

RETAIL SALES DATA ANALYSIS

This project involved analyzing a retail sales and customer demographics dataset to identify sales trends, customer purchasing behavior, and product performance. Excel was used as the primary tool, applying Pivot Tables to summarize data by product category, gender, and age group. Interactive dashboards were created using charts, slicers, and filters to visualize total sales, quantity sold, and revenue distribution. The analysis helped highlight key customer segments and top-performing product categories, strengthening skills in data analysis, visualization, and business insight generation.

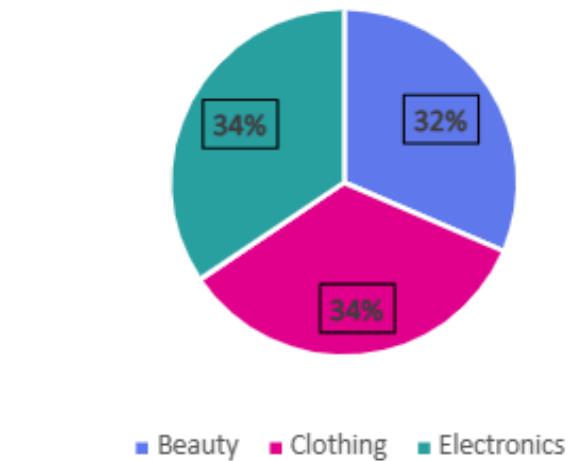


RETAIL SALES ANALYSIS

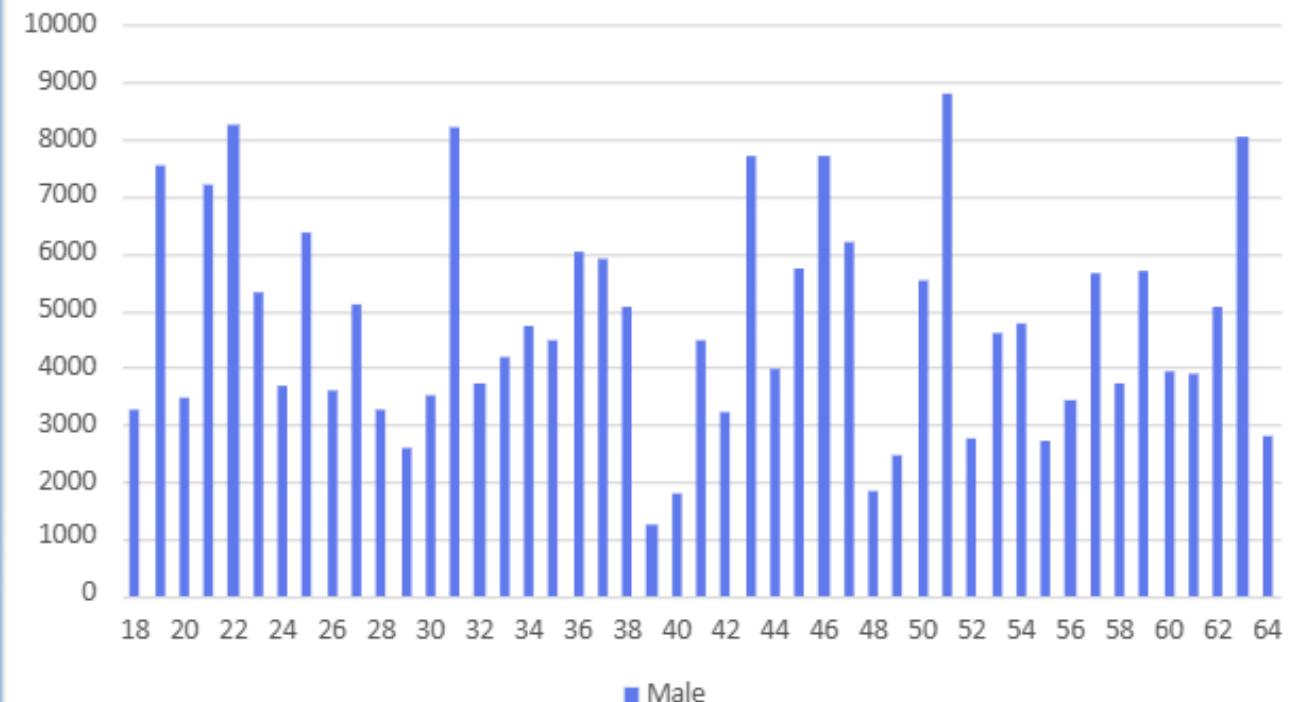
PRODUCT CATEGORY VS TOTAL SALES



QUANTITY SOLD SHARE BY PRODUCT CATEGORY



GENDER VS TOTAL SALES



The bar chart shows that Electronics and Clothing generate the highest total sales, while Beauty contributes comparatively lower sales, indicating stronger customer demand for technology and apparel products. The pie chart highlights the quantity sold share by product category, where Clothing and Electronics each account for around 34% of total quantity sold, and Beauty contributes about 32%, showing a fairly balanced distribution of sales volume across categories. Overall, the visuals suggest that while sales value varies by category, customer purchase quantity remains evenly spread, reflecting diverse buying preferences.

Gender	<input checked="" type="checkbox"/> Sum of Total Amount
Female	232840
Male	223160
Grand Total	456000

Age	<input checked="" type="checkbox"/> Sum of Total Amount
18	11215
19	14870
20	8645
21	12585
22	13700
23	8220
24	5415
25	9900
26	13980
27	9385
28	8670
29	6570
30	9790
31	10220
32	5550
33	6240
34	16785
35	11290
36	9105
37	11650

Sum of Total Amount	Gender	<input checked="" type="checkbox"/>
Age	<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> Grand Total
18	3275	3275
19	7535	7535
20	3470	3470
21	7185	7185
22	8275	8275
23	5325	5325
24	3665	3665
25	6350	6350
26	3605	3605
27	5105	5105
28	3270	3270
29	2570	2570
30	3505	3505
31	8200	8200
32	3700	3700
33	4200	4200
34	4735	4735
35	4475	4475
36	6025	6025

Product Category	<input checked="" type="checkbox"/> Sum of Total Amount
Beauty	143515
Clothing	155580
Electronics	156905
Grand Total	456000

Product Category	<input checked="" type="checkbox"/> Sum of Total Amount	Sum of Quantity
Beauty	143515	771
Clothing	155580	894
Electronics	156905	849
Grand Total	456000	2514