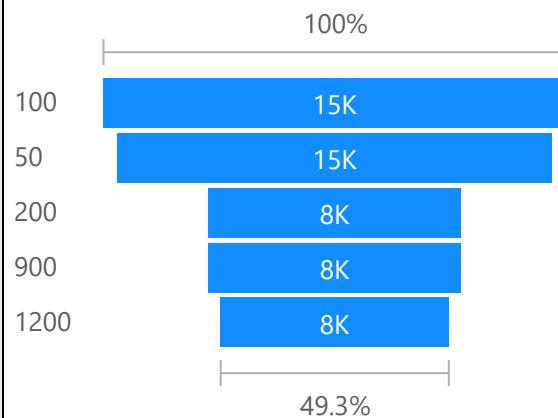
Average age of customers by gender

49.86%

50.14%
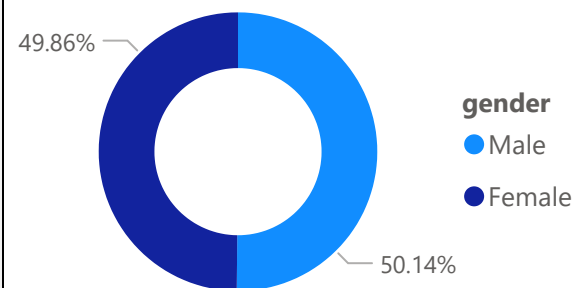
gender
- ● Male
- ● Female

Customer who purchased in all categories (Clothing, Beauty, etc)

Profit Margin %

- Clothing: 0.73
- Beauty: 0.73
- Electronics: 0.71

category

Get all sales records where category is "Clothing"

category	Sum of age	Sum of cogs	Sum of customer_id	gender	Sum of price_per_unit	Sum of quantity	Year	Month	Day	sale_time	Sum of total_sale	Sum of transactions_id
Beauty	46	27.25	51	Female	25	1	2022	January	8	17:27:00	25	825
Beauty	62	9.00	27	Female	30	4	2022	January	19	19:31:00	120	1271
Beauty	29	150.00	97	Female	300	3	2022	January	21	08:22:00	900	323
Beauty	35	140.00	148	Female	500	4	2022	January	25	20:52:00	2000	93
Total	**82356**	**1,89,762.70**	**132683**		**359695**	**5018**					**911720**	**2001000**